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Da-Lite Screen Company and Joe Kane Productions Launch New JKP Affinity Screen Series at CES 2009

WARSAW, IN – 8 January 2009 – Da-Lite Screen Company and Joe Kane Productions announce the world premiere of the new JKP Affinity Screen series at CES 2009.

Through a new strategic partnership between the two companies, the JKP Affinity Screen series are the first new projection screens designed, developed and manufactured to meet the needs of High Definition (HD) 1080p projectors.

“The advent of new, higher quality HD digital projectors, featuring a new generation of optics, requires a fresh approach to projection screens,” stated Joe Kane, President of Joe Kane Productions. “We realized that traditional projection screens can limit the color quality, detail and uniformity of the image being produced by the projector,” continued Kane, “We turned to Da-Lite for a solution that would let the professional broadcast community as well as the Home Cinema viewer experience the exceptional performance of the new HD projector 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.

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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 Cinema applications.

“When Joe explained the difficulties the new 1080p projectors 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 Dan Drook, Da-Lite’s Vice President of Home Theater 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.”

The world premiere of the JKP Affinity Screen series will be held at a special Da-Lite HD Theater in Booth SL20358. The Da-Lite HD Theater will also feature the latest in 1080p DLP projector technology from Samsung, their SP-A. CES 2009 will be held in Las Vegas from 8 to 11 January at the Las Vegas Convention Center.

Joe Kane Productions (JKP) was founded in 1982 with the intent of assisting the video industry in improving the quality of video presentations. 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*.

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Founded in 1909, Da-Lite Screen Company is the leading producer of high quality commercial and residential projection screens worldwide. With headquarters in Warsaw, Indiana and additional operations in the U.S. and Europe, Da-Lite manufactures projection screens and accessories to Fortune 500 companies, entertainment and major broadcast networks, education systems and governments around the globe. Today Da-Lite's proprietary screen technologies are specified for the most demanding installations from military training simulators to boardrooms and classrooms to home theaters. Da-Lite has become the "First Name in Projection Screens." For more information, visit Da-lite.com.



