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## World's first 100" dnp LaserPanel for Indoor Soccer Centre

*Karlsunde, Denmark, January 2016:* Combining impressive image quality with easy installation and very attractive economics, the new 100" dnp LaserPanel has made its world debut at the Indoor Soccer Centre (ISCG) in Groningen, in the North of Holland.

The Centre wanted to display live events in its sports café, with the aim of enriching the customer experience and extending the dwell time for visitors. The project's challenges included constant bright artificial lighting, long periods of operation every day and, not least, the need to contribute to a profitable business model.

Consultant John Goedegebuure from JG Enterprises was brought in, and the result was a very productive link-up between ISCG, dnp Partner xScreen Interactive and digital advertising company, CS Digital Media. This led to the world's first dnp LaserPanel solution being installed in a public venue.

Initially, four 50" screens had been planned, but ISCG felt the single 100" dnp LaserPanel created greater impact, with its high-contrast optical screen. It also offered the same HD (1080p) image quality as LCD/LED alternatives in 16:9 format, very competitive pricing and the essential long-term reliability.

As an additional bonus, only a single projector was required, and installation of the ultra-short throw dnp LaserPanel was as easy as always with a dnp screen.

The client opted for a leasing solution, which avoids major upfront capital expense, while xScreen Interactive's Split-Xscreen-Advertising enables the display to combine appealing live footage with revenue-earning digital signage.

"We're thrilled and proud to be home to the world's first dnp LaserPanel in this kind of set-up," comments Eisse-Reint Dallinga, Director at ISCG. "The brilliant images keep our customers watching for hours, while the ads boost our revenue and support our business model."

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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.