

Elite SCREENS

A PROJECTION SCREEN COMPANY

MONTHLY NEWS LETTER – JAN. 2005

Dear Elite Screens Valued Customers,

Happy Holidays !! We hope you had a wonderful 2004.

With your help and our quality price performance products, Elite Screens Inc. is planning to double our monthly business. Thanks again from all of us at Elite Screens.

We have finished our 2005-2007 business plan and we expect to grow 5 times more in 2005... And we are excited to have you on our team- to help us accomplish this goal.

Based on our 2005 forecast, we are planning to move to a new facility (5 times larger warehouse and office), And we are adding more new products and inventory. All to ensure you will have better and competitive products to expand your business while maintaining good business with ELITE's existing products.

Below,

A. Projection Screen Market Size B. New Products in 2005. C. Top 5 selling models in 2004.

A. 2005, est. \$280M Projection Screen Sales in US market. Attached rate of projectors with screens is around 50-75%. Meaning, if you sell 100pcs of a projector now, you could also sell 50-75 screens. Don't let your sales go to the competitors. Our ez Electric screens and Home screens offer a great margin. And-You can always make a larger profit by bundling with the Elite Electric Screens.

B. 2005 New Products.

- a. **ez-Cinema Plus:** New Floor Pull Up screen, features Carry, Pull Up and Self Standing screen. (see Appendix A.) – Available Jan –Feb End 2005, see Jan 2005 price table
- b. **ez-Cinema:** Floor Pull Up Screen at Tripod screen price. Featuring Tele-scoping : screens look identical from the front ..
- c. **Projector Mount:** New Universal Projector Mount. (see appendix B)
- d. **ez-Frame, New Fixed Frame Screen:** We are bringing fixed frame screens to the market, in sizes ranging from 84"/92"/100"/120"/150"/180"/200" , in both 4:3 and 16:9 formats. Featuring High Contrast Screen Material-these screens are also easy to setup. Available Feb 2005 (see Jan 2005 price table)
- e. **New Home Series with Extra top drop:** Many customers are asking for extra top drop on our Home Series, so we are bringing in new Home screens with extra top drop (24-30") –On all 16:9 formatted screens, ranging in 75"-200" size. See Jan 2005 Price table.

C. Top Selling Elite Screen Models in 2004 ...

1. **ez-Electric Series, Model :VMAX100UWV** – Best for All-Applications – 100" Diag., 4:3, Electric Screen, Extra 18" Top Black Drop, IR and RF Remote, MSRP \$499, includes EVERYTHING! (6" L MOUNTING BRACKETS, SCREWS, RF /IR Remote...)
2. **ez-Electric Series, Model: VMAX100UWH** – Best for Home-Cinema use – 100" Diag. 16:9, Electric Screen, Includes IR and RF remotes, 6" L Bracket, Extra 18" Top Black Drop for Ceiling hanging, MSRP \$499,
3. **New M100UWH** – Best Budget Home Cinema Manual Screen – 100" Diag. 16:9 Manual Pull Down. Great for Cinema, HDTV format, Projector Bundle Deal. Includes 6" L bracket and Dry Wall Screws.

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4. M84NWV – Best Manual All Application Screen – 84” Diag. 4:3, Manual Pull Down Screen. Perfect for a Bundling deal with a Projector. Only \$129 MSRP.
5. Home100IWH– Our top of the line Electric Screen. Best suitable for your High End Home Cinema Projector – Best Selling model: 92” Diag. Electric Screen, Standard Remote, Hanging Brackets, Plug & Play.

D. Hot Products

1. **ez-Electric Screen** – MSRP \$499 Electric Screens, 100” Diag. Electric screen with standard **RF and IR** Remote Controls. The IR remote works conveniently with your Universal Remote control, and the RF is best for long distance control. Two extra **6” L Brackets** make the screen installation easy. Plus-this screen has 18” of extra top black drop, masking border . The **18” Extra Black Top Drop** is perfect for those who want to hide the screen into a ceiling. Detachable wall switch-which is perfect when you are mounting the wall switch anywhere in the room. Programmable vertical position , preset your vertical position. **Detachable Wall Switch** makes it easier for wiring in the room.



2. **Home Series:** Our Top of the Line Electric Screen, this top quality electric screen works best with your Top of the line Home Cinema Projector or Large Conference Room. Its many features include Easy Hanging Bracket (mount your screen as easy as hanging a picture frame). Standard Remote control and Receiver system make your screen control as easy as turning on a TV. Other features include, Vertical Screen Position Pre-sets, High End Tube Motor (fast up/down operation), Heavy-Duty Aluminum Housing, and Detachable Wire Switch.



Thanks again for your help, we wish you continued success in 2005.

Happy New Year to all of you !!

Sincerely,

Doni Myers

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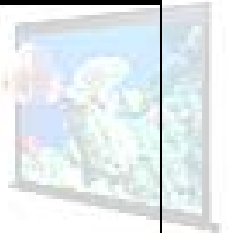
Jaime Abrego

Elite Screens Inc. / Customer Service Manager.

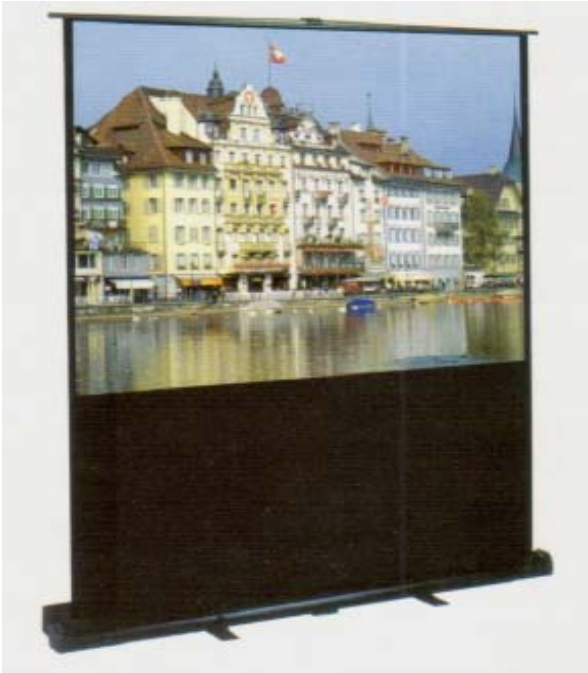
JaimeAbrego@elitescreens.com



ez-Cinema Plus
Carry - Pull Up - Project

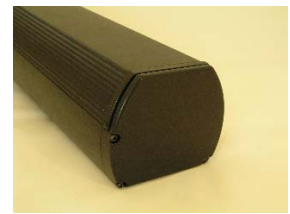


EZ-CINEMA PLUS SERIES PORTABLE FLOOR PULL UP PROJECTION SCREEN



FEATURE AND BENEFIT

- EASY CARRY / PULL UP / PROJECT - FOR HOME CINEMA / BUSINESS**
- LIFT UP AND SELF-STANDING, FEATURES A ADJUSTABLE SPRING MECHANISM FOR RAISING AND LOWERING THE SCREEN SURFACE**
- MATTE WHITE SCREEN MATERIAL – EASY TO CLEAN AND DURABLE**
- HIGH EFFECTIVE SCATTERED SCREEN ANGLE - CLEAR PICTURE**
- BUILT-IN CARRYING HANDLE – EASY TO CARRY**
- FREE PADDED CARRYING CASE – MORE PROTECTION WHEN TRAVELING OR STORAGE**
- ALUMINUM CASING – LIGHT WEIGHT AND DURABLE**
- INCLUDES 1” BLACK MASKING BORDER AND 30” BLACK RAISED**
- AVAILABLE IN 60” TO 100” DIAG. / 4:3 AND 16:9 FORMAT**
- ONE YEAR PARTS AND LABOR WARRANTY**



Unique Adjustable Spring Design Mechanism – Lift up and Self-Standing

Portable from Room to Room, Easy and Close to Wall Setup

Standard Padded Carrying Bag – More Protection for Traveling and Storage

Aluminum Black Casing – Light Weight and Durable Design

ez-Cinema Plus - Floor Stand Pull Up Screen (1:1) Pull Up Screen, Carrying Bag

Model	Nominal Diagonal	Viewing Size (H x W)	Standard Screen Rise	Black Masking Border	Screen Material	Case Color	Supporting Hardware	Format
F68XS1	68"(1:1)	48"x48"	38"	3/4"	Matte White	Black	Scissor	Standard(1:1)
F95XWS1	95"(1:1)	67"x67"	33"	3/4"	Matte White	Black	Scissor	Standard(1:1)
F114XWS1	114"(1:1)	80"x80"	30"	3/4"	Matte White	Black	Scissor	Standard(1:1)

ez-Cinema Plus - Floor Stand Pull Up Screen (4:3 and 16:9) Pull Up Screen, Carrying Bag

Model	Nominal Diagonal	Viewing Size (H x W)	Black Rise	Black Masking Border	Screen Material	Case Color	Supporting Hardware	Format
F60XWV1	60"(4:3)	36"x48"	50"	3/4"	Matte White	Black	Scissor	NTSC/Mdeo(4:3)
F84XWV1	84"(4:3)	50"x67"	50"	3/4"	Matte White	Black	Scissor	NTSC/Mdeo(4:3)
F100XWV1	100"(4:3)	60"x80"	50"	3/4"	Matte White	Black	Scissor	NTSC/Mdeo(4:3)
F74XWH1	74"(16:9)	36"x64"	50"	3/4"	Matte White	Black	Scissor	HDTV(16:9)
F84XWH1	84"(16:9)	41"x72.5"	50"	3/4"	Matte White	Black	Scissor	HDTV(16:9)
F100XWH1	100"(16:9)	49"x87"	50"	3/4"	Matte White	Black	Scissor	HDTV(16:9)

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Appendix B.
Elite Screens Inc.

Projector Mount Price List Jan 2005

Model	Feature and Benefit	Net Wt. (lbs.)	G.W. (lbs.)	Packing Dimension (LxHxW)	UPC Code	MSRP
S66FB	Mount Material Mount Color Universal Design. Angle and Length Adjustable Tool and Screw Kit Standard Pole Length Compability Loading Capacity Net Weight Packing Dimension Cable Run Through Pole				87681800801	\$139
A56-E25B	Mount Material Mount Color Universal Design. Angle and Length Adjustable Tool and Screw Kit Standard Pole Length Optionall Long Pole Compability Loading Capacity Net Weight Packing Dimension Cable Run Through Pole				87681800802	\$199
S66-E39B	Mount Material Mount Color Universal Design. Angle and Length Adjustable Tool and Screw Kit Standard Pole Length Optionall Long Pole Compability Loading Capacity Net Weight Packing Dimension Cable Run Through Pole				87681800804	\$259



Note: In Stock from Feb 2005

Table listing various screen models (T99NWS, T99NWS1, T99UWS1, etc.) with specifications for viewing size, screen size, keystone, top of screen, net weight, gross weight, packing dimension, screen material, case color, black masking border thickness, format, MSRP, and UPC.

Cinema-Tripod (4:3 and 16:9) Pull Up Screen w/ standard Keystone Eliminator and Four Sided Black Masking Borders (Extra Top Drop)

Table listing Cinema-Tripod pull up screens with columns for Model, Nominal Diagonal, Viewing Size, Screen Size, Keystone Eliminator, Top of Screen at Highest Level, Bottom of screen at lowest level, Net Wt., G.W., Packing Dimension, Screen Material, Case Color, Black Masking Border Thickness, Format, MSRP, and UPC.

ez-Cinema - Floor Stand Pull Up Screen Pull Up Screen, Carrying Bag

Table listing ez-Cinema floor stand pull up screens with columns for Model, Nominal Diagonal, Viewing Size, Standard Screen Rise, Black Masking Border, Closed Dimensions, Feet Length, Net Wt., G.W., Packing Dimension, Screen Material, Case Color, Supporting Hardware, Format, MSRP, and UPC.

ez-Cinema - Floor Stand Pull Up Screen Pull Up Screen, Carrying Bag, 50" Black Rise

Table listing ez-Cinema floor stand pull up screens with 50" black rise, including columns for Model, Nominal Diagonal, Viewing Size, Black Mask Screen Rise, Black Masking Border, Closed Dimensions, Feet Length, Net Wt., G.W., Packing Dimension, Screen Material, Case Color, Supporting Hardware, Format, MSRP, and UPC.

ez-Cinema Plus - Floor Stand Pull Up Screen (1:1) Pull Up Screen, Carrying Bag

Table listing ez-Cinema Plus floor stand pull up screens (1:1) with columns for Model, Nominal Diagonal, Viewing Size, Standard Screen Rise, Black Masking Border, Closed Dimensions, Feet Length, Net Wt., G.W., Packing Dimension, Screen Material, Case Color, Supporting Hardware, Format, MSRP, and UPC.

ez-Cinema Plus - Floor Stand Pull Up Screen (4:3 and 16:9) Pull Up Screen, Carrying Bag

Table listing ez-Cinema Plus floor stand pull up screens (4:3 and 16:9) with columns for Model, Nominal Diagonal, Viewing Size, Black Rise, Black Masking Border, Closed Dimensions, Feet Length, Net Wt., G.W., Packing Dimension, Screen Material, Case Color, Supporting Hardware, Format, MSRP, and UPC.

ez-Electric / Motorized Screen Include Standard Remote Control and Wire 3-Way Wall Switch (VMAX-XW series include IR & RF two remote control and 6" L bracket, UW series include IR remote control)

Table listing ez-Electric / Motorized screens with columns for Model, Nominal Diagonal, Viewing Size, Screen Size, Remote Control, Over All Size, Case Length, Net Wt., G.W., Packing Dimension, Screen Material, Case Color, Black Masking Border Thickness, Format, MSRP, and UPC Code.

