



**Global award winning technology from ICE AV**



**ICE HOLOContra™ IMAGE SCREEN**

**DIGITAL DAYTIME SCREENS**

**Summary Brief**

The HOLOContra Screen (Hard Flat) Screen works on the basis of surface light optimization allowing 50% of the projected light to be retained on the projector side and passing the remaining 50% to the opposite side of the screen. The screen has a Grey transparent finish that delivers improved black levels and contrast. The grey colour surface delivers increased black levels and provides an alternative to the typical white finish screens to provide further display flexibility for architectural and design considerations.

The screen takes advantage of the latest in optical polymer technology development allowing uniform brightness on both sides without detrimental effect on the projected image. The screen surface is supported on a polycarbonate substrate.

**HOLOContra™  
Screen Format**

**Hard Flat / Film**

Mounting Method	Mount to Flat Substrate, Support Frame, Suspension
Surface Type	Polymer Layered on polycarbonate substrate
Surface Particle	Smooth
Screen Depth	6mm – 10mm. Film Depth 75µm
Screen Colour	Light Grey
Gain Rating	5 Gain. (incident angle 35deg vertical)
Light Efficiency (transmittance)	58% transmission without distortion
Luminous Density	Difference in luminance between edge and centre is not visible with image
Image Formats	16:9 widescreen, 4:3 TV or custom format.
Projection Angle	Independent of projector projection angle.
Screen Angle	Can be set an angle if required.
Weight	2440 x 1600mm @ 35k kg . 8 KG per square metre @ 6mm thickness
Contrast	High (if mounted on polycarbonate)
Pixel Resolve Resolution	HDTV compatibility
Seams	Seamless Butt on expanded sizes. No detrimental impact on image view
Hor. Viewing	Wide
Vertical Viewing	Wide
Durability	Long life
Shaping	Can be cut or shaped to any shape or form.
Size	Substrate with seam 2.44m x 1.20m. Roll form 10m x 1.22m
UV Consistency	Yes
Temperature Consistency	-0 C to + 40 C
Transparency	0%
Cleaning	Can be cleaned with warm water.
Weatherproof	Non screen side only
International Awards	New to the market
Max Size available	Non Mounted 10m x 1.2m. Without seam 2444 x 1600mm – mounted.
Applications	In-store display, window display, home theatre – single and dual image
Adhesive Tack	Low tack. Removable peel.

**Without projected image**

**Projector / Screen Side**

**Reverse Side**