

FOR IMMEDIATE RELEASE

## dnp Supernova XL provides boost to Philippine Red Cross rescue missions

Karlstunde, Denmark, April 2017: Whether developing long-term strategies or devising emergency responses to disasters, the Philippine Red Cross (PRC) is dependent upon receiving accurate information. This has now been enhanced to a new level of visual acuity, thanks to a dnp Supernova XL Screen, provided by Fil-Nippon Technology Supply, dnp's partner in the Philippines.

When Typhoon Haiyan (known locally as Super Typhoon Yolanda) struck the Philippines in 2013, PRC immediately mobilized its manpower, starting with the Board, to assess the situation and come up with the most efficient and quickest solutions. In order to respond to disasters of such magnitude, PRC needed access to correct information, presented with real clarity through a high-quality audio-visual (AV) installation. The challenge was to find an affordable solution that gave the visual quality necessary to make such important decisions.

The Board, increasingly dissatisfied with its existing AV display, called in Fil-Nippon Technology Supply who provided a complete service, including the loan of a demonstration screen for extended testing. Technicians at dnp headquarters in Denmark were also on call in case the Board needed their expertise in operating the device.

The Philippine Red Cross eventually selected an optical 130" front-projection dnp Supernova XL Screen, with near 'flat-screen' optical quality — run in tandem with an Epson EB-1985WU projector.

Offering up to seven times the contrast and double the brightness of a standard front-projection screen, the dnp Supernova XL Screen was more than capable of satisfying the Board members' exacting demands, even in their brightly lit boardroom.

In-house AV engineer Mark Abeleda, who uses the number of complaints received as his performance benchmark, said, "With their old AV display, the Board members complained constantly that they could not see what was on the screen. But with our new dnp Supernova XL, the complaint rate has dropped to zero. And that means no headaches for the technical team."

## FOR IMMEDIATE RELEASE

Editors contact:

Jerry Gilbert

JGP Public Relations

Tel: +44 (0) 1707 258525

Email: [jerry.gilbert@ntlworld.com](mailto:jerry.gilbert@ntlworld.com)

dnp contact:

Lisette Rønnov Jørs

Marketing Manager

Tel: +45 4616 5153

Email: [lj@dnp.dk](mailto:lj@dnp.dk)

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.