



Contact: Ted Brecheisen
260/497-9988
ted@marketshareplus.com

FOR IMMEDIATE RELEASE

or
Wendy Long, Da-Lite Screen Company
574/267-8101

rAVe Selects Da-Lite's 3D Virtual Black and Virtual Grey 2009 Products of the Year and Predicts 3D Will Boom

WARSAW, IN – February 4, 2009 – In the February rAVe HomeAV Edition, Da-Lite Screen Company is recognized as one of the TOP Products of 2009 in the HomeAV market for its innovative 3D Virtual Black/Virtual Grey screens. “Wowing the entire CEDIA show, this new 3D technology will lead the 3D revolution that will start in 2009,” commented the editors of rAVe HomeAV.

In the same rAVe HomeAV issue, Editor Gary Kayye issues his market predications for 2009 which includes his predication that 2009 will be a boom for 3D in both the theater chains and then, later in the year, the home. “3D projection and TVs will start shipping by Q3 or Q4 2009 and by then, there will be plenty of content to make it the new high-end, margin-packed technology for HomeAV integrators. And, you will even see at least one part-time 3D TV network appear on DirecTV and Dish in 2009,” predicated Kayye.

“Da-Lite has always been recognized as a technology leader in the AV industry,” said Dan Drook, Vice President of Da-Lite Home Theater Sales. “In 2008, we stepped up our research and development with not one but two outstanding 3D projection screens.”

- MORE -

Both 3D Virtual Black and 3D Virtual Grey have proprietary formulas that make them unique for front or rear screen projection applications. With the initial launch of the rear screen fabric at InfoComm 2008 and the front screen material at CEDIA, Da-Lite now offers home theater and commercial applications the best projection screen regardless of the type of installation.

“We’re extremely pleased to receive the rAVe 2009 HomeAV Product of the Year award,” continued Drook, “This is a direct reflection of the hard work and dedication of our chemists and engineers to continue the Da-Lite tradition of developing innovative and unique projection screens. Da-Lite home theater dealers are at the forefront of the coming 3D revolution with both 3D Virtual Black and 3D Virtual Grey.”

Da-Lite’s award winning 3D fabrics are available through its national dealer network serving the home theater market.

Attachment: 3D Virtual Black and 3D Virtual Grey logos
RAVe 2009 Top Products award logo

###

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.