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Epson chooses dnp Supernova Blade for retail campaign

Karlsunde, Denmark, June 2016: Faced with a brightly lit store environment, a limited amount of space, and the need to show off the performance of Epson's projectors with the best image quality, Special-Elektronik, dnp distributor in Sweden, chose to match the Epson projectors with a dnp Supernova Blade Screen when planning a large retail promotional campaign.

Epson had wanted to start a retail campaign for their EH-TW6600W home cinema projector and were looking for a location and display that could do full justice to the product. They chose the Elgiganten consumer electronics chain to host the campaign, with outlets across Denmark, Finland, Norway and Sweden. While image quality was paramount in their search for the optimum display, there were also other challenges to be met.

Elgiganten stores are brightly lit, and as with any bricks-and-mortar retailer, space is at a real premium, which restricts mounting options. In co-operation with dnp's technicians, Epson and Special-Elektronik quickly identified that only dnp Supernova Blade Screens could meet Epson's requirements. In particular, these elegant, space-saving screens offer up to seven times greater contrast than conventional front-projection screens, which is a big advantage in a brightly lit retail environment.

The multiple 100" dnp Supernova Blade Screens, equipped with 23-23 screen material, have now been installed. Suspended above Epson's retail units, they face almost directly downwards. Special-Elektronik used cleverly designed frames to make this possible while maintaining the rigidity of the screens, which are only 3 mm thick.

In constant use every day, the 4K-compatible Supernova Blade Screens reveal the true quality of Epson projectors.

Says Peter Bloch from Special-Elektronik, "The projectors deliver perfect images for customers to enjoy, and matched with the Supernova Blade Screens, they can choose the viewing experience they want to take home."

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Pics attached

About dnp denmark

dnp denmark is the world's leading supplier of optical projection screens for high quality display solutions. Among dnp's products you'll find an extensive range of optical screens for both front and rear projection. Many of the world's leading brands trust dnp for its optical screen solutions, including Sony, Best Buy, Harrods, Hugo Boss, L'Oréal, Lego and Nike, to name a few.

Since 1989, dnp denmark has been the worldwide large-screen production centre of Dai Nippon Printing Co. Ltd. With 35 production plants, 21 product divisions, over 48,000 employees worldwide and an annual turnover exceeding \$16 billion, Dai Nippon Printing Co. Ltd. is one of the world's largest printing and media companies. dnp denmark's laboratories benefit from higher levels of investment in research and development than any other screen supplier, leading to the production of superior, award-winning products such as the revolutionary line of Supernova front projection screens.

As a market leader, dnp provides its Partners with the best technical support and some of the most innovative sales and marketing tools found today in the screen industry.