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# GRAPHIC PROJECTORS

## CREATIVE MEDIA

Know your audience, and know the size of the venue you'll be presenting in. Create unique, colorful yet uncomplicated visuals and keep legibility standards in mind. When this is accomplished your presentation will be powerful and effective, resulting in an enhanced image. You will achieve greater customer's acceptance, loyalty and improve sales and profits.

GOBOS

METAL GOBOS
To project razor sharp images you need special gobos. A gobo is a form of slide usually made of stainless steel or brass into which an image is cut. Such gobos require that all parts be physically connected so that the image does not fall apart. Light is then passed through it to project that image onto a surface. Metal gobos can be stamped, laser etched or chemically processed. Metal gobos can be produced singly or as a gobo wheel. Thickness and quality of materials determine the longevity and quality of image. Metal gobos are the most cost effective among gobos. They are extensively used in the entertainment industry.

DICHROIC GOBOS
In the simplest form, dichroic gobos are basically etched onto dichroic color filters. Most are versions of the geometric patterns seen on the traditional metal gobos, with the immediate advantages of not needing those little bits of metal to join the pattern together to stop the gobo from falling apart. With color background of a piece of metal that blocks the light, the general effect is usually brighter. A second advantage is that both the background color and that of the projected pattern can be modified by using a color wheel, producing interesting color combinations and effects. The pattern is usually made on the gobo by a process called laser ablation which means that the dichroic covering on the filter is eaten away by the laser beam that traces the required design. More sophisticated processes produce multicolored gobos by overlaying one or more dichroic coatings on the same piece of glass. Given the nature of the dichroic coating process, which can be rather time consuming particularly when repeated for more than one coating it should not come as a big surprise to learn that some designs can be quite expensive.

PHOTO LITHOGRAPHIC GOBOS
Photo lithographic gobos take us an even larger step from traditional metal by allowing us to use photographic images and techniques to produce the gobos. If you imagine a black and white photograph you will remember that the images contain many shades of grey as well. The photo lithographic gobos make use of this grey scale to produce tones and shades. Many of these gobos are black and whites images with several shades of grey. These can be used in combination with optional color wheels, although you will find some that are printed onto colored backgrounds. The most imaginative use more than one background color. The next logical step, is full color photographic, which are becoming more utilized. It is not cost effective in many applications.

TEXTURED GLASS GOBOS
A textured glass gobo is a glass with raised or indented patterns in it, similar to that used in bathroom windows. On projectors with controllable focusing facilities a whole range of effects can be produced by varying the depth of the glass that you focus on. Of course, to withstand the temperatures inside today's projectors with their high powered lamps, the glass used must be tempered.

SLIDES & COMPUTER GENERATED TRANSPARENCIES

Why use slides versus any other type of media? In a nutshell - it's low risk and high quality. In an age where we are communicating more and more with images, slides deliver the best and clearest image to your audience. With resolutions of film reaching well aver 4,000 lines per image, you can achieve tremendous clarity with slide film. The technology is also easy to use, extremely reliable, and offers the highest level of brightness of the competitive technologies.

In terms of what goes on the slide, the days of yellow headlines on plain backgrounds with white text are almost over. Design of the background must be the first priority - it can't be taken for granted. Today, executives and computer artists are equipped with tools that make the creation of innovative backgrounds as inexpensive as creating a plain blue background. There are many computer programs that are used to create those high end backgrounds, and some have several ready made as part of a package's There are also ready-to-use backgrounds available on CD-ROM. Audiences respond better to higher quality production, so it is important to pick the right background for your application.

The keys are to make it unique and colorful. The tools available to the computer artist also make it possible for photographs to become part of the background.

As slides are created, based on the concept you developed, you will have three types of slides in your arsenal:

Text Slides

Photographic Slides

Graphic Slides

Test Slides
Test slides should be simple. Too much information can be confusing and irritating and is almost as bad as no slide at all.

Photographic Slides
The most significant technological advancements have probably come in the area of combining photographs into slides. High tech scanning capabilities now allow any photograph, negative, or printed image to become a digital computer image within minutes. This opens up many opportunities for photographers to use today's point-and-shoot cameras for professional presentation purposes.

At that point, the photograph becomes an editable piece of art, and very creative things can be done with it. In fact, there are computer programs that can totally edit a photograph into a new and improved image. Unedited full frame photo slides can still be used to incorporate the photographs into the background. This enhances the beauty, consistency and selling power of the presentation.

Graphic Slides
One of the biggest mistakes which can be made is to think that legibility in one form means legibility in another. It is important to note a graphic that looks good on the printed page may not look acceptable projected to a large surface. Take care to make sure that detailed graphics are created with thicker line widths and simplified detail to convey important information you need. It is also true that a picture paints a thousand words. When you can, use creative graphics to make up your presentation.

As far as 35mm slides go, another important topic is mounting the slides. Please consult with us prior to selecting your mounting style.

Plastic Mounts
If the slides are expected to be used for short term, it is cost effective to use plastic mounts for your presentation.

Glass Mounts
The quality of the projection is better and the ability to reuse the Slides is guaranteed when you use glass mounts. These are slightly more expensive but worthwhile for longevity and quality purposes.

Slides are one of the most attractive creative media for Graphic Projectors. They can produce any image and any color as simple or as complicated as required. Slides are easy to produce and reproduce; are very cost effective and are readily available almost anywhere. Nowadays, there are many levels slide thicknesses and qualities which affect life span, consistency of image quality and casts. Slides are a great medium when used right. We: strongly recommend its usage on a short term temporary basis in trade shows, galleries/museums, product launch, etc. Use can range from 90 to a

few hundred hours, depending on a few factors, among them the quality of the slide, the projector and the quality of the image (lighter images will last longer than darker ones). A well planned replacement and maintenance program can make the use of slides more attractive and realistic. Graphic Projectors with infra red and ultraviolet blocking filters as well as heat reducing filters a well designed cooling system will ensure longer, more consistent image quality by protecting the slide from its greatest enemies: IR, UV and heat.

Nothing communicates more powerfully and quickly than an image does. Nothing equals the image quality and sharp bright colors of a 35mm slide. Slides are less expensive to produce, easier to use and control, more compatible and portable than other presentation media, including overheads and electronic displays. Even in the electronic age, professionals still prefer the power and beauty of slides wherever they go, because of their high quality, compatibility and reliability.