



Image Design Technology Pty Ltd  
Unit 2, 33-35 Alleyne Street  
Chatswood NSW 2067  
Phone (61) 1300 666 099  
Fax (61) 1300 555 069  
[www.idt.com.au](http://www.idt.com.au)  
ABN 82 082 281 543

## TECHNOLOGY DISTRIBUTORS

### IDT introduces Praxino Rear Projection Screens to Australia

*- Praxino offers a high quality and flexible option -*

Sydney, November 15, 2007 - Image Design Technology (IDT) is pleased to advise of the release of the Praxino manual pull down and motorised rear projection screen, designed and manufactured by Australian company Novix Systems. Ideal for innovative display applications, the screens provide high quality visual images with high resolution and wide viewing angles on both horizontal and vertical axis.

The flexible and innovative Praxino (previously Imagine) rear projection screens are highly regarded for meeting the growing demands for eye-catching displays in many different applications such as retail environments, clubs and hotels, store front locations and digital signage.

Praxino screens incorporate an advanced 3D layered polyester based optical film. Forming the underlying structure of this film are minute prisms, which uniformly disperse light horizontally and vertically, resulting in a wide viewing angle and a high brightness image, making it ideal for positions where viewers may not necessarily be square-on to the screen.

"The Praxino range has great potential across a large range of applications," said Warwick Maver, Marketing Manager, IDT. "The flexibility in size and mounting options means that customers can install a screen to meet their exact requirements. The viewing angle and image quality also greatly increase the impact of the display".

Praxino screens can be custom made in almost any shape providing new and exciting possibilities for unique circular, triangular or hexagonal screens. Screens are available in 49", 66" and 80" sizes in 4:3 aspect ratio and 45" 60" and 72" in 16:9 format, in both manual pull down and motorised rear projection models.

Praxino manual pull down and motorised rear projection screens can be innovatively stored when not in use for projection by being conveniently rolled away. This makes Praxino ideal for retail applications or front of window displays, as when not in use, the rolled away screen allows for a completely unimpeded view. Praxino Screens also allow total edge to edge image projection and have no black borders or masking on the sides of the screens.

#### Key Features:

- Viewing angles greater than 170° both horizontal and vertical.
- Fixed, manual pulldown, motorised options.
- Range of mounting options.
- Customisable sizes and shapes.

## Banner Signage

The manual pull down and motorised rear projection screens provide the ability to add banner signage to either the top or bottom of the screen for effective advertising or marketing purposes. User logos, messages and advertising slogans can be easily printed on the non projected areas of the screen to provide effective vehicles for advertising.

## Rear Projection Manual Retractable Screen

Utilising the high performance rear projection film material encased in a clear protective layer, the manual screen retracts into an attractive headbox that is simple to mount. Mounting brackets are clipped in to the headbox allowing for installations where uneven spacings may be required.

## Rear Projection Remote Control Motorised Screen

Incorporating the same rear projection technology and mounting options as the manual retractable screen, the motorised screen provides switch or remote radio frequency control over a Somfy motor to raise and lower the screen.

## Rear Projection Automated Control Motorised Screen:

The screen comes with a Somfy 3 wire motor ready for connection to an infra red controller which can then be controlled by any third party automation or control system equipped with infra red control capability.

## **Pricing and availability**

Pricing will vary depending upon the size of the Imagine 3D Layered Rear Projection Screen starting at \$870. Praxino screens are manufactured in Queensland by Novix Systems and are available from a selected group of resellers.

For more information or your closest reseller please contact IDT on 1300 666 099 or visit [www.idt.com.au](http://www.idt.com.au).

## **About IDT**

Image Design Technology (IDT) is Australia's premier importer and distributor of world leading audio, video and data distribution and display technology. IDT works with resellers and integrators servicing various AV applications including: corporate, retail, education, digital signage, command and control rooms and pub, club and entertainment venues. Representing local and international brands with products built and engineered to the highest quality, IDT offers a total solution to organisations seeking a first-rate audio, video and data distribution and display system. Brands include: Avitech, Calypso Control Systems, Cinde, Planar (formerly Clarity Visual Systems), Communications Specialties Inc., InFocus, Jupiter Systems, Magenta Research, Marshall Electronics, NEC, NextWindow, OS Screens and Pioneer.

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## **About Novix Systems**

Novix Systems, formed in 1996, is a Queensland based Computer and IT services business with a focus on providing an integrated approach to meet the technology requirements of their customers. Providing end-to-end IT solutions to commercial, professional and educational clients including high performance servers, workstations, network design, installation and support, I.T. investment advice and planning and virus detection and eradication.

The Praxino screens developed exclusively by Novix Systems were released to market in 2006. The Praxino digital signage technology builds on the company's expertise in computer technology to create a cutting edge product for the growing commercial A/V market.