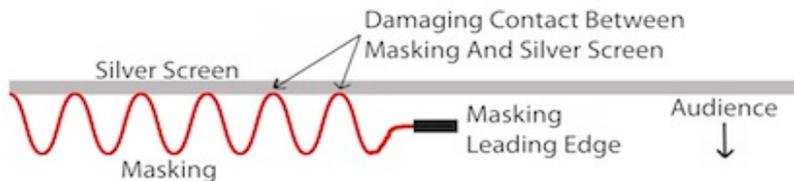


## The Exhibitor's choice

Dear Cinema Client,

Every week, more and more cinema operators make the decision to upgrade their screens to digital friendly silver screens. There are numerous benefits for making the transition to silver screens, but it is important to be mindful of potential problems to ensure you are not cutting the life of your new silver screens short.

Traditionally when your maskings open, the "concertina-ing" effect of the curtains means that some fabric may brush against the surface of the screen. While this was acceptable on traditional matt or Perlux screens, on a silver screen it may cause noticeable damage after time - which can only be rectified by replacing the screen.



The only way to avoid this problem is to ensure that the masking does not come in contact with the screen during its travel.

From our experience the damage is normally caused by the side masking curtains, but can also be caused by the swaying of the top or bottom masking curtains.

Generally there is enough adjustment in the frame, and enough room in the structure to adjust the curtains away from the screen, but in some cases a more serious rework may be required.

Older 35mm projectors had a more blurry image edge which required the maskings to be as close to the screen surface as possible. With new digital projectors, the edge of the image is much sharper so the maskings can usually be moved further away with no degradation in image quality.

If you are unsure of your curtain positioning against the silver screen, or you require your maskings to be adjusted away from your screen, please call us today and we can take action to ensure you are getting the full life out of your silver screen.

Regards  
Brian Ross

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