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dnp bundled LaserPanels drive business at *ISE2016*

Karlsunde, Denmark, February 2016: dnp denmark's chief mission at this year's *ISE 2016* was clear: it was not only to establish the technological advantages of the optical dnp LaserPanel but also to mark the company's entry into bundled solutions.

The new generation of dnp LaserPanels offers 100" high-contrast images at around 50% of the cost per screen area square inch of LED-backlit LCD screens. And as the dnp LaserPanel uses a laser projector, low running costs and no lamp changes will drive down the total cost of ownership.

Soeren Kraemmergaard, dnp's VP Global Sales & Marketing, states that the dimensions of the booth, with its surprising depth, sucked in a number of passers-by to their new Hall 1 location as well as offering a forum to meet their established partner channel.

"The goal was to focus on the dnp LaserPanel bundled system but there was a lot of interest in both versions — either for presentation or for collaborative use," he said. These were shown in a working demonstration — which also definitively proved the advantages of dnp's optical technology — while there was also opportunity for hands-on training.

Representing a development of their core Supernova activity, dnp denmark were also looking to set up an alternative partner channel and a number of positive meetings with would-be resellers took place. "In general we are launching dnp LaserPanel as a separate product category," states Kraemmergaard, "and will use additional channels to complement our existing ones."

Another *ISE* priority was also to expose the improved, noiselessly retractable Supernova Flex Classic in 120in format. This was also well received by partners and passers by alike, with everyone impressed by the motorised technology. At the same time, dnp denmark announced the new 110in Supernova Flex Classic in 16:10 aspect ratio.

The Danish company was further boosted by the presence of Paradigm AV, their UK partner, who was present at the booth and introduced a number of their own clients. "They really did a great job and boosted attendance a lot," Soeren Kraemmergaard confirmed.

Stated Paradigm AV's CEO, Greg Jeffreys, "From our perspective it was certainly the best *ISE*

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we have participated at. This was largely because there was a genuine new product, and to show it within a bundled package was a genuine departure. Because its pricing is also so disruptive within the LCD panel market people were actively seeking us out for the competitive advantages this brings. This, combined with a coordinated meeting schedule throughout the four days, resulted in a fresh and inspiring show for us.”

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Pics: the dnp stand at ISE 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.