

## CASE STUDY

### PROJECTION SCREENS

# REAR SCREEN CREATES AN IMPRESSIVE, IMMERSIVE EXPERIENCE



IRUS rear projection screen, Dealer: Vistacom, Allentown, Pennsylvania [vistacominc.com](http://vistacominc.com)  
Client: Alvin H. Butz, Inc., Photography by: Alvin H. Butz, Inc.

- Rear projection projects demand product knowledge and experience. Draper has both. We also bring a wide range of product options and full support.

When Pennsylvania construction management firm Alvin H. Butz, Inc., decided to up its in-house presentation game, no slap-dash solution would do. The company wanted a solution that was impressive, immersive, and impactful.

“As construction managers, it’s important to be able to give a realistic depiction of how a building will look to the end users when finished,” said Margaret E. McConnell, enterprise marketing manager of Alvin H. Butz, Inc., Allentown, Pennsylvania. “They may not be familiar with construction, but they are going to be using that facility every day.”

The new Immersive Technology Center allows Butz to show clients in 3D how their building is going to look before construction gets underway.

“For example, doctors will see the layout of an exam room and weigh in on the placement of equipment by seeing a life-size visual of the room,” McConnell said. “We’ve also used this immersive experience to help fundraisers of colleges, universities, and non-profits imagine how a space can be used to showcase sponsors, and to attract people to their facilities.”

Because of the amount of ambient light, the need for an immersive experience, and other considerations, a rear projection solution was the best option for the space. For the projector, an NEC PH1202HL laser-phosphor unit was chosen. And since it is positioned just above seated height and angled down to provide a more immersive experience, a screen that can handle high resolution without hot spotting was required.

*continued on next page*

## CASE STUDY: REAR SCREEN AIDS IMMERSIVE EXPERIENCE



RPX/Precision mirror and support structure, Dealer: Vistacom, Allentown, Pennsylvania  
Client: Alvin H. Butz, Inc., Photography by: Alvin H. Butz, Inc.

The Draper IRUS screen was the perfect solution. The IRUS provides unbeatable image uniformity top to bottom and from center to corner, free of hot spots. The 180-degree viewing angle also means there isn't a bad seat in the room.

To achieve this, the projector angle had to be just right. That's where Draper's RPX/Precision comes in. The RPX/Precision offers the world's most precise image projector alignment capabilities. The structure's fine tuning capabilities provide isolated adjustment of a projector in all six axes: height, front-to-back position, side-to-side position, pitch, roll, and yaw.

In addition to giving prospective clients a look inside a building's design, the Immersive Technology Center will also be used to demonstrate the company's expertise in new technologies, and how they can identify issues and potential solutions in 3D before construction even starts.

So far the combination of the IRUS and RPX/Precision has been a runaway success.

"The system has been very impressive to those we've brought into the Center, not only in the size of the screen, but in the technology behind it," McConnell said. "The picture is vivid and clear. Our customers are always wowed when we bring them into this space."

To learn more about the [IRUS](#), [click here](#).

For more information on the [RPX/Precision and other mirror and support structures](#), [click here](#).

Draper Products: IRUS rear projection screen, RPX/Precision mirror and support structure

Dealer: Vistacom, Allentown, Pennsylvania [vistacominc.com](http://vistacominc.com)

Client: Alvin H. Butz, Inc.

[draperinc.com/whitepapers\\_casestudies.aspx](http://draperinc.com/whitepapers_casestudies.aspx)