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## **dnp denmark's ALR technology comes into sharp focus at *InfoComm 2016***

*Karlslunde, Denmark, June 2016:* As flag wavers for the next generation of displays using ambient light rejection technology (ALR), dnp denmark had the dual task of demonstration and education at this year's *InfoComm2016* show in Las Vegas.

dnp and its partners were kept busy throughout, formally hosting organised delegations and dealing with many individual sales enquiries from across the globe.

While much attention was focused on the new dnp LaserPanel Touch, optimised for use with the latest laser projectors, dnp also had many of their Supernova optical front projection screens, ranging from dnp Supernova Infinity, dnp Supernova XL, dnp Supernova Blade, and unique solutions from their family of Short Throw screens. Their aim was to demonstrate the 4C's — Contrast, Clarity, Colour and Cone — and according to Soeren Kraemmergaard, VP Global Sales & Marketing, they achieved all their objectives.

The 100" dnp LaserPanel had been particularly well received. "It has given key partners a lot to think about," he said, "as it matches the quality of an LED screen at a fraction of the price of 84" flat panel. Dealers are aware of the importance of a one stop solution to the customer and now we are offering bundled packages for the first time it will call for more direct sales channels to market."

Much of the company's philosophy had been borne out at the popular *Display Summit (Projection Summit)* symposium, which took place two days before *InfoComm* opened — and the positive segment about laser projection, to which dnp's screens are perfectly matched, provided a great curtain raiser.

As an increasing number of OEM customers are turning to dnp's 08-85 and 23-23 optical screen fabric to boost their own ALR technology Soeren is in no doubt how well received the technology is proving.

Using as a base their theory of 'eyegonomics' — the science of designing presentation equipment to fit the viewer, rather than forcing the viewer to try to accommodate the presentation — they were comfortably able to prove the cost benefits of their technology for

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large-scale (above 100") presentations. They did this via a series of 'shoot-outs' against traditional matte white diffusion screen, proving that dnp's 7-layer Supernova technology rejects light from above and below while only refracting back light from the projector. This results in more uniform, contrast-rich images.

Away from the booth, between their rear wall cubes and ALR screen materials, dnp could cite many companies displaying their products. These ranged from Barco with their new laser phosphor projector, Delta with their new 4K UHD technology, Christie with MicroTiles, Milestone Parallax screens and many more.

"We are greatly encouraged by the number of leads we received at the show," states Soeren Kraemmergaard in summary. "Now it's all about converting this interest into sales."

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### **Pics: dnp booth at InfoComm 2016**

#### **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.