

Adhesive Rear Projection Foil and how you can infuse your retail experience

In today's society we are addicted to eye candy, everything is getting bigger, brighter and bolder and so must go the brick and mortar storefronts; with the advancements of handheld digital smart phones and social media, texting etc. it is getting increasingly harder to grab the attention or perspective buyers passing your store. It is important to realize however that if you can break them away from their fascination with their portable devices that you have an excellent chance at securing a customer that will stick with you.

This is not about keeping up with the Jones's but rather advancing with the times in an effort to survive and conquer in this rapidly changing economy and marketplace; and like we have all heard before "there is no challenge like the one at hand."

So how do we ignite our storefront windows with something that will somehow inspire our perspective clients to give us a moment of their time and hopefully create new customers?

Convert all or part of your storefront into an animated and possibly interactive display; you can do this easily with an [adhesive rear projection screen](#). This type of projection screen is not the one you have seen in the boardroom or at the movies but rather a highly intelligent and sophisticated projection film surface that will apply right to your glass window and once "lit up" with a projector will provide an awesome eye catching in the consumers face display that will inspire local traffic to see what you are all about.

How do we know if this works and what is our basis for this claim? Well that's easy – all of the major retailer including makeup companies, jewelry stores, and department stores have been migrating towards these concepts and technologies for the last several years.

In fact more than 5 years ago I was in San Francisco and eating across the street from the Ritz Carlton and noticed they had a projection screen in their window; so I finished eating and walked over to see what type it was. They actually had an extremely expensive screen in their street level sales location for their new condos that were being built downtown; the funny part was you could barely see it even though there was a humongous projector powering it.

This screen that was used is so expensive in fact that nowadays you can buy an entire storefront rear projection display system for less than just the screen price; that screen was also lacking the significant advancements in technology that we have come to achieve today. The screen used in the Ritz Carlton location was 4 pieces of film applied to the window and butted up to each other to form one screen about the size of a 42" flat screen TV; our roll widths a couple years ago were limited to 40" then 48" and now 60" rolls are a standard which will yield a 122" widescreen adhesive rear projection film making the industry's largest seamless screen sizes.

To make your projects easier and as painless as possible we have assembled a list of quick ship type kits that can ship in as little as 24-48 hours after order; these kits contain everything you need to transform your static storefront or window into a digital storefront. Kits can contain some or all of the following items – adhesive rear projection film cut to your requested size, projector, mount, cabling, digital signage controller, mini PC,

power conditioner, [anti-glare film](#), [interactive touch screen](#), window speakers and more. If you have a good feeling for what you need we can simply get you squared away over the phone or via the website but say this is your very first project and you are looking for assistance we also will help you determine the appropriate product combinations that will compliment and add to your existing marketing efforts.

Fortunately as with most innovative products the technology has increased at a rapid rate and the costs are coming down; since that day in San Francisco we have pushed the envelope of on or in window projection technology and we can proudly say we offer projection films that are truly worthy of being called technology and now used by many of the most famous retailers in the world.

As always there is no pressure to purchase, although you may be asked we at no time will put pressure on you to make a decision until you are absolutely ready on your own. With any investment it is important to understand what it is you are putting your money into and what you can expect once you place the order so feel comfortable with the decision you have made to contact SSI.

If you have a project or particular application in mind and you are not sure where to begin or would like some no hassle assistance from industry experts or just want more information on hybrid projection screen technologies or projection design consultation visit www.projectionsystemdesign.com or call 888-631-5880 for a no hassle consultation that we guarantee will provide value to you and your business.

Interactive options are available and can be incorporated into any application utilizing adhesive rear projection films; simply apply a thin touch screen film to your substrate and then apply your projection film onto the touch film. This thru glass touch screen solution in conjunction with rear projection technology can transform any storefront into an interactive digital display in a matter of an hour or so; sizes available up to 116" widescreen.

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Screen Solutions Int.

Solution – The method or process of solving a problem.

Manufacturer meets Consultant Firm – Uniquely Refreshing

Simply - we put the pieces of the puzzle together for you.

No the matter the project we will assist you in determining the appropriate solution; even if it means a product that isn't ours. Inspiration, Design and Integration are just the beginning of each and every endeavor. Solving the unique problems and challenges that present themselves in every project is what will set you apart and delivers the "value added" into the equation; bringing more than products but real world experience and passion for innovation.

