

# Why and When to Use Screen Goo Basic



## ba·sic

'bāsik/

*adjective*

### 1. 1.

forming an essential foundation or starting point;

When we developed Screen Goo in the early part of the '00s, our goal was to create the finest projection surface available, irrespective of cost. At the time there were surprisingly few sources of colour correct projection surfaces and none of the mainstream screen manufacturers gave much consideration to projection in circumstances other than cinematic lighting conditions.

We saw gaps in the market and caused more than a few ripples when, in June 2003, we showed the first commercially available paintable screen for projection. Featuring the now familiar combination of Reflective undercoat and diffusive, semi-translucent Finish coat, Screen Goo was an immediate hit. Long time industry veterans at Infocomm 2003 were astonished at the colour accuracy and, most of all, the depth of image produced by a 1000 ANSI Lumen, 800x600 projector and our contrast enhancing Screen Goo Digital Grey Coating system.

Screen Goo is now widely recognized as one the finest projection surfaces available, unmatched in its ability to portray depth of field and, as such, is the first choice for applications like theme park rides, simulators and home and small cinemas.

But what about applications where depth of image is not a consideration? Displaying spreadsheets in a boardroom or classroom or projecting hymn lyrics in a church sanctuary and other similar text-based and simple graphics applications just don't require the sophistication of the of a full blown Screen Goo installation.

What's needed for these types of jobs is **Goo Basic**.

What is "Basic" to a projection screen? Correct colour, uniform and appropriate reflectivity, and, resolution are all fundamentally important.

Goo Basic delivers them all. A system consisting of Goo Basic and a suitable projector will produce a bright, detailed colour-correct image, equally visible to every audience member. Available in White for fully light controlled environments and Grey for moderately lit rooms, Goo Basic will easily out-perform any conventional vinyl projection screen at an even smaller fraction of their cost than "Classic" Screen Goo.

Best of all, should your projection needs evolve, a Goo Basic Screen can be upgraded to a fully-fledged Screen Goo surface with the addition of a suitable Screen Goo Finish coat.

**Goo Systems: Pay for the performance you need with Goo Basic; upgrade to the performance you want with Screen Goo!**