

Rear Projection Films and Foils, what they are used for and how they work.

Rear Projection Film – [Rear Projection Film](#) is a highly sophisticated paper thin projection surface; we have intricately compressed our rigid projection screen technology down into this amazing digital display film. It is best described as a window tint like material with water activated adhesive that can be applied to any clear and even tinted glass or acrylic surfaces, transforming even the most standard storefront or retail windows into animated digital displays.

This film comes in a variety of colors all with unique characteristics and performance benefits; Dark or Definition film is designed to add contrast and depth to your images it can also be used in direct sunlight applications on storefronts and retail displays. White or Accent projection film is an impressive screen that can handle most any extreme application it is presented with. This screen has been used in some of the biggest names in retail including Estée Lauder, Bare Escentuals and many more to create stunning and unique digital signage displays that captivate, inspire and engage perspective buyers; this is a condensed version of our Accent rigid screen.

Clear and Transparent Intrigue Film is just as it is described intriguing – this projection film has been used in many high end retail chains such as De Beers Jewelry Stores and Microsoft Stores to create one of a kind award winning displays that are sure to stop and attract potential buyers; this screen is of similar technology to our Intrigue rigid projection screen yet paper thin.

SSI projection film or foils are stocked on 60” wide rolls and 100’ in length; providing you 122” seamless widescreen displays. Projection films are stocked and ship from one of two warehouses in the US; we have locations on both the East and West Coast to accommodate customers shipping and timeframe requirements.

SSI offers several cut sizes in both 4:3 standard and 16:9 widescreen, should you need a custom aspect ratio, size, shape or anything unique please speak with a team member. Typical lead time on both full rolls and cut sizes is between 24-48 hours, should you need an expedited shipment we can arrange for next day, 2nd and a variety of other options including same day deliveries in the US in some circumstances.

In many cases projection film is applied to storefront and retail display windows to engage perspective buyers; if you are placing your projection film on your existing glass you will want to consider adding a anti-reflection film or ant-glare film to the outside of your shop window. Anti-glare films are designed to accomplish several things which you can learn more about in detail [HERE](#), for now we will give you the quick and simple explanation. Glass has one major inherent defect that will cause you a tremendous amount of problems you may never have known about; reflection is the number one deficit to most retail storefront displays and their ability to communicate the intended message. When the perspective consumer cannot quickly and clearly see what it is that is in the window display they will move on and not think twice, most consumers see their reflected image or the cars and buildings around them in the window not the display.

Anti Reflection and Anti Glare films will reduce and most often eliminate the glare or reflection off the window creating what we like to call a hole in the mirrored reflection on the glass and causes the items or display behind the glass to jump out at those passing by. This is one of those things you will need to see to understand but it is certainly worth looking into and will give your displays the added edge they need to compete in the fast paced and competitive world of retail sales.

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.

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.

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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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