

H O M E C I N E M A

**Stewart**  
Filmscreen Corporation®

Precision Projection Technologies



**From Hollywood to your home theater**

# The Gold Standard in Silver Screens for Over 50 Years

ABC (American  
Broadcasting Corp.)

AMC (American  
Multi-Cinema Theaters)

Burbank Studios

CBS (Columbia  
Broadcasting Systems)

Disneyland of California

Disneyworld of Florida

EPCOT Park

Lucasfilm

MGM Studios

Disneyland of Tokyo

NBC (National Broadcasting Corp.)

## From Hollywood to your home theater

Panavision

Paramount Studios

Sony Corp. of America

Disneyland of Paris

20th Century Fox Studios

Universal Studios

Walt Disney Productions

Sony Theaters Berlin

Winner of two  
Academy Awards®

Oscar Statuette® AMPAS®



Oscar Statuette® AMPAS®

Photo Courtesy of Creative Technology

## See every movie at its best

People who know motion pictures prefer Stewart projection screens because they want to enjoy the best possible picture—vibrant color, sharp contrast, and rich detail.

In fact, filmmakers have long relied on Stewart screens in the making of their films—in special effects creation as well as in the editing and production processes. Studio screening rooms and film production houses around the globe trust Stewart screen quality to such an extent that it is the industry standard reference material for color balance, details, and textures.

Filmmakers know that the secret to achieving the best possible image is to use the very best screen—an Academy Award®-winning Stewart projection screen. Even the home of Oscars®, the state-of-the-art Kodak Theater in Hollywood, uses Stewart screens.

Your home theater can have a screen produced in the same way, by the same craftspeople, as the screens used by people who really know how a film should look.







EXPERIENCE THE MAGIC OF HOLLYWOOD  
IN THE COMFORT OF YOUR OWN HOME



Oscar Statuette® AMPAS®

Photo Courtesy of Creative Technology

# Lights, Contrast, Vibrant Color



## Contrast is key

### Image quality depends on the screen

What makes a great image in any environment? High contrast—the difference between the brightest white and the deepest black on the screen. The wider the range, the better the image—saturated color, rich textures, and shadow details. That's why theaters have traditionally been dark rooms—to keep the blacks black. Ambient light competes with projected light, washing out the image.

### Thinking out of the "dark box"

Projectors today are powerful, producing a very bright image. Manufacturers specify a contrast ratio, say 800:1 (white:black). However, this contrast ratio is measured at the projector. What matters to you is the contrast ratio at the screen, since that's what you see. Ambient light (from windows, lamps, or projected light bouncing off walls or other room surfaces) affects the contrast at the screen.

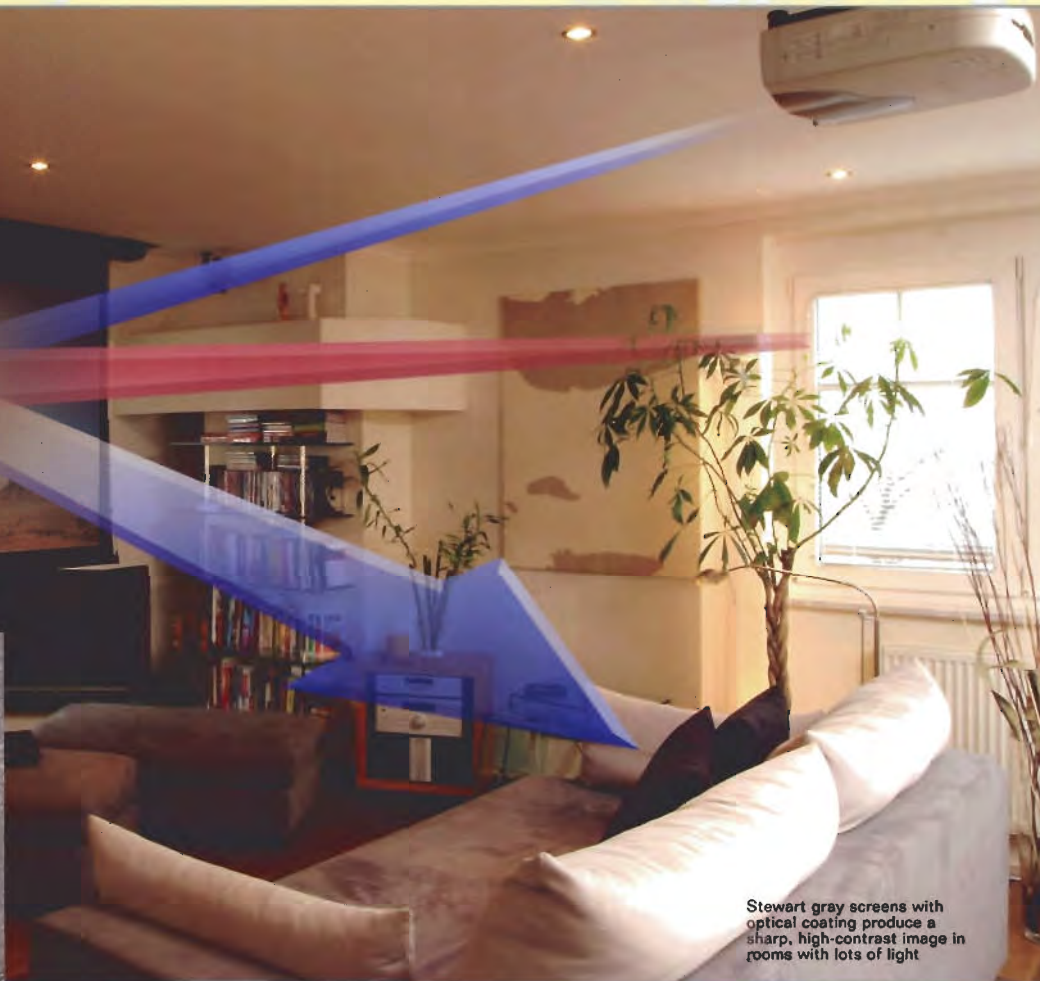
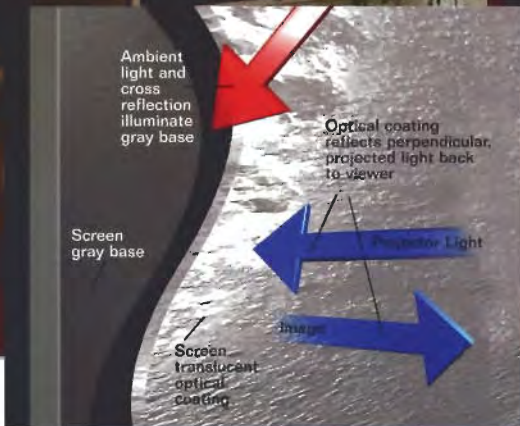
A dark room built to eliminate ambient light has long been the way to ensure an optimal image. Now, Stewart screens with active reflective coatings allow home cinema enthusiasts to break out of the "dark box" theater and enjoy a vibrant image in any environment.

### It's in the screen

For environments with high ambient light, a gray screen enhances the deepness of the blacks, thereby improving the contrast. But gray alone is not enough, you need Stewart's special optical coating to achieve a full range of brightness and dynamic color range. In fact, the first Stewart screen to introduce this technology, the FireHawk™, won more international awards in one year than any other projection screen in history.



WE TURN THE SCIENCE OF LIGHT  
INTO MAGIC ON THE SCREEN



Stewart gray screens with optical coating produce a sharp, high-contrast image in rooms with lots of light



HIGH  
AMBIENT  
LIGHT



MEDIUM  
AMBIENT  
LIGHT

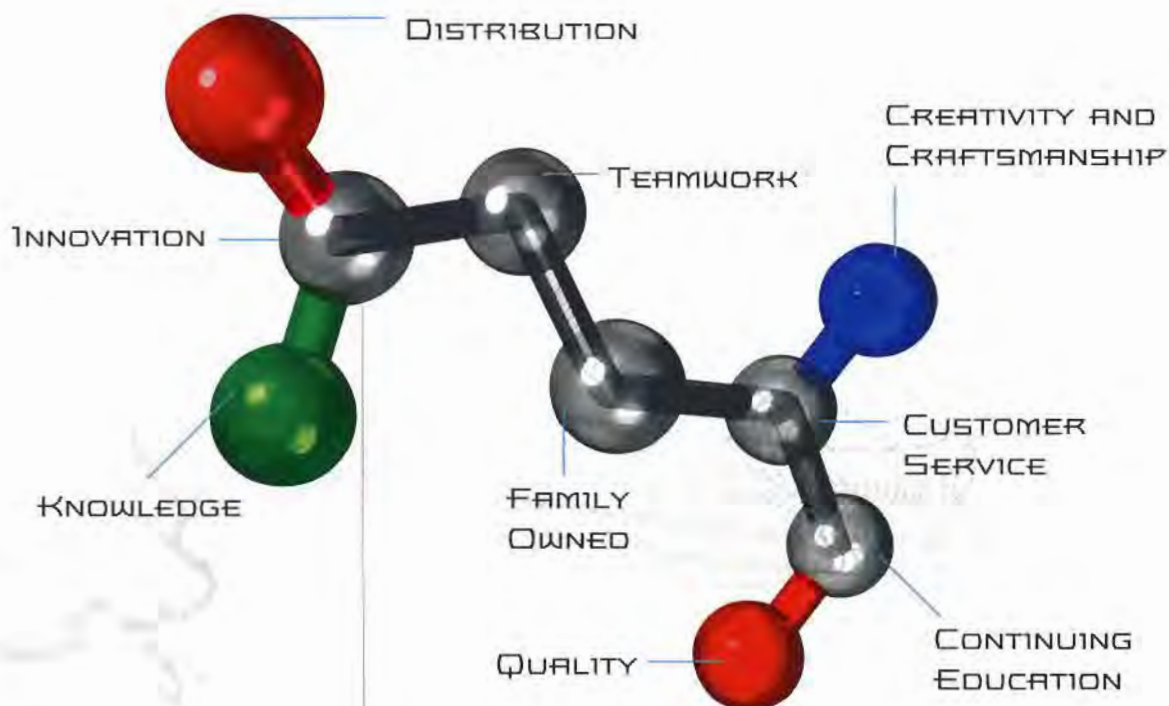


LOW  
AMBIENT  
LIGHT

**Where you can't control the environment, control the contrast.**

There is no single magic screen material—each home cinema has unique demands. Selection of the right screen involves consideration of various factors such as projector type, fixed or retractable screen, viewing angles, ambient light conditions, seating layout, and screen size. Stewart offers a screen material for every environment. And we can help you determine the one that's best for you.

# Bringing Images to Life!



## Screen chemistry

Any way you look at it, we're different. To provide consistent quality and innovation year after year, you need the right ingredients. And you need to understand the science involved in perceiving projected images. That's what we do. We make so many screens for special circumstances that we're constantly thinking about the science and technology of projection screens.

Born from raw materials,  
meticulous craftsmanship, and a  
vision for innovation

Each and every Stewart projection screen is custom-built by skilled craftspeople. One day a Stewart team might be building a screen for the hottest director, the next day, they are building yours. Same material, same process, same strict quality control. Our people *are well-trained and experienced and know how to build in quality from beginning to end.*

## Service—We think about you, not just the screen

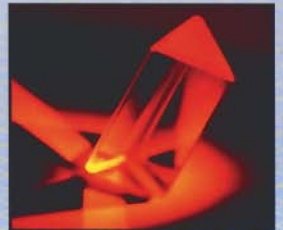
There's one more way we're unusual—our unsurpassed service. There's a lot that goes in to choosing the right screen: things like ambient lighting, viewing angles, projector type. Based on our years of experience, we have the knowledge to help you or your dealer make the right choice for your individual needs. If you have questions on the use or maintenance of your screen, we're here to help.

Stewart's superb customer service actually surprises people! Dealers have voted to give Stewart the *Inside Track Award for Best Customer Service* for several years running.



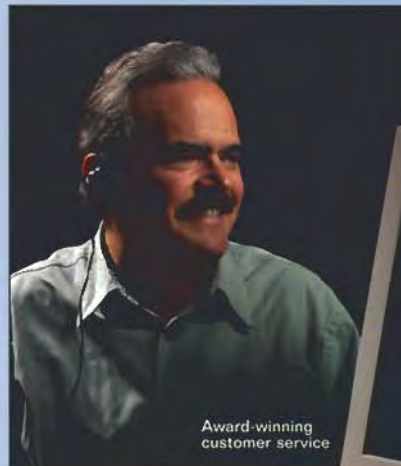
SINCE WE WANT IT DONE RIGHT,  
WE DO IT ALL OURSELVES!

Invent, make to order, ship



## Superior quality control

Stewart achieves consistent top-of-the-line quality by controlling all critical steps in the screen production process. If you were to visit our facility, you would see something very unusual. We make the screen fabric from raw materials, we don't buy it ready-made. We make each and every frame to order, with the right mounting hardware for your installation. Your screen is inspected carefully every step of the way. Finally, your screen is packaged with extreme care for delivery.





# On Location



What's your  
viewing pleasure?  
Stewart has a screen  
for every scenario

## A screen for every home

No two home cinemas are alike. Your cinema may be in a room that is used for more than one purpose, with lots of ambient light. For a multi-purpose room, a retractable screen might be your preferred option as the screen disappears when not in use.

Or you may prefer a fixed screen for a dedicated home cinema, perfectly dark, re-creating the optimum theater experience (without the sticky floor).

## New to the home: Custom, large rear projection screens

Maybe you have a room with large windows opening to a spectacular view. It's beautiful, but there's a lot of ambient light and you want to watch TV or movies in that room. Stewart rear projection screens are ideal for this kind of very high ambient light condition. Transcend the limits of rear projection TVs. Custom sizes (really, really big!) are available. Screen quality is vastly superior to that of rear projection TVs on the market, with resolution suitable for high-definition signals.

Rear projection technology opens exciting possibilities for the home theater. Our factory specialists are available to help you and your dealer design your custom rear projection installation, complete with CAD drawings.

## Rear projection: Get quality far exceeding TV capability

Go beyond the limits of rear projection TVs with superior quality optics, built-in elegance, and custom sizes.

### Features:

- Superior image quality in high ambient light conditions
- Incorporate into any architectural design; new or existing construction
- Build into a wall or your own cabinetry
- Much higher image quality than rear projection TVs
- Virtually no size limit—100" and beyond!
- Projector concealed behind the screen; space-saving design
- Any format or aspect ratio available
- No limit in projector types or technologies

Rear projection for rooms  
with high ambient light





OUR VISION—THE WORLD'S FINEST VIEWING SCREENS  
FOR ANY ENVIRONMENT

### Retractable screens

Some home cinemas are in rooms that are used for different activities. The screen's motorized housing can be hidden above the ceiling or mounted on the wall behind a decorator fascia or cornice. The screen descends through a small slot, suddenly appearing where there was no screen before.

Features:

- Out of sight when not in use
- Custom quality
- Tab-Guy Tensioning ensures a smooth, flat image
- Screen materials to suit your environment

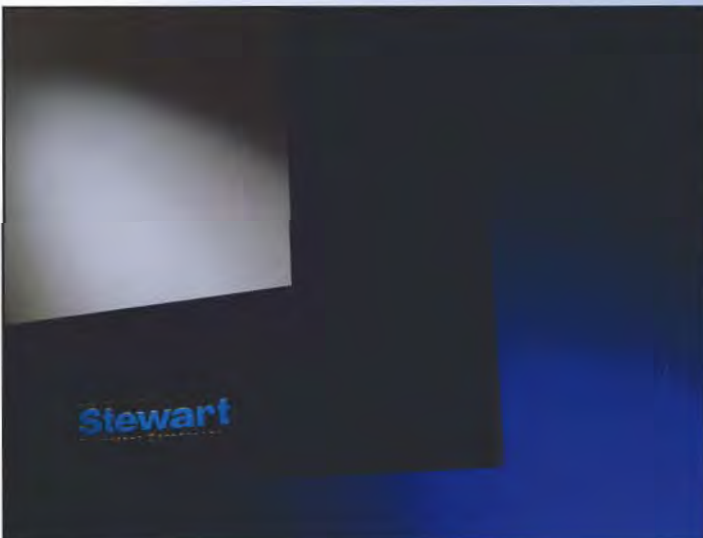


### Fixed screens

Fixed screens command center stage in the dedicated home theater. The lightweight aluminum frame typically floats several inches from the wall. It can be installed into custom cabinetry for a sophisticated look.

Features:

- Professional, elegant appearance
- Re-create the theater experience at home
- Custom features
- Screen materials to suit your environment



### The VeLux™ finish

Stewart uses deep black borders and a VeLux™ appliqué finish on its frames. This isn't just about frame aesthetics. The very deep black next to the screen increases the contrast ratio perceived by your eye, resulting in a richer image, and it absorbs any overscan.





# See Even Better With a Mask

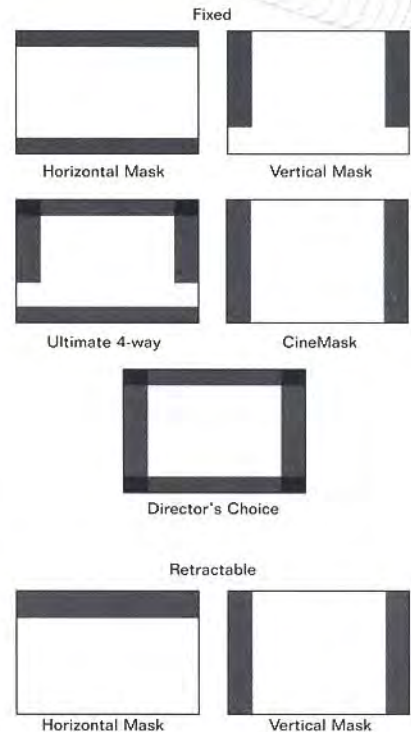


Why put a mask on the world's finest screen?

Believe it or not, covering part of the screen will help you see an image better. In most cases, you will view images in different aspect ratios, for example, standard TV format and widescreen or HDTV. A masking system easily converts your screen from one aspect ratio to another.

While you can watch an image on a screen with a different aspect ratio, it won't be as enjoyable as it would be with an appropriate mask. An image, like a painting, looks better when it is framed. Your eye perceives an image with a black border as sharper than an image without a border. Why? The deep black increases the dynamic range your eye can discern. The Stewart masking system creates a sharp black border when an image is narrower or shorter than your screen.

Use a mask to realize the sharpest possible image with multiple aspect ratios.



4:3/1.33:1 NTSC Video  
Diagonal x .8 = Width  
Width x .75 = Height



16:9/1.78:1 High Definition (HDTV)  
Diagonal x .87275 = Width  
Width x .5625 = Height



1.85:1 Widescreen  
Diagonal + 1.135 = Width  
Width ÷ 1.85 = Height



2.35:1 Cinemascope Widescreen  
Diagonal ÷ 2.55 = Height  
Width x 2.35 = Width



2.35:1 Cinemascope Widescreen  
16:9/1.78:1 High Definition (HDTV)  
4:3/1.33:1 NTSC Video  
1.68:1 Widescreen

For the enthusiast that wants the ultimate viewing experience, Stewart makes screens that allow you to adjust to *any* aspect ratio. *Individually controlled* masking panels allow you to use all standard aspect ratios in use anywhere, or use the masking panels to adjust the image to your personal preference. Never again will you cope with cropping and distracting black stripes.



Individually controlled  
masking panels for any  
aspect ratio

## BRIC

Switch masks in an instant with a BRIC

The BRIC (formally known as the Binary Reciprocal Intelligent Control system) allows you to push a button to set the screen and masking panels to the precise position for the aspect ratio you want. There's no need to move each panel individually.

If your projector is smart, connect it to the BRIC to automate screen settings! Or, if you prefer, use a BRIC with a Home Automation System or a PC to control your screen and masking system. The intelligent BRIC can even be networked with home automation components.

The automation provided by the BRIC especially enhances sophisticated systems with multiple masking panels.



Windows PDA



Remote  
control

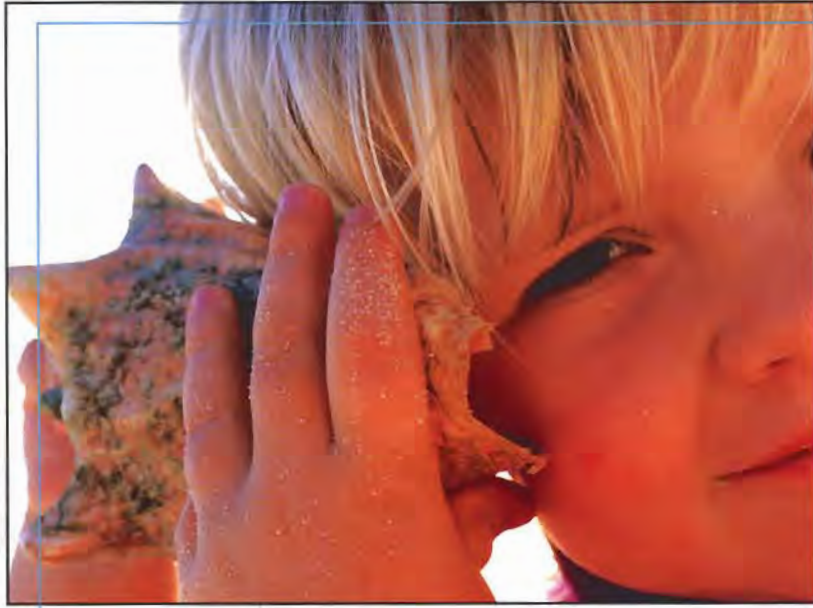


Windows PC



Home Automation System

# Invisible Sound



We think a lot about light and images and your eye, but we haven't forgotten about sound.

If you were to take a close look at the screen in a good movie theater, you would see perforations. Why? To let the sound from behind-the-screen speakers pass through.

Not only seeing  
is believing

We offer screens that are "acoustically transparent" so you can place a speaker behind the screen. Create big theater sound in a personal theater.

## Sound and the cinema

During post-production audio mix for a film, sound tracks are assigned to designated speakers, assuming left and right channel speakers in the front, surround sound on the sides, and a center channel speaker. That way the sound comes from where you expect it. With an acoustically transparent screen, you can place the center channel speaker behind the screen. The audio is aligned with action seen on the screen.

Stewart's THX® acoustically transparent screen has over 30,000 micro-perforations per square foot, compared with 5,500 in a commercial movie theater screen. In addition, the perforations are much smaller than those on commercial theater screens. Having more, smaller perforations is better for the type of sound waves transmitted by home cinema audio systems. And don't worry—you won't see the holes, but your ears will tell you they are there.



Sony Pictures production studios  
using Stewart screens



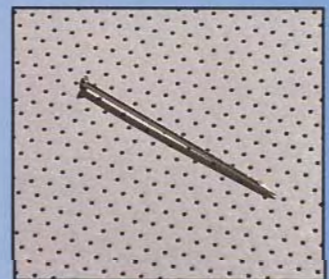
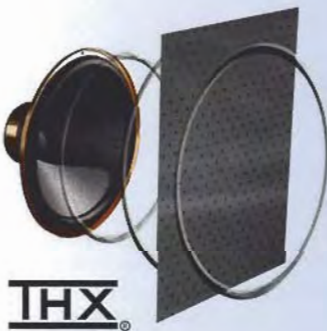
SEAMLESS, ACOUSTICALLY  
TRANSPARENT SCREENS



### Bringing picture and sound together

Stewart screens are certified by THX® for acoustic and optical performance. This means that the dramatic sound you get in the local movie theater with THX® can be reproduced in your home theater.

Customize your screen to perfection by having us perforate only the sections that will have speakers behind them. For example, perforation can be limited to the black border fabric. Or the whole screen, including the black border, can be perforated. And with Stewart screens, adding perforations doesn't mean adding seams.



Fixed or retractable  
screens can be  
perforated where  
needed to let  
sound through





# All the World's a Stage



Oscar Statuette© AMPAS®



Photo Courtesy of Creative Technology

According to Shakespeare, all the world's a stage. His troupe built their own stage and theater, because like today's industry insiders, they wanted the best quality and innovative features.

## The Filmmaker's Filmscreen

For the modern home theater, only Stewart makes superior, custom projection screens for any environment. The movies you watch are made using

Stewart screens, and industry insiders install them in their own home cinemas because they know that's the only way to see a movie the way it was meant to be seen.

Since you care enough about images to build a quality home cinema, we make it possible for you to have the finest screen for your home theater. We offer a wide variety of screen materials and types so that you can have the kind of theater you really want.

Stewart Filmscreen—Bringing the best quality images from the studios in Hollywood to your home theater.





STEWART CONTINUES TO LEAD THE WAY IN  
PROJECTION SCREEN TECHNOLOGY



Family owned since 1947

"The stunning technological advances in the image-producing industries have demanded parallel advances in image projection technology. We are grateful to our loyal customers for their confidence and the extremely high standards, which have stimulated us to achieve better imaging. We welcome the challenges of customers old and new to surpass expectations of ever-increasing screen projection accuracy."

- Patrick Stewart, CEO

To see more home theaters featuring Stewart screens,  
visit our web site at:  
[www.stewartfilm.com/homecinema](http://www.stewartfilm.com/homecinema)





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Precision Projection Technologies

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