

**Epson Knoware University Podcast
Featuring the Accolade™ Duet™ Screen
June, 2007
Transcript**

(Jingle music)

Ernie: Because this screen supports both the 4:3 and 16:9 aspect ratio, and the fact that it's ultra portable, it really lends itself to a lot of different applications.

Margaret: An Accolade Duet home cinema screen and a whole lot more to go with it for a complete home cinema system from Epson. That's the special prize for this month's Knoware University podcast. It's the biggest home cinema prize ever offered on Knoware University, and it's just for podcast listeners.

From Epson Knoware University in Long Beach, California, I'm Margaret with the Knoware University podcast for June, 2007, and on this month's podcast, you'll learn how you can win the biggest podcast prize yet, along with the details on an amazing new home theater screen from Epson. That's coming up at the end of today's show, so keep listening for all the details.

By now I'm sure you're all familiar with Epson's history of innovation in digital imaging, and the subject of this month's podcast is no exception. It's one of the newest additions to the Epson product family and one of the most innovative home theater products you'll see all year. And like so many other amazing digital imaging products, it was invented and brought to life by Epson, the world leader in projectors.

To find out more, I spoke to Ernie, the inventor of and expert on Epson's new Accolade Duet screen. Hi, Ernie. Welcome to the Knoware University podcast!

Ernie: Hello. Thank you very much.

Margaret: So I was reading a little bit about the new Accolade Duet screen and I see that it supports both 4:3 and 16:9 widescreen format. How does it do that?

Ernie: Exactly. Well, the name “Duet” actually indicates that it supports both 4:3 and 16:9, and what you find is that in comparison to a traditional screen that rolls upwards or downwards, the Duet screen rolls side to side. So you actually hit the 4:3 aspect ratio first and then when you pull the screen out a little bit larger you get the 16:9 aspect ratio.

Margaret: Oh, great. So it’s really simple. Can you easily tell when you’ve hit the 4:3?

Ernie: Absolutely. You will hear a clicking sound when you hit the 4:3 aspect ratio. Then when you pull it a little bit larger to 16:9, you’ll get the same click again.

Margaret: Great, so as a presenter I’m not guessing when I’ve hit 4:3.

Ernie: Not at all.

Margaret: I’ll know when I’ve hit it.

Ernie: Exactly. So once you hit 4:3, it’s going to be perfect for your PowerPoint presentations. When you pull it out to 16:9 it’s going to fit your movie images perfectly.

Margaret: Great. And what size is it when it’s 4:3; what’s the diagonal measurement?

Ernie: Great question. So at 4:3, the diagonal measurement is 65 inches, and then at 16:9 it’s 80 inches.

Margaret: So for home theater-type stuff, I’ve got an 80-inch diagonal, 16:9 widescreen TV essentially with this screen.

Ernie: Exactly, exactly. In fact, that’s what we designed it for is to make sure that it was significantly larger than the TVs that you can buy on the market today.

Margaret: That's way bigger than the 19-inch TV I have at home. I also was reading somewhere that it's got a pretty wide viewing angle, so you can be sitting kind of off to the side like a lot of people do at home and still get a good view of the TV.

Ernie: Absolutely. The screen material that we chose is an all-purpose screen material that has a very, very wide viewing angle so that, indeed as you said, you can sit at a very extreme angle to the screen and still see an excellent image. Some screens you'll find are what they call high-gain screens which are perfect for certain applications but you must sit almost directly in front of the screen in order to get a bright image. Our screen, on the other hand, allows you to sit anywhere around the screen and see a very nice image.

Margaret: Oh, that's great. Now, I've also read in a few places that this is known as being extremely fast and extremely easy to set up. Tell me about that.

Ernie: Well, I can set the thing up in less than 30 seconds.

Margaret: Wow!

Ernie: Yes, but I'll tell that if you buy this and you take it home, it probably takes you no more than a minute the first time you set it up and then afterwards, after you get some practice, you can set this thing up very, very quickly.

Margaret: Well, that's incredible – 30 seconds, huh, Ernie?

Ernie: Eh, less than that.

Margaret: If this was a video podcast we would put you to the test. (Laughter) Now, I also understand that there might be some video out on the Internet though that our listeners could go watch and see it being put together.

Ernie: Yeah, actually, you know what? These were videos that were put together by customers of ours and also there was a video that's put out by the Orange County Register's Gadgetress. She is a product reviewer of different gadgets and she got a hold of the Duet screen, really, really loved it and took it upon herself to put

together a YouTube video. So you can actually go to YouTube and see this very, very cool video of the Duet screen in action.

Margaret: Great. We'll make sure to get a link to that in the enhanced version of the podcast for our listeners. And did she both do the standing mount and the wall mount or just the sitting on the floor?

Ernie: Right. So in the video she shows only the floor mount. And what I should I bring up is that this screen was designed to be mounted on both a stand, which is included, as well as the wall mount. With regards to the wall mount, we supply the wall-mounting bracket and all the hardware that's required in order to mount the screen on your wall. And what's nice about it is that when you mount it on the wall, when it's fully opened it kind of looks like a plasma screen or an LCD screen. Once you're done with the screen, you can take it off the wall mount and the bracket actually doubles as a picture holder.

Margaret: Oh, great.

Ernie: So you can put a picture on your wall as well.

Margaret: So you don't have to have this big, gigantic TV-looking thing sitting in your room.

Ernie: Exactly.

Margaret: I like that. So, assuming I've got it wall mounted and I take it off the mount, I can then take it along with the stand and take it somewhere else to show, to a friend's house to show movies, for instance?

Ernie: Exactly. So the stand conveniently folds up and stores within the projector screen itself, so it's one self-contained unit in a very, very compact size that you can take anywhere with you.

Margaret: Wow, that's remarkable. We'll get back to our interview with Ernie telling us about the amazing Accolade Duet home theater screen in just a minute.

Remember to listen carefully at the end of this podcast for instructions on how to enter the drawing for this month's very special podcast prize. And be sure to take the online course this month on Knoware University. During June you can learn about the Epson PowerLite 1700 series of projectors. Four lucky Knoware University students will win a PowerLite 1705c projector just by taking the Knoware University course and scoring 100% on the quiz. One lucky podcast listener will be entered in a drawing to win an Epson home theater package this month. Stay tuned to the end of this podcast for details on how to enter that drawing.

And now back to our interview with the inventor and product manager of the Accolade Duet screen, Ernie, at Epson headquarters in Long Beach. So, Ernie, we were talking about the size of the screen. We know it's an 80-inch diagonal home theater screen and so on, but what size is it when it's all folded up and closed?

Ernie: Right. So when you're done using the screen, you pack the screen up and what you'll notice is that it packs into a very, very compact size. And you'll see that I brought two screens with me down to the studio today.

Margaret: Right.

Ernie: The first one is a traditional 16:9 screen that's 80 inches, the exact same size as the Duet screen, but you'll see that it packs down into a tube that is over six feet tall.

Margaret: Right.

Ernie: So that's not exactly ultra-compact.

Margaret: That's true.

Ernie: The Duet screen, on the other hand, same size screen, when you fold it all out or when you unroll it, 80 inches at 16:9, packs into a case that is just about three and a half feet long, so 43 inches.

Margaret: Wow.

Ernie: So it's far, far smaller and more compact than a traditional screen of its same size.

Margaret: Wow. And I know I have a small SUV and I can see that the traditional screen would not fit in the back of my car.

Ernie: Right.

Margaret: But the Duet clearly will.

Ernie: Absolutely. In fact, it should fit into just about anyone's car.

Margaret: That's great. So, Ernie, tell me what are some of the folks who will buy the Accolade Duet screen, what are they doing with it?

Ernie: Right. So, I should back up and say that because this screen supports both the 4:3 and 16:9 aspect ratio, and the fact that it's ultra portable, it really lends itself to a lot of different applications. So, for example, in the business environment, companies use the Accolade Duet screen for their conference rooms. You know, I've known people to use them for impromptu meetings in common areas in offices. Small businesses use these as well. Road warriors put these screens in the back of their cars in case they don't have a screen at the place where they're presenting. Schools use the screens. These screens are also used at trade shows and at hotels, so in a business environment there's many, many different applications.

Margaret: Right.

Ernie: In the home environment, people use the Accolade Duet screen for movie night when you fire up your projector. You know, people use it to watch TVs, like the big game, or they use it for gaming as well.

Margaret: Great. I'm always seeing great reviews for our printers in the magazines and online and so on. Have there been any reviews for the Duet screen?

Ernie: Definitely. In fact, since we launched this screen last fall, we've gotten a number of very, very good reviews both in traditional magazines by traditional reviewers as well as online. A couple of the reviews I want to draw your attention to include a Projector Central review which was very, very positive about the Duet screen. And then secondly, you'd be interested to know that Shutterbug gave it a great review, calling it "just about the easiest projection screen I've ever used." And basically Shutterbug was advocating the Duet screen for photo enthusiasts, so for both professional photographers as well as advanced amateurs to show off their pictures with a projector.

Margaret: Great.

Ernie: Online you'll find lots of reviews on Gizmodo about the screen. They've been very positive about the Accolade Duet screen. And as I mentioned before, the Orange County Register Gadgetress said a lot of great things about the screen as well.

Margaret: Wow, that's great. We love to hear that. I can certainly see how, for instance, a wedding photographer who is taking his projector to show photos that he's shot during the reception could also take the Accolade Duet screen with him to set up in a reception area.

Ernie: Absolutely. And one other thing I should mention is that, you know, this is a great screen for small business owners who may Monday through Friday use the screen for, say, PowerPoint presentations or for Excel, and then Friday evening take it home to be used in the family room to show movies. So it's really a screen that serves numerous purposes.

Margaret: That's a great point. When you buy something like this, you don't have to limit yourself to using it for just one thing.

Ernie: Exactly.

Margaret: And speaking of that, what is the price of Accolade Duet screen?

- Ernie: So, the Accolade Duet screen is \$249, which is a great value in and of itself.
- Margaret: It sure is.
- Ernie: I'll let you know also that through the month of September we are running a mail-in rebate, and if you purchase the screen with an Epson projector, you get the screen effectively for \$99, which is absolutely amazing.
- Margaret: Wow. That's remarkable. And what if I just purchase the screen; is there a rebate for that as well?
- Ernie: Absolutely. There is a \$50 rebate if you purchase the screen as a standalone product.
- Margaret: Wow.
- Ernie: Which brings the cost of the screen down to \$199, which is an excellent value as well.
- Margaret: That sure is. Well, thanks for all that great information on the Accolade Duet screen, Ernie. We really appreciate it.
- And now the moment you've all been waiting for. I'm sure you'll be glad to hear, Ernie, that we'll be giving one lucky podcast listener an Accolade Duet screen just for listening to this podcast and scoring 100% on the five-question podcast quiz.
- Ernie: I think that's an amazing way to try out some cool products.
- Margaret: Yeah. But, of course, no Duet screen is complete without a projector, so we've pulled out all the stops and we're throwing in an Epson MovieMate 30s projector and the optional subwoofer to go along with that screen as the podcast prize. That's the biggest podcast prize we've ever offered yet!
- Ernie: Very cool.

Margaret: As our regular Knoware University podcast listeners will remember from our podcast in January of this year, the MovieMate 30s is a combination home theater projector and DVD player with great built-in speakers that gives you terrific video and audio all in one package. When you combine that with the optional subwoofer and Accolade Duet screen, it's a complete home theater package that's portable enough to take to a friend's house or even to take camping.

Well, thanks very much for being here today, Ernie. We appreciate your time.

Ernie: Thanks for having me.

Margaret: Remember, you still need to take this month's podcast quiz in order to qualify for the drawing for that home theater package. Visit the final exams section located in the Student Center of Knoware University. On the final exams page you'll see a special quiz listed for the June 2007 podcast, right below the link for the regular quiz on the PowerLite 1700 series. Score 100% on the podcast quiz and you're entered to win that awesome home theater package.

Well, that's it for this month's Knoware University podcast. Join us next month for another new Knoware University podcast with another Epson product expert and more chances to win great Epson products. Until then, this is Margaret from Epson. Thanks for listening in and thanks for selling Epson.

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