

Galalite Unveils Enduray Cinema Screen Coating at Big Cine Expo 2026

Robust new projection-screen coating reduces micro-scratches, helping Digilite cinema screens maintain more consistent gain throughout their installed life

CHENNAI, INDIA — 20 August 2026 — Galalite Screens unveiled Enduray Technology at Big Cine Expo 2026, introducing a robust cinema screen coating developed to reduce micro-scratching and help projection screens maintain more consistent gain throughout their installed service life.



Enduray Technology has initially been incorporated across Galalite's complete Digilite cinema screen range, including gain options of 1.4, 1.8 and 2.2. Galalite also plans to introduce the coating across its silver-screen surface portfolio.

To demonstrate the resilience of the new cinema screen coating, Galalite invited customers and visitors at Big Cine Expo to do something rarely encouraged around a projection screen: throw tea, coffee and cola directly onto its surface.

The live demonstration provided an immediate and highly visible test of Enduray Technology. However, Galalite explained that easier cleaning and improved stain resistance are only the most visible benefits. The more important long-term advantage is the reduction of micro-scratches that can gradually affect the reflective coating and consistency of screen gain after installation.

“Stain resistance is what visitors could see immediately, but the more important benefit is what happens over the complete life of the cinema screen,” said Yusuf Galabhaiwala, Director of Operations and third-generation leader at Galalite Screens.

“A more robust coating means fewer micro-scratches during handling, cleaning and maintenance. This helps the cinema screen retain its gain and optical consistency more effectively throughout its installed life.”

A live test of cinema screen coating durability

For the Big Cine Expo demonstration, Galalite divided the cinema screen surface into two sections.

One half featured Galalite’s previous-generation coating technology, while the other incorporated the newly developed Enduray Technology. Visitors were invited to throw tea, coffee and cola across the screen before both sections were wiped using a microfiber cloth.

Mild staining remained visible on the previous-generation screen surface. The section incorporating Enduray Technology could be wiped clean without visible damage to the coating or residual marks.



“Rather than merely tell customers that we had developed a more robust cinema screen surface, we wanted them to test it for themselves,” Galabhaiwala explained. “The demonstration gave visitors a simple and immediate way to experience the difference.”

The live stain test demonstrated the resistance of the coating in a way that could be easily seen during the exhibition. Behind this visible result, however, is a longer-term performance objective: protecting the optical characteristics of the cinema projection screen.

Reducing micro-scratches to preserve cinema screen gain

Screen gain plays an important role in determining how projected light is reflected towards the cinema audience. While gain is generally measured when a cinema screen is new, the physical condition of its coating can affect how consistently that performance is maintained over time.

Handling during installation, accidental contact, repeated cleaning and routine cinema maintenance can create microscopic scratches on the screen surface. Although individual micro-scratches may not be immediately noticeable, their accumulation can gradually affect the integrity of the reflective coating.

This can contribute to changes in screen gain, brightness and optical uniformity during the life of the installation.

Enduray Technology has been developed to make the cinema screen coating more resistant to this form of surface damage. By reducing micro-scratching, the technology helps Digilite screen surfaces preserve their intended gain characteristics and maintain more consistent optical performance after installation.

“A cinema screen should not perform at its best only on the day it is installed,” said Galabhaiwala. “The real measure of a projection screen is how consistently it continues to perform after years inside the cinema. Our objective with Enduray is to protect that performance for longer.”

For cinema chains and independent exhibitors, maintaining consistent screen gain can help protect picture quality while extending the effective performance life of the cinema screen.

Enduray Technology across the Digilite cinema screen range

Galalite has initially introduced Enduray Technology across its complete Digilite range:

- Digilite 1.4
- Digilite 1.8
- Digilite 2.2

The new coating combines the established optical characteristics of each Digilite cinema screen surface with improved resistance to stains, cleaning-related damage and micro-scratching.

Galalite intends to incorporate Enduray Technology into its silver-screen range during the next phase of development. This will extend the benefits of improved coating durability and long-term gain consistency to additional cinema projection applications.

From Lensray to Enduray: measurable cinema screen innovation

The Enduray showcase continues Galalite's practice of using Big Cine Expo to demonstrate measurable improvements in cinema projection screen technology.

At the previous edition of Big Cine Expo, Galalite showcased Lensray Technology through a side-by-side screen comparison.

One half featured a Galalite cinema screen surface incorporating Lensray Technology, while the other featured a competing screen surface. A thermal imaging comparison made the difference in light distribution clearly visible.

The Galalite Lensray surface demonstrated wider viewing angles and improved centre-to-edge uniformity, distributing projected light more effectively across the cinema auditorium instead of concentrating it primarily at the centre of the screen.

While the Lensray demonstration focused on viewing angles, light distribution and optical uniformity, this year's Enduray demonstration focused on protecting the cinema screen coating so that its gain and optical performance can remain more consistent over time.

"Every year, our R&D team asks how we can meaningfully improve the cinema screen surface," Galabhaiwala said.

"The improvement may involve viewing angles, centre-to-edge uniformity, compatibility with modern projection systems or the ability to preserve screen gain throughout the life of the installation. The innovation must ultimately provide a measurable benefit to cinema operators and their audiences."

Galalite connects cinema screen innovation with audience experience

During his address at Big Cine Expo 2026, Galabhaiwala placed Galalite's latest cinema screen development within the wider global conversation about strengthening the theatrical experience. He referred to Eddy Duquenne of Kinopolis, who expressed the industry's responsibility at CineEurope 2026:

“Content brings people in, but the experience will make people come back.”



This observation reinforced Galabhaiwala’s message that projection, sound, seating and cinema screen technology must work together to give audiences a compelling reason to return to theatres.

He also cited the 2026 FICCI–EY report, according to which India had 10,033 cinema screens in 2025, while cinema halls were present in only around 3,150 of the country’s approximately 19,500 PIN codes.

Galabhaiwala noted that the opportunity for the Indian cinema exhibition industry is not limited to making premium cinemas more spectacular. It also involves bringing a consistently high-quality big-screen experience to more cities, towns and communities.

“The silver screen is where a filmmaker’s imagination becomes the audience’s emotion,” Galabhaiwala said.

He connected this responsibility with Galalite’s Imagine. See. philosophy:

“The filmmaker imagines. The audience sees. Our responsibility is to ensure that nothing is lost in between.”

An Indian cinema screen manufacturer serving the world

Established in Mumbai in 1959, Galalite is the world's oldest family-run enterprise dedicated to manufacturing cinema screens.

The Indian cinema screen manufacturer now supplies commercial cinema screen surfaces to customers in more than 90 countries. Its production and distribution presence in Będzin, Poland, also provides closer coverage and support for cinema chains, integrators and technology partners across the European Union.

Through cinema screen technologies such as Lensray and Enduray, Galalite continues to bring Indian research, manufacturing and innovation to the international cinema exhibition industry.

This ambition is expressed through the words:

Made in India for the World.

“Galalite has grown because the global cinema industry has trusted us to keep improving,” Galabhaiwala concluded.

“Enduray is another step in that journey, helping cinema screens remain more consistent, dependable and better protected throughout their installed life.”

About Galalite Screens

Established in 1959, Galalite Screens is a third-generation family-run manufacturer of commercial cinema projection screens.

The company develops and manufactures cinema screen surfaces for conventional digital projection, 3D cinema, laser projection and Premium Large Format cinema applications.

With operations in India and Poland and screen installations across more than 90 countries, Galalite serves cinema chains, independent exhibitors, cinema integrators and projection-technology partners worldwide.

For more information, visit: <https://www.galalitescreens.com/>

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