

Da-Lite Screen Company and Joe Kane Productions Announce Strategic Partnership

Da-Lite Screen Company and Joe Kane Productions have entered into a strategic partnership to design, develop and manufacture High Definition (HD) projection screens for the Home Theater and Film Production markets. Da-Lite is the leading worldwide manufacturer of projection screens and Joe Kane Productions (JKP) is a leading HD expert and consultant.

“The advent of newer and more technology driven HD digital projectors feature a new generation of optics that make most traditional projection screens obsolete,” stated Joe Kane, President of Joe Kane Productions. One such projector is the new SP-A800B from Samsung, which was developed with the assistance of JKP. With the SP-A800B 1080p DLP display, Samsung and Joe Kane Productions have set a new reference in home theater projector excellence. “Once we had developed the SP-A800B,” continued Kane, “we realized that traditional projection screens were not able to display the incredible detail or uniformity of the image being produced by the projector. We turned to Da-Lite for a solution that would let the professional broadcast community as well as the Home Theater viewer experience the exceptional performance of the new Samsung HD technology.”

The result of the collaboration between Da-Lite and Joe Kane Productions has resulted in the announcement of the new JKP Affinity Screens from Da-Lite. The first products in the JKP Affinity Screen line include HD Progressive proprietary fabrics. Da-Lite JKP Affinity HD Progressive projection screens feature low gain for an incredibly wide viewing angle and an image uniformity not seen prior to this combination of products. JKP Affinity Screens from Da-Lite are specifically designed for High Definition Professional Broadcast and Home Theater applications.

“When Joe explained the difficulties the new Samsung projector had utilizing traditional projection screens, we challenged our chemists and engineers to develop a new material that would deliver the very best HD digital image in our experience,” said Blake Brubaker, Vice President of Da-Lite Sales. “With the HD Progressive screen fabrics, we have the first materials designed to deliver the next generation of HD digital projector images. We are extremely pleased to launch the JKP Affinity Screens using these break-through projection screens.”

Joe Kane Productions (JKP) was founded in 1982 with the intent of assisting the video industry in improving the quality of the video. Since then, the company has been actively involved in lectures, training, writing and consulting on topics of display standards, including such diverse topics as screen specification for projection displays and specifications for all sorts of equipment used to drive

displays. Mr. Kane is a past chair of the Society of Motion Picture and Television Engineers (SMPTE) Working Group on Professional & Studio Monitors. He has also produced several groundbreaking programs, including A Video Standard, two versions of Video Essentials and multiple versions of Digital Video Essentials.

The new Da-Lite JKP Affinity Screens premiered at this year's CEDIA EXPO 2008.