

# BOBBY VINTON BLUE VELVET THEATER

**SITE** Bobby Vinton Blue Velvet Theater **SITE LOCATION** Branson, Missouri **VISTA® PRODUCT USED** Dayview V 45 SR CDF

## Aesthetic solutions

Bobby Vinton, who gave the world "Blue Velvet", "Roses are Red" and a host of other top hits, had a difficult problem with heat, glare and fading furnishings in his renowned Bobby Vinton Blue Velvet Theater.

The two thousand seat entertainment center in Branson, Missouri today attracts over three million visitors a year with an exhibition of Bobby Vinton memorabilia, a gift shop and twice daily theatrical spectaculars. As the number of visitors grew over the years it became increasingly clear that the visitors had to be provided with a uniformly more comfortable, glare free environment.

The solution lay in the installation of a hi-tech solar control window film from CPFilms Inc., the world's largest producer of window film. After a careful analysis of the situation, it was determined that VISTA Dayview would be the best solution to control the sunlight that poured into the theater without in any way interfering with the aesthetics of the handsome building. In June 1996, VISTA Dayview was fitted to the huge arched windows that are the building's signature. The installation immediately brought about a 46% rejection of total solar energy, reduced light transmission by 55% and practically prevented all ultraviolet light from entering the theater. Ultra violet rays are the principal cause of the fading of floorcoverings, interior furnishings and artwork.

"I could not have arrived at a better solution," says Bobby Vinton. "My theater is now comfortable throughout. Moreover, the film has virtually taken away all glare from reflecting sunlight and is helping to protect our furnishings and the gift shop merchandise from fading."



**VISTA®**   
W I N D O W F I L M

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Vista Window Film is pleased to have strict quality systems and has been ISO 9001 Certified (Certificate Number FM 35957)

The nature of certain delicate fabrics and dyes will lead to premature fading regardless of the application of any window film protective treatment.

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CASE HISTORY