

## **dnp Supernova is clear favourite at Tokyo racecourse**

*Karlsunde, Denmark, September 2018: Racegoers at Tokyo racecourse expect to be able to see clear, bright images of live racing and betting data displayed in the concourse. The Japan Racing Association (JRA) wanted a better system, and asked KIC Corporation to match a screen to high-spec projectors. KIC's dnp Supernova solution is our Installation of the Month.*

### **Premier venue**

JRA's Tokyo racecourse is the country's premier venue for the sport. They wanted to replace the existing display system in the main concourse to overcome the problems of low definition and insufficient brightness. The relatively dim lighting required in the concourse was felt to be undesirable for such a venue.

### **Bets on brighter images**

JRA had already settled on a pair of high-spec Panasonic projectors when they contacted installer KIC Corporation for advice on a suitable screen. They needed high contrast, brightness and definition to deliver images that would satisfy demanding bettors and spectators.

### **Big images, no overlap**

KIC recommended a dnp Supernova Screen because of its ability to offer high contrast even at extreme viewing angles – qualities that have put the screen among the few to have earned ISF certification. "They also enable you to use multiple projectors to create bigger high-resolution images without risking visible overlap," says KIC. "Furthermore, the screen is physically easy to manage, which helped us when we built in additional protection against the effects of possible earthquakes."

### **Clear results**

The projectors and screen are well matched for performance and quality. The system displays live horseracing, results, odds and pay-out information with the clarity and brightness that racegoers demand. JRA comments: "The new projection system provides high-contrast, high-definition images that clearly show the number information for a fast-running horse, even under brighter lighting conditions."

### **Facts**

- Customer: Japan Racing Association (Tokyo Racecourse)
- Installer: KIC Corporation, Tokyo, Japan

## FOR IMMEDIATE RELEASE

- Screen: dnp Supernova Infinity 277" (6132 x 3448 mm)
- Projectors: Panasonic PT-RZ21KJ (Laser 3-chip DLP, 21,000 lm/unit) (2)

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### **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.