

FOR IMMEDIATE RELEASE

## Supernova XL shines in Aerospace agency

A big and bright dnp Supernova screen is the centerpiece when Japan Aerospace Exploration Agency (JAXA) holds conferences on Aerospace exploration programs in one of their sites in Tokyo. KIC Corporation's 220" display with a dnp Supernova XL Screen is our Installation of the Month.

### **Exploring Aerospace**

The Japan Aerospace Exploration Agency (JAXA) is a result of a merge of three institutions, the Institute of Space and Astronautical Science (ISAS), the National Aerospace Laboratory of Japan (NAL) and the National Space Development Agency of Japan (NASDA). It's a core performance agency that support the Japanese government's overall aerospace development and utilization.

### **Convincing demo on site**

When the agency decided it was time to modernize their presentation facilities, they asked the AV experts from KIC Corporation for advice. JAXA wanted a display solution that was brighter and less sensitive to ambient light than their current solution. KIC Corporation have made a name for themselves designing bright room displays with dnp Supernova screens. To showcase the benefits of dnp's Ambient Light Rejecting (ALR) screen technology, KIC made a live screen demo in JAXA's own environment. After a competition, the Aerospace agency opted for dnp's Supernova XL Screen, which is impressive in its large size measuring 220" diagonal.

### **Central role in communication**

JAXA's new Supernova display plays a central role in communicating the agency's philosophy of utilizing space and the sky to achieve a safe and affluent society. It is placed in an auditorium which is used for meetings, presentations, lectures, academic conferences, ceremonies, and open house activities.

### **Presenting with no stress**

Researchers and engineers at JAXA are very satisfied with the quality of the display that allows them to present high quality content without the stress and hassle of controlling ambient light.

FOR IMMEDIATE RELEASE

**dnp contact:**

Jonas Nilsson

Marketing Manager

Tel: +45 4166 0866

Email: [jn@dnp.dk](mailto: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.