

## CASE STUDY

PROJECTION SCREENS - NOVEMBER 2014

# STAGESCREEN® SAVES MONEY, ADDS FLEXIBILITY



Product: 15' X 26.5' StageScreen, built using various frame pieces Reynolds AV had on hand, adding a new viewing surface. Photo courtesy Reynolds AV.

- StageScreen® is a modular truss system concept in projection screen design. It is designed specifically to be flown, but can also be used with legs. Either way, it is the strongest, most rigid and size-adaptable screen on the market.

Since we introduced the StageScreen® and FocalPoint® projection screens a few years ago, we've heard from many dealers about the advantages these modular screens—and the DuraLoop™ snapless viewing surface attachment system—bring to the table.

One of these stories came to us from Karl Reynolds of Reynolds AV. Karl was asked to provide a projection setup for the high school in Spring Grove, Pennsylvania. Spring Grove was hosting a special showing of a 45-minute movie about the history of Glatfelter Paper, a worldwide producer of paper products that started in Spring Grove (then known as Spring Forge) in 1864. There was a catch though: The client wanted a wide 16:9 format screen, but had a height limitation of 15'.

Karl's first idea was to rent a portable rear projection screen from a national vendor his company works with. But then he got the quote.

"I had to pick my jaw up off the floor," Reynolds said. "With all of the freight associated, renting it was going to be as much as half the cost of purchasing the surface outright!"

Then Reynolds remembered he had two Draper StageScreens in his inventory. Neither was big enough for the job—they were both 15' X 20'—but the modular nature of the StageScreen gave him the flexibility to—in a way—make something out of nothing. Instead of renting the screen from a vendor, Karl decided to buy a 26.5' rear projection surface from Draper and build a new frame out of the pieces he had on hand.

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StageScreen® features DuraLoop™ bungee cord loops with nylon pull-tabs; simply hook the surface to the posts on the frame. This system lasts longer than traditional snaps, and provides even, self-centering tension for the viewing surface.



Keeping various StageScreen® frame pieces in inventory allows you to build several sizes of screen by simply changing the combination of parts.

“Since we were providing only one screen,” he said, “we had enough overall frame pieces to build the wide frame without buying any additional frame pieces.”

Reynolds said the StageScreen® offers many advantages, but this job really brought home the screen’s ROI, and the impact it can have on savings for both the dealer and the end user.

“Based on the rental quote with all of the transportation expense, in theory two rentals will pay for the surface,” he said. “However, now that we own the screen in-house we will not need to charge the additional transportation cost.”

The ability of the StageScreen® to handle rear projection surfaces was also important on this job. Reynolds says he always prefers to go with rear projection whenever possible, and there were several considerations that made front projection unacceptable in this setting.

“There were a few opening remarks. If we would have done front projection, people would have seen shadows on the screen when they walked in front of it,” Reynolds pointed out, adding that the event was a success and the screen, as always, received high marks. “It was perfect! Every time we roll into a venue with our StageScreens, we always get compliments as to how much easier the bungee loop system is as compared to ‘those damn snaps.’”

In addition to the 15' X 26.5' StageScreen®, Reynolds also provided an Eiki XT6 (16,000 lumen projector), MacBook with PlayBack Pro, line array sound system, and LED lighting. The screen was flown from a 30' truss with two chain hoists.

For more information on Draper’s StageScreen®, including a calculator to determine which frame pieces you need to build any screen size, visit [draperinc.com/go/stagescreen.htm](http://draperinc.com/go/stagescreen.htm).

To learn more about Reynolds AV, go to [reynoldsav.com](http://reynoldsav.com).

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