

FOR IMMEDIATE RELEASE

dnp Supernova Screen used by company that cares about appearances

Our installation of the month features a solution for the employee cafeteria at the Tokyo HQ of personal care group Shiseido. To meet their requirement for top-quality images from a sleek package in a brightly lit environment, Shiseido chose a dnp Supernova Blade Screen.

Shiseido is one of the world's oldest cosmetics companies. With an appreciation for appearance refined over almost 150 years, Shiseido naturally imposes tough demands on its display screens. The company's Tokyo head office already has a motorized dnp Supernova Screen, which they rate very highly. When they decided to install a screen in the employee cafeteria, another dnp Supernova Screen was their natural first choice.

Unobtrusive high-performance solution

The cafeteria architecture is stylish and sophisticated, so Shiseido also wanted a sleek and unobtrusive display. The screen would also have to cope with the cafeteria's very bright lighting. Shiseido chose a dnp Supernova Blade 120" in 16:9 format with ISF-certified Supernova 08-85 screen material.

Try our brightness demo.

High contrast overcomes bright lighting

The dnp Supernova's superb performance is more than a match for the lighting, thanks to its built-in optical filter, which absorbs ambient light and boosts contrast. The result is vivid, sharp images with up to seven times higher contrast than conventional front projection screens. And the screen's frameless clean look with slim-line format harmonize beautifully with the cafeteria.

Images to motivate

Both Shiseido and installers Kowa are delighted with the solution. The screen seems like a natural and familiar part of the environment, and delivers the crisp, high-contrast images that Shiseido wanted to help motivate its employees.

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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.