



## F.A.Q.

### Answers To Common Questions Regarding Finelite® Image Projection.

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#### *Do You Work Outside of California?*

Yes. We service projects nationally and internationally.

#### *Does Finelite® Projection Work In Daylight?*

No. The darker an environment, the better the projection results. If you're considering using Finelite® projection outdoors, you'll want to do so in the evening. If your project is indoors, then you can project at any time for maximum results (provided you can control the amount of sunlight entering through windows.)

#### *How Much Distance Do You Need Between A Projector and The Projection Surface?*

This typically ranges from 50' – 250'. The farther a projector is from its corresponding surface, the bigger an image it will project. However, as an image gets larger, it can also lose intensity. Our designers will consult with you to determine the distance necessary for your project.

#### *How Large Will My Projected Images Be?*

This will range from 20' up to several hundred feet. A single projector can produce an image from 20' to 50' in size, depending on the throw distance. If you require a large image, or need to cover a large surface area, multiple projectors may be lined up together to produce a large, seamless image. In this application, image size will be limited by the artwork, and/or size of the surface.

#### *Does The Finelite® Projector Handle Powerpoint Or Video?*

No. Finelite® technology is not video technology. Rather, Finelite® Projectors use a film scroll that can be used for motion such as scrolling clouds, or a scrolling billboard.

#### *Onto What Type of Surfaces Can I Project?*

Walls, buildings, screens, light-colored fabric, ceilings, tents, cement structures, ships & planes, radar dishes, scrim, cycloramas, and floors. Light colored surfaces are best for projection.

#### *Can You Correct For Keystone Distortion?*

Yes. Our designers can determine how much keystone correction is needed and make the adjustment to your images.

#### *How Long Do Projection Advertising Campaigns last?*

Our pre-packaged projection advertising campaigns include 1-night, 3-night, and 5-night campaigns. Some clients require projection packages to run for several months. If you'd like an extended projection advertising campaign, our production department can offer you a customized proposal based on the duration of your campaign.

#### *What Type Of Artwork Projects Best?*

Bright, vibrant colors project best. Avoid excessive use of black, dark blue, and grey. Lines and text should avoid the extreme edges of your image.

#### *How Do I Submit My Logo And Artwork For Projection?*

Simply email your artwork as a 300dpi JPG, TIFF, or PSD file to [projection@kineticlighting.com](mailto:projection@kineticlighting.com). You can download a complete guide to submitting artwork from our website at <http://kineticlighting.com/projection.html>

#### *How Much Lead Time Do You Require For Submitting Artwork?*

Artwork that is submitted and approved with at least ten (10) days lead-time will avoid rush fees. Artwork submitted or approved with less than ten (10) days lead-time will be subject to a 50% rush fee.



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## Continued

#### *Can I Rent A Projector Without Hiring A Kinetic Technician?*

No. Our projectors require an experienced technician for installation and operation. Often times, a project requires just one technician. Support labor is always welcome, however, and our technician can even train your staff for extended projection campaigns.

#### *How Much Electricity Do Your Projectors Consume?*

A Finelite® Projector can be plugged into a standard wall outlet. For outdoor projection applications, Finelite® Projectors can operate from a car battery. Projectors operate on 110V but can be converted to 220V for international use.

#### *Do You Sell Finelite® Projectors?*

No. Finelite® Projectors are currently only available on a rental basis. Clients requiring long term projection applications should consider our leasing options, available for 12, 24, 36, 48, and 60 months.

#### *Do You Offer Pre-Packaged Media Campaigns For Projection Advertising?*

Yes. We offer 1-Night, 3-Night, and 5-Night Campaigns. Custom ad campaigns can be arranged with our projection department.

#### *Now What?*

Call Us! Ask to speak to a designer about Finelite® projection for your next project.