

Transform Any Smooth Paintable Surface Into a High Performance Projection Screen with Screen Goo 2.0

Product Information

What is Screen Goo 2.0?



Screen Goo 2.0 products are specially formulated, color correct, video screen coatings in liquid form. They allow the user to transform any smooth paintable surface into a high performance projection screen. The affordability and versatility of Screen Goo has seen it used in myriad applications, from home theater to large scale commercial installations.

Screen Goo's performance reflects many years of research and development. It has the capacity to outperform most of the existing screen products in use today. Screen Goo is made from a proprietary combination of the highest grade coating components available. Premium acrylic resins, museum grade pigments and other optical "Goo-dies" are blended using custom designed, purpose-built mixing equipment. Whether used in a professional or in a home setting, its simplicity of application, versatility and quality make Screen Goo the right choice for almost any projection job.

Why use Screen Goo 2.0?

◆ It's Amazingly Good!

Reference quality color accuracy with unmatched image depth and dimensionality.

◆ It's Easy to Do

Designed for easy application via Spraying or Rolling, Screen Goo products can be successfully applied by the novice or professional alike. While applying Screen Goo is quite straightforward, for optimal results please follow the rolling or spraying instructions on our website www.goosystemsglobal.com. See Goo Tips and FAQ for our instructional video.

◆ It's Incredibly Cost Effective

Screen Goo offers maximum performance at a minimal price. Premium projection surfaces can be created for material costs of typically less than 10% of the cost of competing products. Put the savings into better projectors or a bigger screen!

◆ It's Astonishingly Versatile

Screen Goo can be used to create Front, Rear or 3D Projection Surfaces of literally any size and shape. If you can imagine it, you can make it with Screen Goo! How big? Our clients have created 10, 000+ sq. ft. seamless projection surfaces. How flexible? Our clients have created seamless projection surfaces with compound curves. Try that with a vinyl screen!

◆ It's Environmentally Friendly

Screen Goo is by far the most eco-friendly projection surface available. No nasty volatile plasticizers like those which give vinyl screens their characteristic harsh chemical smell. Screen Goo carries ASTM D-4236 certification for non-toxicity and requires no California Prop 65 Statement!

◆ It's Long Lasting

Employing museum-grade pigments and optical components and an archival quality 100% pure acrylic resin base, Screen Goo won't yellow, sag, stretch, crack or crumble like conventional vinyl screens.



Advantages of Screen Goo 2.0

1. Screen Goo 2.0 lies much flatter and smoother:

We've incorporated the latest developments in acrylic polymers and optical conditioners into our formulae and, combined with refinements in our manufacturing process, the result is that Screen Goo 2.0 lays orders of magnitude flatter than our first generation products and, as a consequence, almost completely eliminates texture as an artifact of the application process.

2. Screen Goo 2.0 has extended open time by a factor of 5:

First generation Goo, especially in areas with a drier climate, could start to "set" within 2 or 3 minutes, meaning that any back-rolling or additional spraying performed after this time would result in textural inconsistencies and noticeable image artifacts. Working closely with our chemists, we've been able to introduce new compounds into our formulae which delay the formation of cross-links in our polymers resulting in an open time of at least 15 minutes in areas with a temperature of < 90 degrees F and relative humidity > 30 %. This extended open time is crucial for large scale applications as it gives painting crews time to re-position lifts or scaffolding without causing drying-related textural artifacts.

3. Screen Goo 2.0 results in superior detail and image definition:





One result of the work done to make Screen Goo easier to apply is that we've largely eliminated residual texture on a Goo 2.0 surface. This also benefits image quality. Images displayed on Generation One Screen Goo always appeared sharper than those reproduced on the commercial vinyl screens it competed against, but, with the absence of texture on a 2.0 screen, images appear even sharper and more defined than ever before. Screen Goo 2.0 is ready for ANY of the higher resolutions envisioned by the projection industry

4. Screen Goo 2.0 provides improved colour saturation, range and accuracy:

Proprietary pigment handling techniques combined with new material options have allowed us to load Screen Goo 2.0 with more and better optical conditioners. This has improved colour saturation and the deep reds and vibrant yellows produced on 2.0 screen are truly spectacular as a result.

Goo 2.0 has been formulated to accurately reflect the broader colour pallets that the wider gamuts offered by 4K UHD and DolbyVision provide. The range of greens available has expanded substantially and watching high quality nature footage on Screen Goo 2.0 demonstrates clearly how it reproduces this broader spectrum in truly spectacular fashion.

In keeping with our approach to dealing with varying ambient light conditions and projection technologies, Screen Goo 2.0 is available in four shades representing four discrete steps on a calibrated grey scale:

			
Reference White 2.0 100% White	High Contrast 2.0 85% White – Light Grey	Max Contrast 2.0 70% White – Medium Grey	Ultra Max Contrast 2.0 40% White – Dark Grey
Best suited for rooms with complete light control.	Best suited for rooms with moderate ambient light levels.	Best suited for rooms with high ambient light levels.	Best suited for rooms with very high ambient light levels.
Use with projectors producing >12 ANSI Lumens per square foot of screen area.	Use with projectors producing >25 ANSI Lumens per square foot of screen area.	Use with projectors producing >35 ANSI Lumens per square foot of screen area.	Use with projectors producing >75 ANSI Lumens per square foot of screen area.



Screen Goo Chroma Key Green - Formulated from the same artist grade acrylic mediums and museum quality pigments as our industry standard Screen Goo 2.0 projection screen coatings, Screen Goo Chroma Key Green has been engineered to provide an ideal, camera ready, green screen surface. The DNA of Screen Goo 2.0 projection coatings shines through in Chroma Key Green's exceptionally matte, uniform and smooth surfaces: all the characteristics that a convincing green screen effect depends on. Production houses, educational facilities, houses of worship and video creatives of all types are invited to discover how Screen Goo Chroma Key Green's superior performance, ultimate flexibility, extended coverage and museum-grade durability make it absolutely the best value in green screen coatings.

