

**Site**

Bobby Vinton Blue Velvet Theater

**Location**

Branson, Missouri

**Window Film**

Dayview V45

**Product Series**

Neutral Series



**SITUATION**

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 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.

**SOLUTION**

The solution lay in the installation of a high-tech solar control window film from Eastman, the world’s largest manufacturer of window film. After a careful analysis of the situation, it was determined that Vista™ by LLumar® 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.

**RESULT**

The installation immediately brought about a 45 percent rejection of total solar energy and a 54 percent reduction of light transmission; blocking more than 99 percent of ultraviolet rays, which helps protect against premature fading\*

“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.”

**Performance Data**

|                    | % Total Solar Transmittance | % Total Solar Reflectance | % Total Solar Absorbance | % Visible Light Transmittance | % Visible Reflectance (exterior) | % Visible Reflectance (interior) | Winter U-value | Shading Coefficient | % Ultraviolet Ray Protection (wavelengths 280-380nm) | Emissivity | Solar Heat Gain Coefficient | % Total Solar Energy Rejected | Light-to-Solar Heat Gain Ratio (LSG) | % Summer Solar Heat Gain Reduction | % Winter Heat Loss Reduction | % Glare Reduction |
|--------------------|-----------------------------|---------------------------|--------------------------|-------------------------------|----------------------------------|----------------------------------|----------------|---------------------|--|------------|-----------------------------|-------------------------------|--------------------------------------|------------------------------------|------------------------------|-------------------|
| Clear Glass        | 83                          | 8                         | 9                        | 90                            | 8                                | 8                                | 1.03           | 1.00                | 29   | 0.84       | 0.86                        | 14                            | 1.05                                 | -                                  | -                            | -                 |
| Neutral Series     |                             |                           |                          |                               |                                  |                                  |                |                     |  |            |                             |                               |                                      |                                    |                              |                   |
| Dayview V45 SR CDF | 42                          | 14                        | 44                       | 46                            | 15                               | 13                               | 1.07           | 0.64                | >99  | 0.89       | 0.55                        | 45                            | 0.84                                 | 36                                 | -3                           | 49                |

**EASTMAN**

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The solar performance data reported for LLumar architectural window films was captured using the National Fenestration Rating Council’s (NFRC) standard guidelines for window film solar performance measurement as measured on single pane, 1/8 inch (3 mm), clear glass. Reported values are taken from representative product samples and are subject to normal manufacturing variances. Actual performance will vary based on a number of factors, including glass type and properties. \*Films do not eliminate fading—they reduce it. UV rays and heat are contributing factors to fading but other factors exist. For further information see LLumar.com/download-library. © 2008, revised 2016 Eastman Chemical Company. VISTA™, the VISTA® logo, LLumar®, the LLumar® logo and Enerlogic® are trademarks of Eastman Chemical Company or one of its wholly owned subsidiaries. As used herein, ® denotes registered trademark status in the U.S. only. (06/16) SP1079