

FOR IMMEDIATE RELEASE

dnp makes creating the ultimate meeting room experience a main priority at *ISE 2018*

Karlslunde, Denmark, December 2017: dnp denmark will set out to demonstrate how to achieve the ultimate meeting room experience at this year's *ISE 2018* show (February 6-9).

Hence their booth (1-E50) will be divided into two distinct sections. In the meeting room, they will show the dnp LaserPanel, integrated with the Executive Classic furniture, as well as an improved version of the dnp Supernova XL — now with a less visible seam — and the dnp Supernova Flex Classic.

This area of the stand will be faced by an independent retail/digital signage zone, where dnp will demonstrate the very popular Supernova Blade and showcase a future possible transparent display solution. As is now customary, they will take the opportunity to compare other projection materials against the dnp Supernova material and to further show how far screen definition has progressed, will exhibit the dnp LaserPanel Touch.

Stated Soeren Kraemmergaard, VP Global Sales & Marketing at dnp, "With a growing recognition that ambient light levels are forever increasing, we are focusing on meeting rooms and digital signage. We are determined to show how well the dnp LaserPanel products fit into these types of applications — raising the meeting experience using these and the dnp Supernova displays.

"We will of course also still position ourselves as the best optical projection display provider when it comes to coping with light in the room, thanks to our ambient light rejection technology."

In fact dnp has now produced a targeted *Make Room For Better Meetings* guide, which has been especially developed for end-users.

"It's a subject that is being spoken about more and more," continues Kraemmergaard. "There are five key ingredients that go into producing the optimum meeting environment and that is the Room itself, Furniture, Lighting, Display and Connectivity — and then the layout and ergonomics of the room.

SupernovaTM
Supernova™ is a registered trademark of dnp denmark as

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“With time being such a valuable and expensive resource, there is no place in the modern age for poorly staged meetings. Better meetings make for more positive decisions, thereby increasing productivity.”

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Pic: dnp LaserPanel Executive Classic

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.