

Holographic Rear Projection Screen and how it is pushing the limits of retail display technology

[Holographic projection screen](#)? Is that even a possibility? The answer is yes it is and this is not a typo; projection technologies have advanced the display industries possibilities and are opening up opportunities for integrators, business's and content developers to create and deploy unique and engaging displays that capture the attention of perspective viewers.

The Intrigue screen by Screen Solutions is completely clear yet holds crystal clear images and will give you that holographic or floating image appearance. This screen is also a great display surface for 3D content and has been used in museums, trade shows, event and exhibit displays; this transparent projection screen has embedded technology that allows it to accept and retain image quality and clarity.

Transparent and Holographic rear projection screens are being used all over the world to intrigue and engage perspective buyers into stopping and looking at the floating image in the storefront display or inside the store in retail situations. Many high end retailers are using this product as the centerpiece of their window displays to create an enticement or what we refer to as "Stopping Power"; in working with so many different clients all over the world we have found that in the fast paced world we all live in "if you can't stop them, you can't talk to them".

It is important that we realize our clientele is completely addicted to their handheld and portable electronics; you must do something to jolt them out of the enchanted state of social media immersion and provide something that is equal or greater to the latest tweet or post on their wall. Boost your conversions by adding value to your target audience; show them that you are very well aware of the progression in technology and the need for sophistication in the marketplace.

The response or reaction that most everyone who installs a holographic type projection screen in their storefront display or tradeshow is "wow I had no idea this was really possible, I thought this was just the typical Hollywood mirage". What happens is you instantly solve one of people's doubts or disbeliefs in life and gain a verifiable credibility with them as an expert even though you may know little more than they do about the technology and how it works; the important fact remains that you were willing to invest in your clients and people can always see that. (for more information on retail and storefront attraction see our White Paper on the subject at <http://www.ssidisplays.com/industries/retail-windows>)

The image quality is so clean and crisp on this screen that most people stand in disbelief or amazement and cannot grasp how this is even possible; this is merely the next generation of marketing tactics that have been used for many years to keep pace with our ever progressing times.

Because it is clear it is recommended to place the projector off axis so as not to blind the viewing audience; there is not a specific projection angle required for the transparent projection screen giving you the freedom and flexibility to adjust your projection system in the field.

This new and exciting technology is making it possible to achieve that minority report type display; the future is the now with the SSI Intrigue Screen. This transparent projection screen can be used with any standard projector to create amazing displays; it even comes in a [projection film](#) that applies much like window tint and transforms any clear surface including glass and acrylics into a transparent, holographic projection surface.

Visit us at www.projectorenclosure.com or call 888-631-5880 for a no hassle consultation that we guarantee you will provide value to you and your business; for 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.

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.



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