

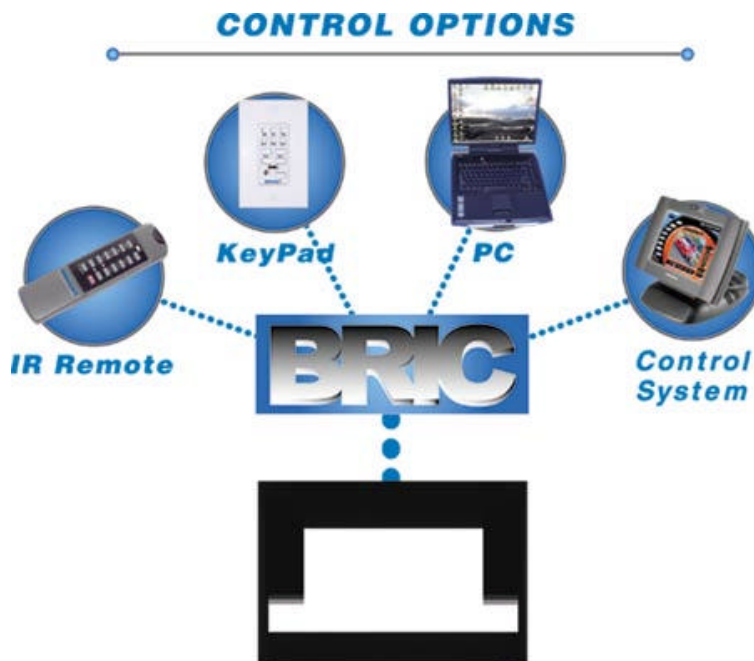
BRIC

by Stewart Filmscreen Corp.

The Binary Reciprocal Intelligent Control System, nicknamed "*The BRIC*," is the industry's first microprocessor-based control device designed for precision setting of projection screen and masking screen elements to match the aspect ratio of projection video images. The system eliminates multiple controllers for screen/masking systems and substantially reduces the setup time required by existing analog control devices. BRIC saves time, cost and adds premier functionality to retractable and masking projection screens in custom installations.

Until now, programming settings for Stewart ElectriScreen (retractable screens) or ElectriMask (masking screens) devices was either done at the factory during production or by the installer at the installation site (a very time consuming and expensive process). Now with the BRIC, programming now only involves electronically positioning the screen and any provided masking panels (horizontal or vertical) to a desired configuration (16:9, 4:3, 1.85:1, 2.35:1 or other custom size) with the BRIC's keypad or its IR remote and then "storing" that position into memory at the push of a button. In the past, 4-8 hours of down time for programming was the norm and only a simple preset was possible. With the BRIC, programming the ElectriScreen or ElectriMask is as simple as programming a DVD player. It can be done in 5-minutes after the screen is deployed.

BRIC is the first digital, intelligent motor control system with multiple connection systems for external interfaces (RS-232/RS-422) using CAT 5 connections, multiple external Screen Trigger Interfaces using 18 gauge wire (for projectors with one or more triggers for the aspect ratio projected), and external IR and/or keypad interfaces using CAT 5 (or CAT 3) connections. Depending on your BRIC model, Stewart will supply a wall keypad and/or IR remote. BRIC also allows quick compatibility with a variety of Home Automation (HA) systems such as those from AMX, Crestron, Elan Home Systems or other similar HA systems or standalone PCs.



BRIC is available on any Stewart ElectriScreen or ElectriMask system including those with the trap door feature and those units with more sophisticated combined horizontal and vertical masking elements. The BRIC is a self-contained control unit (6-3/8" wide by 7" high) and is mounted within or near the screen itself. BRIC must be specified at time of purchase and ships for easy dealer installation with the BRIC accessory components.

Ease of use

BRIC is simple to operate, program and integrate with third-party Home Automation systems.

No more will users be confused or overwhelmed by multiple controls for one screen (masking screens currently have two or three controllers - one for each motor), one BRIC system operates the entire screen and masking process. Depending on your BRIC model, Stewart will supply necessary wall keypads and the IR remote. Both keypad and remote control are simple to operate. Operation descriptions are below.

BRIC also offers an easy *plug and play experience* with any HA system or personal computer. Various connection systems include an external interfaces with RS-232/RS-422 (using CAT 5), screen trigger interfaces (using 18 gauge wire), and external IR and/or keypad (using CAT 5 or CAT 3). Simple and easy programming will allow accurate aspect ratio control along with vertical screen control.

THE REMOTE

Controller is preset with 16:9, 4:3 and 1.85.

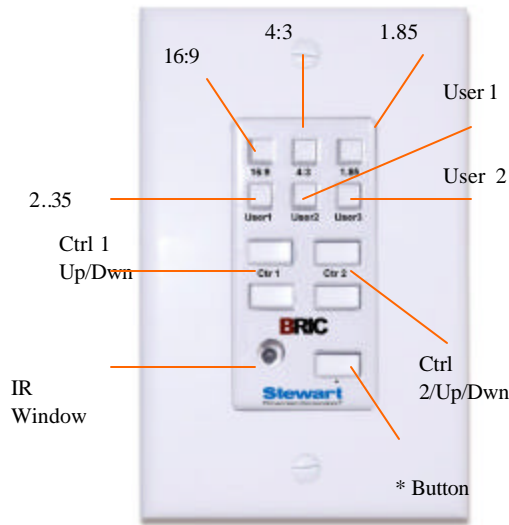
- Consumer presses 16:9 button and screen will configure to 16:9 aspect ratio (same function for 4:3, 1.85, and 2.35 button).

User 1 and User 2 are not preset.

- Consumer adjusts screen/masking to desired position by pressing the appropriate Up/Dwn buttons.
- Consumer toggles Program, then User 1. This sets User 1 to desired screen position (same function for User 2 and any other preset button).

*Ctrl 1 adjusts screen or horizontal mask. Ctrl 2 adjusts secondary masking components. The * button adjust screen to original state or with more sophisticated systems, it can control additional masking components if configured*

THE KEYPAD



KeyPad is preset with 16:9, 4:3, 1.85 and 2.35 configurations.

- Consumer presses 16:9 key and screen will configure to 16:9 aspect ratio (same function for 4:3, 1.85 and 2.35 key).

User 1 and User 2 are not preset.

- Consumer adjusts screen/masking to position consumer desires by pressing the appropriate Up/Dwn keys.
- Consumer presses and holds the User 1 key and toggles the * Button. This sets User 1 to desired screen position (same function for User 2 or any of the 6 presets that the user wishes to adjust).

*Ctrl 1 adjusts the screen or horizontal motors. Ctrl 2 adjusts a making panel or secondary panel. The * Button toggles a third motor (if present) or instructs the system to retract all screens to the Home position.*

Value

BRIC demonstrates an initial and on-going cost saving to the consumer. Current MSRP for the BRIC, which controls up to 3 motors individually or as a group, retails at \$2,995.00

BRIC includes more functionality the previous generation controllers. By purchasing the BRIC system with your screen, you eliminate the complexity, cost and real estate of traditional motor control systems. Currently two or three low voltage controllers (2-LVC MSRP \$800) plus additional equipment are required for a single masking screen, while only one BRIC system is required to perform the same functionality as two or three LVCs (low-voltage controllers) while offering tremendously increased functionality and interconnectivity capability as well.

There is also an initial cost savings that occurs during the set-up process. Never before has a person (professional or layman) been able to program an ElectriScreen or ElectriMask or other more complex Stewart screen to precise aspect ratio sizes in *minutes*. Cost saving will vary depending on installer expense, but the undeniable 4-8 hour saving on programming is estimated at \$600 (7 hours at \$85.00/hr).

BRIC can also have unlimited ongoing savings, determined by future programming modifications. It has become typical for home theater owners to constantly update and improve their cinema. Although technology with projection screens continues to evolve annually, consumers are more apt to buy a screen for the longer term because of installation and perceived comfort with the existing system. Consumers may opt to update their screen material as technology advances bring forth new projection surfaces to match newer projection devices but the consumer is more likely to leave screen supporting structures and associated electronics intact. The technologically advanced design of the BRIC enables the projection screen/control mechanism to evolve through **ONLY** software updates while other components associated with the cinema need to be actually replaced over time to accommodate technology advances. As a theater owner makes alterations with his or her system, screen aspect ratio settings may be adjusted with ease while compatibility with third-party home automation systems is assured.

Considering the performance and functionality of the BRIC system, Stewart Filmscreen feels the cost saving and technological enhancement of this new technology offered to consumers is substantial.

Bonus Points

BRIC will revolutionize the screen/controller industry. This product merits special consideration for its unique breakthrough in screen and control technology capability. It is the first intelligent digital controller for projection screens. The digital interface allows for precision setting of multiple masking presets, eliminates multiple controllers for a single screen and diminishes setup time required with existing analog controllers. BRIC is more than just a user-friendly control system. Its newly developed technology also provides simple integration as well as offering ease of interaction and system enhancement to third-party any Home Automation Systems.

For more information on the BRIC please contact the factory :

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