

Top 5 Reasons

Why You Need ALR Screen Technology

01

Ambient light will always be a part of the projection equation.

Ambient light, natural (sunlight) or artificial (interior room lights), can come from any source in a room. In two-piece projection, the only light you want hitting the screen is from the projector. Screen surfaces featuring Ambient Light Rejection (ALR) properties can separate light in the environment from projected light.



02

Rooms aren't so dark anymore.

Current trends in construction and architecture are focused on open plan layouts that bring natural elements and energy-efficient alternatives like LED lighting without controlling or concealing all the desired light with dimmers or shades.



03

Dull, washed out images aren't a good look.

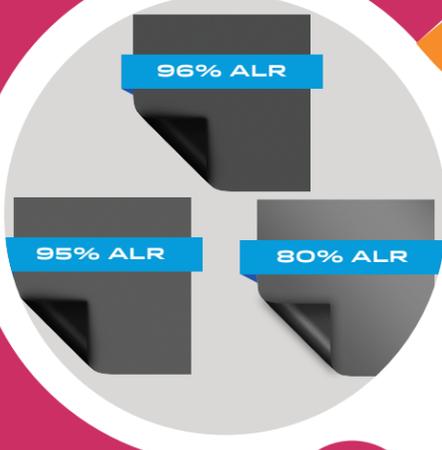
Ambient light that falls on a standard projection screen will compete with light from the projector and wash out image contrast, color saturation and dynamic range, affecting the viewing experience. Da-Lite's Parallax® Family of Market-Leading Ambient Light Rejecting Screen Surfaces are designed to preserve high contrast images in the brightest of environments.



04

The game has evolved. Has yours?

You know you want to be the tech-forward professional! Expand your product portfolio and installation opportunities by offering screen technology that can handle oodles of ambient light.



05

Product technology continues to evolve.

Whether you're looking for up to 16K ready technology or up to 16 feet (4.9 m) high seamless offerings, Da-Lite's Parallax surfaces fit the bill.