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## 5m dnp Supernova Screen boosts TfL's *Art on the Underground* project

*Karlslunde, Denmark, October 2017:* Transport for London (TfL) is a local government body responsible for managing the transport system throughout Greater London.

The agency is a long-term customer of ADi Audiovisual, through their *Art on the Underground* visual arts showcase — designed to enrich the journey experience for millions of daily Tube users travelling through the Capital.

Curator and Technical Programme Manager is Niamh Sullivan, with over ten years' experience in the delivery of Public Art commissions. And when *Art on The Underground* wanted to launch their new Broomberg and Chanarin commission the London based AV specialists were on hand to advise, before undertaking a design and installation programme. They recommended a 5m wide dnp Supernova Infinity Screen as the central media display, paired with a Panasonic 10,000-lumen laser projector. This was supplied and installed by dnp's UK partner Visual Displays Ltd.

ADI Audiovisual co-founder, Mark Wayman, had been aware of Supernova's advanced contrast-enhancing technology for some time and always carries a sample of the screen material to demonstrate to clients. In this instance TfL's requirement to display top quality HD video, and accurate colour rendering was of vital importance.

Wayman surmised that no other screen would have been fit for purpose. "An LED screen of that size and resolution would have been extremely expensive, difficult to install and heavy," he stated. "Relative to its size the Infinity is a lightweight system that is easy to install, is cost effective, can be of infinite size and is able to meet the super-accurate colour rendition requirement for this installation."

But there were other criteria that also needed to be met. Understandably, TfL has the strictest of fire and safety regulations, and therefore an intensive review was first undertaken to ensure Supernova met these stringent requirements. Weight was a further factor as the screen had to be installed on an existing glass balustrade.

The screen itself is situated in the main ticket hall at Kings Cross tube station which has one of

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the largest footfalls across the tube network. It will therefore be viewed by passengers on both the lower and upper levels of the station.

The 12-minute film made by Broomberg & Chanarin is called *The Bureaucracy of Angels*. This will run from 28 September 28-November 25 at King's Cross St. Pancras Station, close to the exit to Eurostar.

Reviewing the project, VDL director Greg Jeffreys, said there had been many boxes to tick. "The client wanted a 5m seamless screen surface with high colour rendition for HD video that was compliant with stringent fire and safety regulations. The unsurpassed quality of Supernova optical screen technology, together with the infinite size option of the comparatively lightweight and cost-effective Supernova Infinity Screen, delivers on all levels. I am delighted that so many people will get to see what is achievable with projection screens of this size."

And Niamh Sullivan clearly agreed. Summing up the impact created by the Supernova Infinity Screen, she said: "The effect is simply amazing. When we commissioned this large LED display we had no idea it would look this good."

### Editors contact:

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

### dnp contact:

Lisette Rønnov Jørs  
Marketing Manager  
Tel: +45 4616 5153  
Email: [lj@dnp.dk](mailto:lj@dnp.dk)

### Pics attached

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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.