

FOR IMMEDIATE RELEASE

NEW PRODUCT RELEASE: Next level instore advertising

The transparent 80" dnp ClearSign sets new standards for advertising and digital signage. It's bigger and much more cost-effective than the transparent LCD/OLED prototypes being announced these years. And best of all, it's available right now!

dnp ClearSign is an advanced optical projection screen that is a crystal clear, meaning that there is absolutely no blurring of objects behind the screen. This means that you can display eye-catching images on it, still allowing the background behind the display to remain visible. A feature that has a positive effect on the entire shopping experience.

Next level instore advertising

"In the digital signage market there is huge interest in transparent displays, as they can make advertising a natural part of the retail environment. For some time, OLED/LED manufacturers have been showing transparent 55" prototypes without actually bringing products to market. Here we have a huge 80" display in a complete package at a very attractive price, just ready to install, says Soeren Kraemmergaard, dnp demark and continues. In opposition to the OLED/LED products, there is not even a slight blurring of the background to the screen."

Complete package

The 80" dnp ClearSign works with Ultra Short Throw (UST) projectors that shoot from steep angles and have a very small footprint. The rigid 8.3 mm thick screen is easy to clean and can be suspended from a ceiling, set on a floor stand or be installed into a wall.

dnp ClearSign is available with or without frame – or as a complete plug-and-play solution with screen, frame, wire suspension kit and a dnp laser projector.

dnp contact:

Jonas Nilsson
Marketing Manager
Tel: +45 4166 0866
Email: jn@dnp.dk

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.