



Signage and advertising **displays**





Get more **attention!**

The battle for the customer takes place in the store, where no less than 65%¹⁾ of purchasing decisions are made. So it's worth investing in technologies which give your products a fighting chance. High quality dnp screens are the perfect way to provide relevant, lightning quick information, just at the moment when consumers are making a purchase decision. Offering extra large screen sizes and unrivalled image clarity, they add a larger-than-life experience to Point of Sales advertising. Guaranteed to grab your customers' attention!

dnp screens are available in sizes up to 220", and can be combined to form even bigger displays. As a result they go far beyond what conventional flat panel screens

can offer. The effects are rapidly evident in your bottom line. Studies show that in-store screen advertising generates:

- > 7 times more attention than printed signs ²⁾
- > an average of 42% increase in sales ³⁾
- > a lift of 162% for some impulse items ⁴⁾

dnp offers the world's most complete range of screens for large screen advertising – from "flying" displays in shop windows to wall-mounted and built-in information displays in airports and museums. This brochure takes you through the different applications and screen types, to help you find the perfect screen for your stores.

1) Source: POPAI (Point-of-Purchase Advertising Institute)

2) 3) Source: research by I-Open and Environsell in the US

4) Source: POPAI (Point-of-Purchase Advertising Institute)



Eye-catching **technology**



dnp optical front projection screens

An optical projection screen from dnp is not a traditional screen. It is an advanced optical lens system, which enables you to control the projected image for maximum impact – even in brightly-lit environments.

While conventional front and rear projection screens spread the light in all directions, dnp screens enhance the image for optimum viewing by focusing and concentrating the projected light.

The difference is clear. dnp optical screens can enhance the contrast level of a projected image by up to 7 times compared to a similar image on a standard white front

screen. This split screen test shows a standard front projection screen in the bottom and a dnp Supernova front projection screen in the top. Note the deeper black level in the Supernova top half, which enhances the contrast and improves the perception of depth and details in the image.



Award-winning performance

dnp optical screens have won numerous awards including the rAve best of ISE 2015, Best Buzz Award, Honoree Awards at CES and the Exc!te award. dnp LaserPanel was shortlisted in the “Display product of the year” category at the AV Awards in 2016.

Optical flat screens

– affordable and easy to install



100" dnp LaserPanels provide a strong alternative to LED flat screens in meeting rooms, classrooms and even private homes and offer the most attractive size-cost-quality profile on today's market. dnp LaserPanels meet the users' demands for large all-in-one display solutions that are easy-to-install while remaining affordable for companies, educational institutions and homeowners.

These large displays are all-in-one solutions including laser projector, screen and projector mount (Touch version). dnp LaserPanels are available in a standard version and a Touch version for interactive presentations.

You can choose between two elegant furniture lines for the dnp LaserPanel. The two projector cabinet lines hide the projector. Choose between a motorized cabinet - the Executive line, or the manually operated cabinet - the Business line.

Information displays

We all know what it's like to sit in an airport lounge, too far away from the departures board to actually read it. You've only got two options: to stand and wait directly in front of the screen or get up every 5 minutes and check it. (If you're lucky, no-one will have taken your seat while you're away). Unique dnp screen technology changes all this. Our screens have the vital attribute required for information displays in airports, railway stations, museums, reception areas, shopping malls and other large spaces - the information on them is easily visible, even at a distance.

Whatever the message you want to display, and wherever you want to display it, we have the technology you need. Select a display that is optimised for long or short viewing distances; for horizontal and/or vertical viewing angles; for display of video and/or data and for location in medium or brightly lit environments.



An impressive array of dnp Supernova front projection screens at Manchester Airport in the UK.

In-store branding

Nothing is more likely to catch the attention of shoppers and passers-by than a billboard-sized moving image display. And with so many purchasing decisions based on impulse at the Point of Sale, the opportunity is too good to miss! Use sales-boosting dnp optical projection screens to:

- > advertise and provide information about your products
- > highlight campaign offers
- > enhance your brand or store image
- > create an exciting atmosphere

No matter if you prefer to expand your store virtually with a “flying” screen that takes up zero floor space or a wall-mounted screen to run advertising or information, dnp offers a wide range of screens optimized for the special light conditions in malls and shops.



C&A's flagship store Amsterdam now boasts a pair of 100" dnp LaserPanels - among the first to be used in a POS application. The attractive dynamic display prompts customers to think again about the garments they have passed by in the store, thereby generating additional sales.



dnp Supernova Infinity Screen (5,000 mm) boosts visual arts project at London station

Advertising **revenue**

Large-screen displays provide a new source of advertising revenue for shopping centres, airports, railway stations and their contractors. Here are some of the many ways they add value:

- > synergies between Point of Sale and TV advertising
- > dynamic content updated via the Internet
- > reach specific customer groups at a certain time
- > use sales data to measure the impact of a campaign instantly

While posters, billboards and other traditional retail media are static, dnp optical projection screens allow

advertisers to use moving images and to make links with TV ads and other media.

Today's broadband technology makes it easy to distribute movie ads over the Internet to a network of large screen displays strategically placed in chain stores or supermarkets.

Advertisers can target specific consumer groups cost-effectively by varying their message at different locations and times of the day, week or month.

Leisure and entertainment

In night clubs, discotheques, bars, game halls and casinos, customers are drawn in by an intriguing or exciting atmosphere. It's a competitive business, and these days a few LCD or plasma screens dotted about simply won't impress them. On the other hand, wall-to-wall dnp screens can really put the 'wow' into the total customer experience.

dnp screens guarantee perfect picture quality, regardless of the prevailing light conditions. And they're not just decorative. Watch revenues rise as satisfied customers return to enjoy a sporting experience or a life-like entertainment event at your venue.



dnp LaserPanel in Youth School in Denmark (left), company bar (bottom right) and dnp LaserPanel in a sportclub (top right)



dnp Supernova Infinity in sports arena in China.

Sports **arenas**

The exceptional size and quality of dnp screens make them a natural choice for large arenas. Our screens make it possible for spectators to get even more closely involved in the game by showing replays, player profiles and statistics. When it comes to fast-moving sports

such as ice hockey or basketball, big screen replays are regarded as part of the action. During the breaks, the same screens can be used for entertainment and to promote sponsors or advertise food, beverages and event-related merchandising.

How to select the perfect **dnp** screen

Optical projection screens from dnp offer bigger sizes and higher resolution than any flat panel screen.

Compared with conventional projection screens they deliver much better image contrast and brightness.

But which screen type exactly, and which projection method, will suit your needs best?

In general, optical dnp rear projection screens give the best image, but they also require more space for a built-in solution. Optical dnp front projection screens are extremely space-efficient, but are less resistant to ambient light, compared to dnp rear projection screens.

And with dnp optical flat screens you get the complete solution with screen, projector and mount in a all in-one solution.

The matrix¹⁾ below will help you find the screen that best suits your needs. Visit www.dnp-screens.com for further details and specifications of dnp screens.

Benefits of dnp front projection

- > Easy to install
- > No dedicated projection room/cabinet required
- > Space-effective design
- > Cost-effective solution
- > Enhanced mobility of screen and projector

Benefits of dnp rear projection

- > Enhanced contrast and image brightness
- > Can be used for high brightness applications
 - even in window displays
- > No shadows cast on the screen
- > Projection equipment is hidden behind the screen
- > Noiseless operation

Benefits of dnp optical flat screens

- > All-in one solution
- > Laser projection
- > Cost-effective compared to LED flat screens
- > Easy to install
- > Ultra short throw
- > Touch version available

	dnp front projection							
	dnp Supernova Screens				dnp Supernova short throw screens		dnp optical flat screens	
	dnp Supernova Infinity screen	dnp Supernova XL	dnp Supernova Blade screen	dnp Supernova One/Core ⁶⁾ Screen	dnp Supernova STS screen	dnp Supernova STW screen	dnp LaserPanel	dnp LaserPanel Touch
Frame design								
Size in inches (diagonal)	Infinite size	Up to 240"	100" - 120"	92" - 120"	Up to 100"	Up to 120"	100"	100"
Image brightness ²⁾	★★	★★	★★	★★	★★	★	★	★★
Contrast	★★	★★	★★	★★	★★	★★	★★	★★
Viewing angles	★★★★★	★★★★★	★★★★★	★★★★★	★★★	★★★★★	★★★★★	★★★★★
Performance in daylight ³⁾	★★	★★	★★	★★	★★	★★	★★	★★
Ability to show video	★★★★	★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Ability to show data/ppt	★★★★	★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Space efficiency ⁴⁾	★★★★	★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Cost efficiency ⁵⁾	★★★★	★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Projector efficiency	★★	★★	★★	★★	★★	★	★	★★

1) This matrix compares the screens against each other using a 6-star rating system. The screen that performs best within the Signage & Advertising segment on a specific parameter gets 6 stars

2) Gain 1 = 2 star, gain 4 = 6 stars

3) No direct sun on the screen

4) Space requirement for installation - e.g. projection room behind rear projection display

5) Cost efficiency of total installation with this screen - installation work, rigs, mirror etc included

6) Supernova One and Supernova Core with 08-85 screen material. Also available with Supernova 23-23 screen material offering different optical properties. For more details see www.dnp-screens.com

Ask for a **demonstration!**

If you want to know more about dnp optical projection screens – how they work, how you install them, or how they can add value to your Point of Sale location, just give us a call.

We put our experience and know-how from large screen display projects all over the world at your disposal.

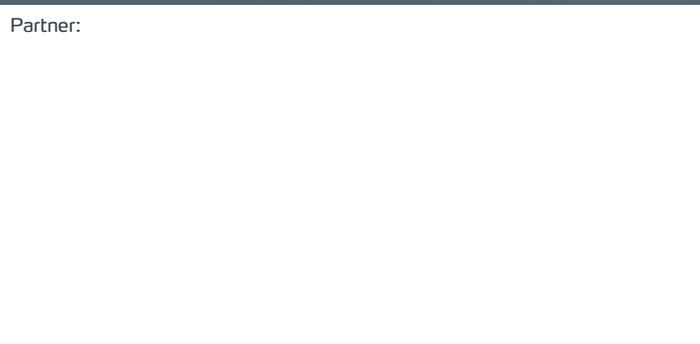
Our authorized distributors can provide you with all the installation support you require, including frames and rigs. We would also be happy to give you a personal demonstration. After all, seeing is believing....



220" dnp Supernova Infinity Screen at outdoor event near the University of Southern California.

dnp denmark is the world's leading supplier of optical projection screens for high quality display solutions for conference rooms, education, control rooms, digital signage, TV studios, home entertainment and houses of worship. For more information, please see www.dnp-screens.com

dnp denmark is the worldwide large-screen centre of Dai Nippon Printing Co. Ltd. With a total annual turnover of USD 12.6 billion and approximately 39.000 employees, the DNP Group is one of the world's largest printing and media companies.



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