

MoneyWise

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CHAT ROOM

Dive into another world of home theater

NIPPURA BLUE OCEAN REAR PROJECTION SCREENS

PRICE: If you have to ask, you can't afford it

Prepare to banish "50-inch screen" from the patois of home-theater systems. Your puny entertainment display soon will become a quaint offense.

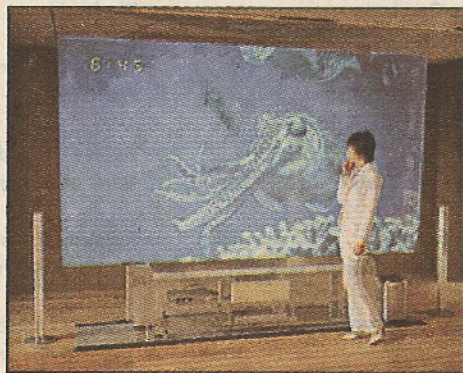
Later this month, Nippura USA, with North America headquarters in Charlotte, will distribute the mother of all rear-projection home theater screens.

Unlike fragile conventional "big screens" that must reside in bulky encasements, the elegant, frameless acrylic Nippura Blue Ocean screens - art pieces, really - can be mounted on discreet pedestals or suspended from ceilings.

The smallest will be 72 inches; the biggies 150 inches or more. They will come in a variety of widths - some wide and strong enough to serve as pool or aquarium walls. But, people, Nippura President Tony Vandenberg urges you to think outside the rectangular box. The screens can be custom cut to fit curved walls, shaped into teardrops, or even tunnels.

The projection surface itself is sandwiched inside the acrylic, a unique construction technique that delivers stunning, unparalleled picture quality. Nothing like you've ever seen.

Yes, your conventional rear-projection screen is about to succumb to a techno humbling of Darwinian proportions. Consider yourself warned. Prices range from \$6,600 on up. More information: (704) 370-7720. — MIKE DRUMMOND



NIPPURA INC. PHOTO

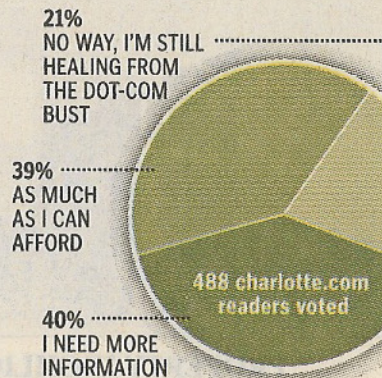
Blue Ocean Screens offer higher resolution that typical big screen models.

If you have a new product to showcase or an idea to explore, contact (704) 358-5166; obsbiz@charlotteobserver.com

SmartMoney Poll

LAST WEEK'S QUESTION
Q. Do you plan on buying Google stock?

THIS WEEK'S QUESTION
What's the most you've ever paid for a concert ticket?
A. \$30 - \$50
B. \$50 - \$100
C. More than a C-note



Go to www.charlotte.com/business to vote.

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- Success.....3D
- PennyWise.....5D
- Dr. Bombay.....6D
- Almanac.....9D

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