

FOR IMMEDIATE RELEASE

dnp presents full roster of large scale optical screens at *InfoComm China*

Karlslunde, Denmark, March 2016 ... dnp denmark will again present a show of strength at this year's *InfoComm China* exhibition (April 13-15, CNCC, Beijing, booth # EE5-01).

The company will exhibit many of its front-line front projection solutions within the 108 sq.m space, including dnp Supernova STE, dnp Supernova STS, dnp Supernova Infinity, dnp Supernova One and dnp Supernova Core.

According to Soeren Kraemmergaard, dnp's VP Global Sales & Marketing, the new Short Throw (STE) will appear in new high-gain version for the first time.

"Our booth has been purpose designed without ceiling cover to allow strong ambient light to enter the booth. We will also position many spotlights above our screens to demonstrate the crystal clear image quality even in this super bright ambient light environment," he said.

The company will participate with their Chinese partners, Wincomn Technology, as it strives aggressively to reinforce its status as a major front projection screen player, offering the world's best optical solutions.

As the biggest trade show for presentation displays and technology in the entire China mainland, InfoComm China will enable dnp to target specific market segments, notably high end Conference Rooms, Control and Command Centres and Home Entertainment.

dnp denmark recognises the continued importance of *InfoComm* in the region, with the bulk of visitors attending from the Chinese mainland (but with a percentage from across Pacific Asia). As Soeren Kraemmergaard says, "I believe *InfoComm China* is still a valuable platform for the exhibitors to reach the end user, and the main purpose for clients visiting the show is to see the most updated technology /products in the market."

And dnp's message is loud and clear: large presentation display challenges in high ambient light conditions can only be met by the use of the company's optical screens.

FOR IMMEDIATE RELEASE

Further information from:

Editors contact:

Jerry Gilbert
JGP Public Relations
Tel: +44 (0) 1707 258525
Email: jerry.gilbert@ntlworld.com

dnp contact:

Lisette Rønnov Jørs
Marketing Manager
Tel: +45 4616 5153
Email: lj@dnp.dk

Pic: dnp Supernova Infinity in installation

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.