

dnp reports a bundle of success at *InfoComm 2017*

Karlslunde, Denmark, June 2017: dnp denmark continues to lead the way in all the emerging screen technologies. This was made abundantly clear at this year's *InfoComm 2017* when their suite of products set out to give customers a glimpse into the future.

If the giant 2x2 (180") dnp Supernova Infinity Screen initially arrested the attention it was the two bundled dnp LaserPanel solutions, as well as dnp Supernova Short Throw STS and STE that is capturing the market for these increasingly popular technologies. To cap it off, dnp also showed an improved version of the motorised dnp Supernova Flex Classic.

The overarching message throughout was to show the importance of ambient light rejection and how dnp had been promoting it a decade before it became a buzz phrase, under the acronym of ALR. "I really believe we got that message across," said Soeren Kraemmergaard, dnp denmark's VP Global Sales & Marketing. "We wanted to communicate the fact that although everyone is talking about it today and playing catch up, we were promoting this years ago. As a result there was a huge interest in our technology."

However, in 2017 he recognises that selling a screen is no longer sufficient. Representing another new technology, dnp's LaserPanel forms part of a bundled solution, and is available also in a Touch version and with two furniture lines – the Business and the Executive line. The former is the mechanical version with built-in equipment storage while the Executive model offers an automatically-operated solution and features a motorised door.

"This has been the first step in our bundling initiative and it was extremely well received," Kraemmergaard continued. "Everyone who visited our booth was excited by the furniture, and the fact that the loudspeakers and players could be concealed. This is a real meeting room solution of the future, enabling the customer to get all the equipment he needs from a single source supplier, and I am confident we will receive a lot of orders."

Elsewhere, large venue owners were transfixed by the potential offered by dnp Supernova Infinity's huge canvas, which the dnp VP says is considered unique in view of its construction and the way it can be built up.

Turning to other solutions, as an increasing number of projector manufacturers are focusing on ultra short-throw solutions, so dnp's Supernova STS and STE (edge-blend) displays

FOR IMMEDIATE RELEASE

received a lot of attention, overcoming traditional problems of power and contrast limitations in classrooms and meeting rooms.

Finally, dnp's new improved version of the dnp Supernova Flex Classic motorised retractable ALR screen also proved extremely popular. "We have now overcome all the challenges in perfecting this display," Soeren Kraemmergaard confirms.

Away from the booth dnp displays were also represented at the booths of OEM partners such as Barco, Delta and Christie.

Reflecting on another successful show, the dnp VP said that while he personally found *InfoComm 2017* quieter this year, the number of badges scanned presaged a healthy conversion to sales in the medium and long term.

"In fact we received firm orders from North America within three days of the show ending," he concludes.

Editors contact:

Jerry Gilbert
JGP Public Relations
Tel: +44 (0) 1707 258525
Email: jerry@jgp-pr.com

dnp contact:

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

Pics attached, showing contrast media, LaserPanel furniture and general product demonstration at the booth

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, 39,000 employees worldwide and an annual turnover exceeding \$12.6 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.