



**SRF™**  
*...Rejecting sun load*

**Atlanta, GA** - Manufacturing Resources International, Inc. (MRI) is pleased to announce a new standard feature for all Outdoor BoldVu™ Digital Displays to provide protection against to direct sun exposure.

The patent pending SRF™ (Solar Rejection Film) has been developed by MRI Engineering to effectively reject up to 50% of harmful sun load, and resultant heat, before it reaches the surface of the LCD. This proprietary film is applied to the inside of the front safety/cover glass that protects the LCD surface from physical damage and exposure.

Since direct sun exposure on an LCD screen is the # 1 cause of "Solar-Clearing", whereby the LCD crystals go through a phase change, creating black spots or areas on the screen, the SRF™ technology minimizes this impact. Even at low ambient temperature conditions, solar/sun load on the LCD surface can dramatically impact the performance and viewability of the display.

A significant side benefit of SRF™ is that by rejecting 50% of the sun load, the cooling requirement for the digital display is dramatically reduced thereby saving costs on the cooling element and power consumption. This makes for a more cost-effective Outdoor Digital Display system and lower operating costs; even at 2000 nit luminance/brightness.

While competing products to reduce sun-load will degrade the image quality, the SRF™ technology actually improves the image quality by increasing image contrast / color saturation and reducing surface reflections.

For more information, please contact:

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