



Screen Goo 2.0 - 100% Acrylic Premier Primer

All painted masterpieces start with excellent surface preparation. Screen Goo Premier Primer is the perfect link between Screen Goo 2.0 projection coatings and the surface you're planning to project on; it's a critical component in **achieving the best possible results for your Goo 2.0 application**

The Three C's

Contrast

Contrast is defined as showing differences by comparison. In discussing projection systems, we use the term **Contrast Ratio** to compare the difference in brightness between the darkest areas of the image and the brightest. The only valid way to determine a system's contrast ratio is to display full white and full black areas side by side simultaneously and to measure the difference between the two areas. This measurement should be made in the same ambient lighting conditions that the system will be used in.

Avixa, formerly Infocomm, a prominent AV industry organization, has created a series of target contrast ratios for different types of **content** called Image System Contrast Ratio or **ISCR** for short. This is critical: now designers and users can agree to a defined and objective performance standard. Further, by considering **context**, or where and under what lighting conditions we'll be projecting in, we can choose the ideal Screen Goo 2.0 system for achieving our desired result.

Content

We define **content** as the information that the projection system is being used to display. When we consider content, we're really looking at two different areas. The first is the inherent contrast of the content. Black text on a white background is inherently high in contrast whereas the same text on a dark red background would be low in contrast.

The second consideration is the nature of the message that the content is designed to convey. An image of big bold black letters on a white background can be understood at a glance even with low system contrast whereas the subtleties of medical imaging or a feature film require higher contrast ratios in order to communicate their full messages

Minimum Contrast Ratio: 7:1 *Passive engagement*

Minimum Contrast Ratio: 15:1 *Basic Decision Making.*

Minimum Contrast Ratio: 50:1 *Analytical Decision Making*

Minimum Contrast Ratio: 80:1 *Full Motion Video*

Context

By context, we're referring to the nature of the physical space and the type of ambient lighting conditions that the projection system will be used in.

The projector light output requirements and screen reflectivity requirements for a system based in a movie theatre-style environment: dark, non-reflective walls, ceiling and seating, are very different from an institutional boardroom or from a museum exhibit.

Screen Goo 2.0 offers 4 different values of 6500 degree Kelvin white:

100% (full white): Reference White 2.0

85% (light grey): High Contrast 2.0

70% (medium grey): Max Contrast 2.0

40% (dark grey): Ultra Max Contrast 2.0

Contact us to help you determine Which Goo is best for you!

