



Anticipating another great sports event in the European football championships, Projecta is turning to Euro 2008 to score a goal in sales promotion.

Researchers like GfK have frequently correlated the relationship between sporting events and sales of displays to improve the customer's viewing experience.

With the line "Projecta offers the best seats at the 2008 European championships," the Dutch screen maker has created a promotion around five projection screens especially selected for Euro 2008. The promotional Euro 2008 models are:

First Euro 2008

- manually operated compact screen
- powerful spring mechanism to smoothly roll and retract the projection screen
- 5-cm black border all around
- available in 4:3 and 16:9 versions with widths of up to 200 cm

Special Euro 2008

- manually operated professional projection screen
- flat and taut projection screen fabric due to the large metal roller and powerful spring

Gearing Up for the Game: Euro2008

Written by Bob Snyder
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mechanism

- 5-cm black border all around
- available in 4:3 and 16:9 versions with widths of up to 240 cm

VIP Electric Euro 2008

- electrically operated projection screen
- automatic rolling and retracting end positions guarantee a long service life for the projection screen fabric
- motor with a 2-year guarantee and the CE mark
- delivered complete with 3m of connection cable and a separate wall switch
- 5-cm black border all around
- available in 4:3 and 16:9 versions with widths of up to 240 cm

Tripod Euro 2008

- tripod screen with an OHP bracket for possible keystone correction
- a 2.5-cm. black border on the left and right
- available in a 1:1 version with widths of up to 180 cm

Mobile Euro 2008

- lightweight portable projection screen
- quick and easy to set up
- gas springs guarantee variable viewing height
- with Matte White projection screen fabric
- available in 4:3 and 16:9 versions with widths of up to 207 cm

The promotion runs until 1 July 2008

Go [Euro2008 Screen Promo](#)