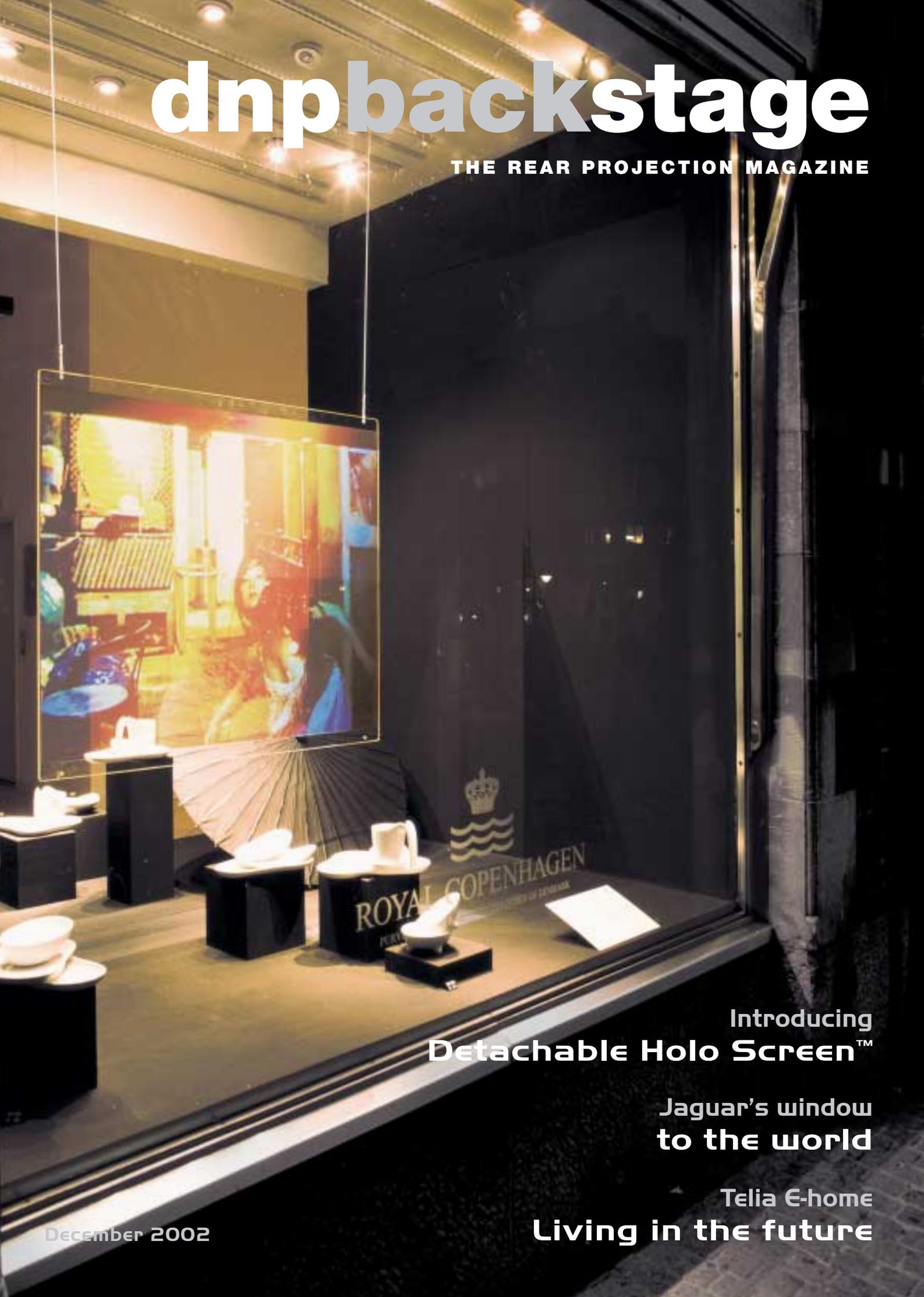


# dnrbackstage

THE REAR PROJECTION MAGAZINE



Introducing  
**Detachable Holo Screen™**

Jaguar's window  
**to the world**

Telia E-home  
**Living in the future**

December 2002

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## dnp backstage is published by:

dnp denmark as, Skruengangen 2,  
DK-2690 Karlslunde, Denmark  
Phone: (+45) 46 16 51 00  
Internet: www.dnp.dk  
Executive editor: Niels Hermansen  
Editor: Jeanette Hänel, jh@dnp.dk  
Layout & production: Raffinaderiet A/S  
Circulation: 10,000  
Cover photo: Holo Screen, Søren Nielsen

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# Don't tell it – show it!



“An image speaks more than a 1000 words”. It may be an old AV cliché. But when it comes to rear projection, it is more true than ever.

Concepts like pitch, half-gain and contrast ratios do not make much sense to most end-users. What they do understand is a bright, sharp image with perfect contrast – and a head to head shoot-out between a dnp screen and a front or diffusion product.

In 9 out of 10 situations, a direct screen comparison will make a very strong case for rear projection and the screen will sell itself. Screen specifications, however, can be cheap talk (it is a well known fact, that some manufacturers doctor their specifica-

tions). And a shoot-out will set this straight at a glance.

In this issue of Backstage, you can see how a growing number of dnp dealers use screen demonstrations as a strategic sales tool. Some dealers choose to build their own showrooms – but you can also use your dnp network.

As part of our partnership strategy, dnp denmark and most of our local distributors have showrooms to support our dealers. Just bring your clients for a demo! We also have a number of demo screens, which you can use for exhibitions or on-site demonstrations. After all, seeing is believing!

Niels Hermansen

General Manager, dnp denmark as

## Boardroom shoot-out

**Denmark: The Danish production company Lindab has chosen optical rear projection for their new conference room. Once again, a live screen demonstration helped the client in making the right decision.**

Lindab, who manufactures ventilation systems, wanted an exclusive and elegant conference display with central control of all sound and image sources. Furthermore, the company wanted a bright, sharp image without having to darken the room.

Lindab asked FMJ AV for advice, and the AV specialists invited Lindab's board of directors to visit dnp denmark's showroom for a head-to-head comparison of front and

rear projection screens. After the shoot-out, Lindab were convinced that rear projection was the ideal solution.

Based on the demonstration, FMJ recommended a 120" dnp New Wide Angle for the installation. To avoid expensive rebuilding of the conference room, FMJ installed the screen in a customized wall comprising various Adapta furniture modules with an elegant cherry finish.





Telia E-home:

# Living in the future

**Sweden: What kind of technologies will we use in our homes in 2010? How will we combine audiovisuals, IT and broadband communication to make everyday life easier in the future? In the amazing exhibition "Think if.." at the Swedish Telemuseum in Stockholm, Telia Research has created a stunning scenario of a future E-home.**

The exhibition is staged as a visit to the future home of the "Ström family" guided by the family's virtual home-help Pixie. Pixie lives in the IT infrastructure, which surrounds the family and is built into clothes, walls, kitchen equipment and even jewellery. Pixie understands human speech. It can switch on lighting, cook, order groceries or flight tickets via the internet.

The windows in the home of the Ström family are also quite different. They may change so that they reflect the view from

another place, including that being seen by someone in another part of the world, communicating live via videophone.

To create these virtual windows, Telia has used dnp rear projection screens, supplied by the Swedish distributor SIE Skandinaviska Industrietelektronik AB.

The large virtual window in the living-room is in fact a 160" dnp Giant Wide Angle, whereas the window in the kitchen uses a 67" dnp Wide Angle Screen.

The concept of the E-home is based on the pan-European technology research project "Ambient Intelligence in 2010": a vision of a future information society offering intuitive man-machine interfaces and IT support structures, which react to our needs in a discreet, flexible, helpful and invisible way.

## Facts

**Installer:** Telia Research AB. Rearpro solutions supplied by SIE Skandinaviska Industrietelektronik AB

**Screens:** A 160" dnp Giant Wide Angle 3500 (cut-down) and 67" dnp Wide Angle Screen 2100 (cut-down) – both installed with dnp Screen Frames

**Projectors:** A BarcoGraphics 6400i and a BarcoGraphics 6500 – both fitted with 1.27:1 lenses



A 100" dnp New Wide Angle Screen is the focal point in the boardroom of LMT's brand new headquarters in Riga.

# Glass, steel and rear projection

**Latvia: What is the perfect large screen solution for a modern, architect-designed boardroom? For Latvia's largest mobile telecommunications operator LMT the answer was: rear projection.**

When LMT planned their new administrative-technical centre in Latvia's capital Riga, the company's requirements to the conference



facilities were very specific: they wanted a high quality presentation solution to create perfect settings for effective and comfortable work processes. And last, but not least, the projection equipment had to appear as an integral part of the interior design.

LMT invited one of Latvia's leading AV companies Balta, who has specialized in complex installation projects, to develop the projection system for the new boardroom as well as a large conference room.

The boardroom is located in the central, eight-floor tall building. And due to the excessive level of ambient light from the panoramic glass windows, the installation required a high contrast screen.

Furthermore, the stylish interior called for a built-in solution, where the projection equipment was hidden away from view.

Balta's solution to the complicated light conditions and design issues was the combination of the High Contrast version of dnp's New Wide Angle Screen and a BarcoGraphics projector. The projector was equipped with a wide angle lens which, in co-operation with the short screen focal, helped Balta create an installation with very short built-in depth.

## Facts

**Installers** = Balta

**Screen** = 100" dnp New Wide Angle

**Projector** = BarcoGraphics 6500 with 0.8:1 lens

# Monitoring the Metro of Madrid

**Spain: The Metro of Madrid has installed one of the largest subway traffic management centres in the world. From one central control room an astonishing monitoring system allows real-time control and supervision of trains, metro lines, power stations, public security, police and public health control.**

After a tough tender process that lasted 3 years, Synelec's Spanish distributor RPG Informatica won the contract for the ambitious installation.

– The Metro Authorities have chosen Synelec's DLP based Litemaster cubes with dnp Black Bead Screens because the displays offer unmatched brightness uniformity, with less hot-spot than any other display technology. It was also important that Synelec was the first company in the world ever able to offer DLP-based rear projection solutions, says Mr. Raul Portaencasa, CEO of RPG Informatica.



**From one single control room, operators can monitor and control 235 trains, 11 metro lines, 82 power stations, 1200 escalators, 250 elevators, 830 ticket sales machines, 2450 CCTV cameras, 500 access doors and 650 tunnel fans**

In the new control room, 180 operators are working 24 hours a day, 365 days a year in 3 different shifts to manage the enormous number of incoming signals. The focal point of their operations is a giant Synelec display wall system displaying real-time images from surveillance cameras and

railway supervision applications. The system comprises 72 Synelec 50" rear projection cubes with dnp Black Bead screens and DLP engines from Texas Instruments. A 36 cube display wall displays railway supervision applications, while three 12-cube walls are dedicated to video monitoring. The entire system is managed by Linux-based e-LAN controllers from Synelec. The quick dispatch of information increases productivity and enhances safety of the transportation network.



## Facts

**Installer** = RPG Informatica

**Cubes** = 72 x 50" Synelec LiteMaster 800 cubes

**Screens** = dnp Black Bead Screens

**Projectors** = DLP engines from Texas Instruments

# Windows to A

**Denmark:** For 72 hours the centre of Copenhagen was graced by Asian lights, sound, visual art, live theatre, music, stand-up, acrobatics and dance. The occasion for the cultural multi-media event “Asian Comments” which was held in Denmark from 19-21 September, was the Asian-European ASEM 4 Summit.

The aim of the cultural session was to make Asia visible in Copenhagen and contribute to creating a general mood of openness and dialogue between Europe and Asia.

More than 100 artists from 10 Asian countries appeared in the street gallery during the 3 day-programme, presenting some 120 various events. And each day more than 200.000 spectators participated in the events.

One of the main events was a spectacular multi-media show, which involved light projections on building facades, photographic art, sound installations and visual arts, movies and images presented in the streets and inner city of Copenhagen.

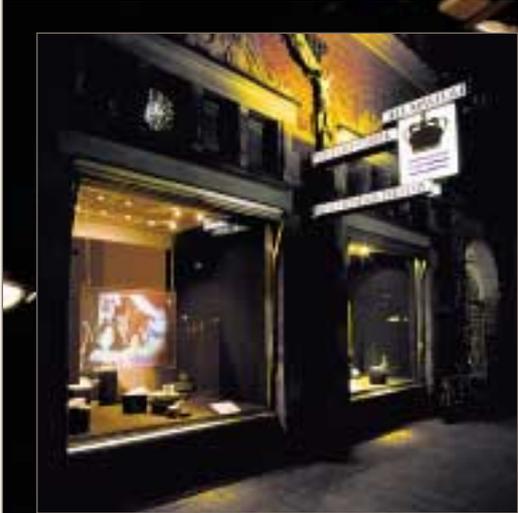
As part of the event, the windows of six of Copenhagen’s most fashionable high-street shops were transformed into canvases, presenting contemporary Asian photo art. This illusion was created by using dnp Holo Screens and dnp Attention Screens installed in the shop windows – offering passers-by a direct view into parallel Asian everyday life.

On the six large screens, Asian photo and video artist were invited to make comments, from an urban point of view, directed at the Copenhagen residents as well as visitors of the city. The works varied from realistic displays to montage – from documentary to installation.

The cultural program culminated Saturday night September 21<sup>st</sup> in a spectacular music event, followed by grand Chinese fireworks.

The dialogue between Denmark and Asia will continue over the next year and culminate with the nationwide cultural festival “Images of Asia” from August to September 2003.

<p><b>Facts</b></p> <p><b>Screens</b> = 5 x 60" dnp Holo Screens, 1 x 60" dnp Attention Screen – Contrast version and 2 x 40 cm Attention Screen – Transparent version</p>
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# Asian culture



**Italy: The Italian AV company Tower has developed a network of large Point of Sale displays for commercial centres in Italy. The content on the big screens is distributed via broadband technology.**

Tower is one of the new generation of AV companies, which has a background in retail or the media industry. The company has a history of supplying equipment to large supermarket chains and distribution networks. And when their clients started demanding big displays for advertising, Tower made a strategic move towards high-end AV and rear projection.

One of the key features in creating a dynamic display network is the distribution of



# Advertising display network

content. Fortunately, Tower has strong connections with the company Ileadrome III, which produces and distributes digital signals for video communication and advertising via a broadband system. Both companies are subsidiaries of E-TAD Tecnologie from Milan.

Together, the two companies created a concept for an advertising display network, which can be controlled and fed centrally. Tower delivers the system and Ileadrome supplies the content. Gianpiero Santoni of Tower, who is responsible for the installations, comments:

– When we first tested the display concept, we used diffusion screens. But it soon became very clear that this was an inadequate solution in commercial centres with high ambient light levels. We needed screens with more contrast. And when we discovered the dnp New Wide Angle, we knew that we had found the display that could deliver the message under these critical conditions.

During the past year, one installation has followed the other. The network is now up and running in several supermarkets. Most installations have used 120" dnp New Wide

Angle High Contrast Screens, but in some commercial centres 100" was the right size. And based on the experiences so far, Tower has decided to expand the display network in commercial centres with large screen advertising in other high-traffic public areas.

## Facts

**Installers** = Tower Srl

**Screens** = 100" and 120" dnp New Wide Angle High Contrast

**Projectors** = Panasonic projectors

**Content** = Supplied by Ileadrome III Srl via broadband

# Introducing: The Detachable Holo Screen™

**Product launch:** Since its launch two years ago, the dnp Holo Screen has opened new windows of opportunities for creating eye-catching Point of Sale displays. Now, dnp is ready with the next generation of holographic displays – the Detachable Holo Screen.

The Detachable Holo Screen is based on pure retail philosophy: to gain maximum impact, using the smallest possible space in the most flexible and cost-effective way. The idea is to use the existing window glass as an invisible support structure for the holographic film.

The result? No wires, no floor mounts, no actual screen in the shop. Just a brilliant eye-catching image, apparently generated on the window glass itself.

To achieve this, the new detachable version of the Holo Screen is supplied as a thin film, which can be attached, detached and re-attached to a shop window on customer site. This means that the same screen can be used for changing window displays up to 100 times – a feature which should also make the detachable Holo Screen highly interesting for companies in the AV rental market.

Like the dnp Holo Screen, the Detachable holographic screen is designed so that it only reacts to light rear projected from a 35° angle. This allows the projector to be installed at floor level or mounted in the ceiling, well out of sight – leaving a clean and tidy display area for the decorators to work with.

To make the installation as easy as possible, the Detachable Holo Screen is supplied with a complete mounting kit, which will

secure the best and most safest handling. Furthermore, the screen comes in a special wooden crate, which can be used to store the screen when not in use.

The Detachable Holo Screen is available in a 60" version. For more details or nearest dealer, please contact your local dnp distributor or dnp denmark.





# Jaguar's window to the world

**UK: Blitz Interactive has fulfilled a multiple, interactive AV contract, fitting out Jaguar's new headquarters.**

– Jaguar wanted to improve their image and update their facilities. They wanted to tell people not only about the car itself, but what was underneath the skin of the car. Jaguar were looking for something that reflected the evolution of the company, says Jeff Kitto, Managing Director of main contractor JMK Associates, who have a long history with Jaguar product launches.

The initial brief led JMK onto redesigning the whole building, unveiling a concept

that would bring it in line with the present day. The new design called for a large, reconfigurable presentation and conference space, "The Jaguar Theatre" with 210 retractable raked seats, a movable ceiling and removable walls, situated alongside a two-storey exhibition area and factory tour theatre.

Adjacent to this is the Jaguar Studio where the centrepiece of the visitor attraction is a revolving videowall made up of 8 dnp New

Wide Angle screens, mounted in aluminium channels supplied by dnp's UK distributor Paradigm Audio Visual, to give an overall screen surface of more than 8 x 3 metres.

– This is the first time we have used the dnp New Wide Angle and the results are stunning. The viewing angles, resolution and high gain/contrast made this a perfect solution to our problem, observed Blitz Interactive's project manager, Alan Macdonald.

Projection for these screens is provided by Sanyo XF10s, with images processed through an Electrosonic Vector system. The video-

wall runs a preset video module from two Pioneer DVD players, with content supplied by JMK. But it is also capable of showing PC inputs and a variety of external video sources, selected via Extron Matrix switchers.

At the end of the introductory presentation, the screens part on a Stage One Q Motion motorised revolve, to unveil the dynamic presentation awaiting stunned visitors on the other side (where the show also plays on the reverse screen).

The exhibition area itself consists of 48 various flat screen and CRT monitors spread across 12 areas. The sources of these displays are provided by DVD players, while 8 interactive touch screen pods were also supplied in the exhibition area for visitors to view the exhibition areas from a different perspective. There are also single-source videos showing the Jaguar plants in operation.

All areas are controlled with the aid of two AMX touch panels, linked to Axcent Pro AMX processors, which provide the authorised user with control over all preset shows (including lighting, revolves, audio and lighting), or manual control over individual areas.

– We wanted to give people a bit of razzmatazz and a sense of theatre – after all, everyone has seen Disneyworld. This is now a window to the world which shows that Jaguar is no longer a staid motor manufacturer but has moved on, with state of the art, satellite navigation, says Jeff Kitto.

#### Facts

**Installers** = JMK Associates and Blitz Interactive

**Screens** = 100" NWA focal length 2700 8 off cut size of 2082.8 x 1564.6 mm

**Projectors** = 8 Sanyo XF10 projectors

**Multimedia & control** = Electrosonic Vector system, DVD players, AMX touch panels, and Axcent Pro AMX processors



# Seeing is believing

**Germany: Choosing the right screen can be difficult for the end-user. Some specifications can look very convincing on paper. But they cannot fool the eye! AV-specialists Eberle-AV Wachtberg has opened a new showroom, which gives clients a first hand impression of the superior quality of optical rear projection.**

The new showroom is equipped with a wide range of dnp optical screens, configured for various applications. This allows clients to experience exactly what rear projection looks like in their conference room or at their next exhibition. They can change light conditions, look at the screens from different angles – and see how the screens work with different image sources and control systems.

Eberle-AV's showroom also includes a live demonstration of a 2.9 metres wide dnp Viewflex display in a 2 x 67" dnp New Wide Angle configuration.

The Viewflex display is connected to image sources and software, which allows Eberle-AV to simulate typical applications in conference and control room environments.

Eberle-AV has been specializing in large screen displays since 1955 – always focusing on leading projection technologies. And with the new state-of-the-art showroom, the company once again confirms its position as one of Germany's most innovative AV companies.



# Flexible conferencing at the National Depository for Securities

**Poland: Polish rearpro specialists, RGBS Audiovisual, has installed one of Poland's most modern AV solutions for the National Depository for Securities in Warsaw.**

In a paradox of history, the new home of Warsaw Stock Exchange and the National Depository for Securities (NDS) was built closely beside the former seat of the Polish Communist Party's Central Committee.

NDS provides depository, clearing and settlement services for securities in public trading. And recently the institution decided to invest in an AV presentation solution to support their activities in the capital market.

The main display solution in the new conference room is a 100" dnp New Wide Angle Screen, powered by a BarcoGraphics 6400 projector, supported by an additional

smaller display system in the other end of the room. This allows flexible use of the conference facilities: it can be used to host large conferences as well as smaller sessions in different sections of the room, which can be divided by moving the walls.

The entire solution is controlled by an integrated AMX system, which handles multiple image sources, a sound system, all AV devices, lighting and the blinds system. Additional equipment such as a wireless simultaneous interpretation system and an interactive electronic board, makes the room suitable for almost any kind of professional AV presentation.

Since the opening of the new conference room, the facilities have been used intensively for general purposes. And in the near future, RGBS Audiovisual is going to install a multipoint videoconference system that will provide NDS with one of the most advanced, multifunctional AV presentation systems in Poland.

## Facts

**Installer** = RGBS Audiovisual

**Screens** = 100" dnp New Wide Angle

**Projectors** = BarcoGraphics 6400

