

THE OPTICAL SCREEN MAGAZINE

# dnp backstage

June 2005



## dnp SuperNova Screen

- front projection in broad daylight

Top grade boardroom at  
5 star hotel

Underground multi-media centre in Italy  
Visions of Bologna

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### dnp backstage is published by:

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Layout & production: Raffinaderiet A/S  
Circulation: 12,000  
Cover photo: dnp SuperNova Screen™

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## dnp in front

For many years our distributors and dealers have asked us "Did you ever consider using your optical technology to create a front projection screen for high light environments?"

The answer to this million-dollar question is "Yes". For quite a while, several teams of optical engineers have been working hard to apply our optical technology to a front screen. And at this year's InfoComm show we are extremely proud to present the dnp SuperNova Screen.

The SuperNova is not just another front screen. It represents a brand new product category that combines the best of both worlds. It offers significantly better contrast and image brightness than any other front screen on the market. It is as close to rear projection as you can get. For the first time, it is now possible to use front projection in high brightness environments!

The SuperNova Screen marks a historical change in our product strategy. From our position as the world's leading rear projection specialist we have now become an optical screen company that provides a full range of optical front and rear projection displays for high light environments.

This powerful portfolio of optical screens opens a wide window of business opportunities, and brings dnp dealers to the absolute forefront in the market for high-end projection displays.



Niels Hermansen,  
General Manager  
dnp denmark as



## Corpor

**US: Union Pacific Railroad has installed a gigantic image area of 11 x 5.5 metres it is the largest**

"Corporate storytelling" was taken to a new dimension, when Union Pacific Railroad opened their new headquarters in June. In the lobby of the new building, visitors are greeted by a 5.5 metre tall display featuring a presentation of Union Pacific's colourful history as the company that joined the eastern and western United States together in the 1880s. The display also serves as a medium for visitor information and paid advertising.

The spectacular display was designed in large part by Christie Digital Systems who has pushed the limits for rear projection applications in several ways. Ken Hartling, Senior Business Manager for Christie's Nova Structures group, comments:

– The Union Pacific project is unique in that it features a gigantic projection display in a public atrium used in daylight hours. Further-



# ate storytelling

tic infotainment display at their new corporate headquarters in Omaha, Nebraska. With an display of its type in the US - and possibly in the world!

more, it is an open architecture design featuring two large freestanding aluminium clad towers. The first tower consists of 28 Christie Reflex II screen cans using 28 dnp Black Bead Screens, 78" diagonal each.

– Due to the size of the display and its freestanding nature the decision was made to attach our screen cans to a huge steel superstructure built to our spec, rather than the more common aluminium extrusion we would use in a Control Room project for example. Our design challenge was to fabricate brackets and attachment points on the vertical members of the steel structure so that the light path would line up correctly with the projectors housed in the back structure. In addition we built enough flexibility into our attachment system that we could align the individual large screens with a minimal separation.

– The back structure housing the projectors uses 28 Christie six axis projector mounts or cradles for attaining perfect registration onto the screens. In addition our integration partner on this project had custom built 28 perforated grilles with what appear to be "port-holes" for the projector light path in the centre. Overall the design attains the architect's vision of a clean high impact display and achieves a very large "wow-" factor.

Union Pacific had already seen a LED wall and disliked the resolution from close up. A live demo was arranged to see if some combination of a rear projection screen and a high lumen output projector could possibly work in a huge lobby display during daytime hours use.

Christie and their integration partner showed the client two different rear projection

screens - the dnp Black Bead Screen and a competing product - and two LCD projectors of varying lumens. The test showed that rear projection could definitely do the job - even in a high ambient light situation like UP's sunlit lobby. It also showed that a high contrast, dark tinted screen such as the dnp Black Bead Screen worked better in high ambient light than a high gain screen.

## Facts

- Installer** = Graybow Communications Group, Minneapolis
- Screens** = 28 x 78" dnp Black Bead Screens
- Projectors** = 5500 Lumen LCD projectors
- Website** = [www.christiedigital.com](http://www.christiedigital.com)

# Holo Screens lift sales of stockings

**Italy:** It is well-known that posters of women in stockings and underwear sell. But what happens, if you project a 60" moving image right in the window display? The stockings chain, Golden Lady, has successfully tested dnp Holo Screens in 20 test sites and is ready to roll out the flying display concept throughout Italy.

A couple of years back, Golden Lady - one of the world's leading manufacturers of women's stockings - opened their own chain of small high street shops. Today there are about 300 "Golden Point" shops in cities all over Italy, selling stockings, underwear and swimwear for women and children.

The Golden Lady brand has been very popular since they launched a massive advertising campaign on TV a few years ago - as one of the first accessories chains. Now, competition has become harder, and Golden Lady is once again ready to pioneer the market with eye-catching "live" advertising in shop windows.

- Golden Lady is a visionary company, and we have discussed the idea of using Holo Screens in their shop windows for more than a year. But the real breakthrough came when

we got the opportunity to make a live demo in one of the shops. The result was so convincing that Golden Lady instantly ordered the first 20 dnp Holo Screens, says Mr. Mauro Pellegrini, Managing Director of the AV company Videoworks.

The first 20 shops have been equipped with 60" dnp Detachable Holo Screens - a screen type where the holographic film is mounted directly on the window glass to create a perfect illusion of an image floating in mid-air. The first stage of the installation involved 20 strategic shop locations - from Milan in the north to Palermo in Sicily in the south.

- It was quite an experience. We had to be ready to install from north to south in Italy in a few days, without knowing the conditions in the individual shop. However, everything

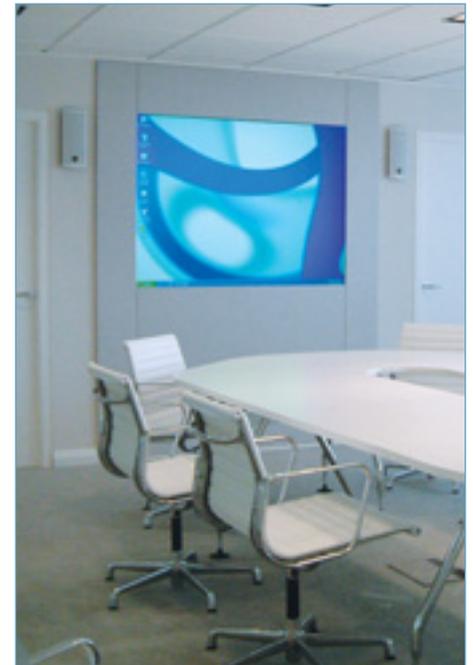
went well and the Holo Screen has shown its flexibility to fit into different environments and its capacity to project crisp images in high ambient light, says Mr. Mauro Pellegrini.

All 20 shops experienced an increase in sales, and this convinced the management to continue the installations. Soon another 20 "Golden Point" shops will be equipped with eye-catching dnp Holo Screens to increase traffic and lift sales.

## Facts

<b>Installer =</b>	Videoworks
<b>Screens =</b>	60" dnp Detachable Holo Screens
<b>Projectors =</b>	Sony PX40 projectors
<b>Website =</b>	<a href="http://www.videoworks.it">www.videoworks.it</a>





# Media giant upgrades boardrooms

**UK:** Aegis Media Europe/Carat International has installed four optical rear projection displays in directors offices and meeting rooms at the company's Parker Tower headquarters in London's Covent Garden.

– This installation will future-proof our technological requirement for many years to come, and at the same time provide enormous flexibility, says Chief Finance Officer Mark Jamison of Aegis - an international giant in the advertising and media service industry.

The new presentation suites allow Aegis to display composite video or data signals, enabling them to access DVD, S-VHS or satellite as well as information from the Aegis network or from a visiting laptop.

The huge boardroom contract was completed by AV specialists Working Wall who established the optimum media display combination to meet the brief by teaming a high resolution dnp Alpha Screen with a Barco iQ-G350 LCD projector, fitted with 1.3-1.8:1 short zoom lens.

Working Wall's first task was to create a rectangular boardroom within an asymmetric

space that would allow PowerPoint presentations to be shown to an audience of 10 persons. In this case Working Wall chose a 67" dnp Alpha Screen with a single mirror rig, and created a partition, including a central module for the screen surround, with access to the equipment rack through a door at the side of the screen.

Having successfully completed the first display solution, Working Wall installed a second 67" rear projection system before turning to the most ambitious phase in the AV refurbishment: an upgrade of the 12th floor boardroom for Carat Ltd. comprising two projection systems featuring dnp 84" dnp Alpha Screens.

The centrepiece of the boardroom is a modular, mapleveneered table seating 24 people. However, the table splits into sections making the space reconfigurable into two independent boardrooms seating 12 and 14 persons respectively. The table may

also be completely dismantled and removed from the boardroom on a bespoke mobile trolley when a 'theatre style' seating arrangement is required in either or both boardrooms.

The entire presentation solution is backed up by a preventative maintenance contract that provides maximum system reliability - including a spare projector which can be used site-wide in the event of a breakdown, and can be up and running in just 20 minutes.

## Facts

<b>Installer =</b>	Working Wall
<b>Screens =</b>	dnp Alpha Screens (67" and 84")
<b>Projectors =</b>	Barco iQ-G350 LCD projectors
<b>Rigs =</b>	Paradigm Easy-Erect Rigs (single and double mirror)
<b>Website =</b>	<a href="http://www.workingwall.co.uk">www.workingwall.co.uk</a>



## Barco in control with Black Bead Screens

**Holland:** Barco has chosen dnp Black Bead Screens as the visual front end of their successful OverView display wall concept. Recently, Barco finished a turn key control room solution for the leading Dutch energy company NUON, which provides electricity, gas, and heat for millions of consumers and businesses in Holland, Belgium and Germany.

The heart of NUON's control centre is a 27-screen display wall comprising 67" Over-View modules in a 3 x 9 configuration with dnp Black Bead Screens and Barco Poly-silicon XGA resolution engines. The result is a high contrast daylight display offering a total resolution of 21,200,000 pixels.

The modules in the wall are controlled and synchronized by Barco's distributed X Server, which is connected to Siemens' Sinaut Spectrum energy management system. The high-resolution wall provides a detailed, and continuously updated, overview of NUON's extensive power network including 380KV, 220KV, 150KV, 110KV and 50KV regional transportation networks with corresponding details, country maps, alarm lists etc.

Additional video insertion cards allow the display of TV and DVD sources, as well as

feed from surveillance cameras in user-defined windows. For professional customer presentations, MS Windows systems can be connected via a RGB insertion card. Three operator-workplaces, each with four monitors, serve as energy management stations.

Thanks to Siemens' remote cursor feature, all operators are able to reroute their keyboard and mouse directly to the display wall, providing direct network control on the wall.

The front end user interface, consisting of an interactive touch-screen per workplace, enables user-friendly control of access, lighting as well as the multimedia system and other external sources.



### Facts

<b>Screens =</b>	27 dnp Black Bead Screens (67")
<b>Projectors =</b>	27 Barco Poly-silicon rear screen projectors, XGA
<b>Display wall control =</b>	Barco X Server
<b>Application software =</b>	Siemens Sinaut Spectrum energy management system
<b>Website =</b>	<a href="http://www.barco.com">www.barco.com</a>

# Holo Screens in Champions' League final

**Denmark:** ViaSat – one of Scandinavia's leading commercial TV stations – has paved the way for new creative applications with holographic screens in TV studio settings.

- We are always looking for new ways to differentiate our sports programmes. And as the Champions League final is one of the most popular sports events, we decided to create a special studio setting for the Champions League final between Porto and Monaco, says Tue Lund, Producer at ViaSat.

On previous occasions, ViaSat had used flatscreens as a dynamic element in their studio settings. But for this high profile event they

were looking for a more eye-catching visual effect and came across the dnp Holo Screen.

- The Holo Screens looked absolutely great and we were really impressed by their flexibility. Flatscreens have cables, which need to be covered up and kept out of camera shot – typically by building them into a wall in the setting. You don't have this problem with Holo Screens. They can be used anywhere in the studio. So we decided to inte-

grate two 60" dnp Holo Screens right at the heart of the setting, Tue Lund explains.

During the transmission, the Holo Screens were used to create a live interface from the studio to the football stadium. The journalist could ask questions to experts on site and their faces would appear on the screen – almost like they were floating in mid air. The effect of the floating images was used together with steady cams. And the screens were deliberately hung right in camera shot, so the floating images could be used to create interesting camera movements. From a starting position on the programme logo on the screen, the camera could scan the audience, and then finally pass the screens again before moving to the journalist and guests.

– The photographers on the set were really enthusiastic about the effect and had never seen anything quite like it. And the reactions from viewers and the live audience were very positive. In fact, some viewers asked me if we had used some fancy new kind of computer graphics to create the holographic effect. They had only seen the floating images and could not see that it was actually generated on a screen in the studio, says Stage Manager Thomas Forup.



## Facts

**Installer** = dnp denmark

**Screens** = 2 x 60" dnp Holo Screens

**Website** = [www.dnp.dk](http://www.dnp.dk)

# SuperNova SCREEN

## dnp launches optical front projection screen for high brightness environments

**Optical breakthrough: dnp's R&D team has developed an optical front projection screen that delivers up to ten times higher contrast and twice as bright images as a standard front projection screen. With the new SuperNova Screen from dnp it is now possible to use front projection without reducing room light levels.**

- dnp's mission is to deliver the perfect large screen experience. And so far this has only been possible with optical rear projection. But now we have developed a way to apply our optical technologies to front projection screens, says General Manager Niels Hermansen

- The dnp SuperNova Screen combines the best of both worlds: the superior image quality of optical rear projection with the front screens' minimal space requirements and ease of installation. For the quality-minded dnp dealer, this opens up vast new opportunities for display solutions in brightly-lit conference rooms, point of sale environments and home theatre applications.

The standard front screen is traditionally associated with dark meeting rooms and window blinds – often resulting in eyestrain and low audience concentration. However, with contrast levels exceeding 20:1 and with a gain of 2.0, the SuperNova Screen is in a league of its own. This new front screen from

dnp allows presenters to achieve maximum effect in broad daylight and in an ergonomically designed environment.

The launch of this new optical front screen technology is a result of many years of research and development in dnp's optical laboratories in Denmark and Japan.

- dnp spends more resources on R&D than all the other screen manufacturers put together. We have several teams of optical engineers working full time on developing new lens systems, high refractive materials and contrast enhancing technologies. And it is the sum of all this knowledge that we have now applied to a front projection screen, says Søren Weis Lindegaard, dnp's R&D Manager.

The dnp SuperNova Screen will be available in sizes up to 100" in 4:3 format and up to 120" in 16:9 widescreen format. The first units will be available early July, and mass production will start up in September 2005. Until then, dnp distributors will hold a stock of demo screens for client presentations.

**For more details or a product demonstration, consult your local dnp distributor or visit [www.dnp.dk](http://www.dnp.dk).**



n<sup>TM</sup>





# Top grade boardroom at 5 star hotel

**China: The fast growing Chinese economy has led to rapid development and furious competition in the hotel conferencing industry. At China's high grade hotels, prestigious board rooms with huge optical rear projection screens have become a symbol of excellence.**

In 2004, the 5 star Guangzhou Garden Hotel decided to take hotel conferencing in China to a new level and installed a display system with 2 x 180" dnp Giant Wide Angle Screens in their main conference hall - a solution which attracts conference budgets from China's most successful companies.

Traditionally, most Chinese hotels have equipped their conferencing suites with

front projection screens. However, the bright lighting systems used in hotel board rooms have a devastating effect on front projected images - only optical rear projection solutions can guarantee satisfactory display quality in high-light environments.

The Guangzhou Garden Hotel wanted the best. But the old style boardroom offered very limited space for a built-in rear projection solution with 2 huge 180" displays. To solve the space problem, the optical rear projection specialists at Shenzhen Wincomn designed a compact off-axis solution with a built-in depth of less than 3,000 mm.

The new rear projection display system has helped Guangzhou Garden Hotel attract

important new business. Within the first month of the grand opening, the new conference hall was fully booked for banquets and others business activities 8 months ahead.

- We see this one million dollar investment in our Hotel Board Room as a great investment, that is anticipated to pay back several times, says Mr. Chu, the director of Guangzhou Garden Hotel.

## Facts

- Installer** = Shenzhen Wincomn Technology Development Co., Ltd.
- Screens** = 2 x 180" dnp Giant Wide Angle Screens
- Projectors** = 2 Barco IQG500 projectors (5,000 ANSI Lumen)
- Website** = [www.wincomn.com.cn](http://www.wincomn.com.cn)

# Banking on a great image

**UK: CIBC World Markets, the global investment arm of the Canadian Imperial Bank of Commerce, has created a new boardroom for client presentations and internal meetings at their prestigious new offices near London Bridge.**

The functional requirements for the audio-visual systems included a presentation screen to show images from video, DVD, PC or multiple laptops and an audio conferencing system to include everyone around the boardroom table. The solution also had to include a user-friendly touch screen control that would allow even intermittent users to operate the system unaided.

The prestigious project was commissioned to AV specialists Focus 21 who faced several design challenges:

CIBC wanted to make the most of the room's views across the Thames and did not want any window blinds. And, as client meetings concerning mergers and acquisitions

can often go on for a whole day, the presentation screen needed to be perfectly clear to avoid causing eyestrain to the users - even with sunlight pouring in the room. Moreover, the display should have sufficient contrast to support presentations on black background as defined by CIBC's design guide.

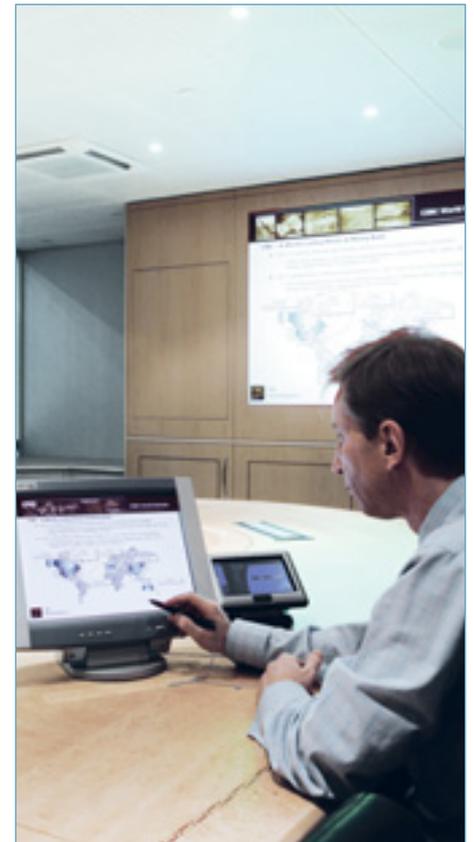
The solution was to create a rear projection system using an anti-reflective optical lens screen from dnp with a high brightness LCD projector to deliver ultra high contrast pictures. An interactive tablet allows users to annotate images on the screen or bring up an electronic blackboard. This whole system, along with all the source devices and writing boards, was then to be housed in a media-wall, custom designed to match the

furniture and leave the room with the quality look and feel that CIBC's clients expect.

- The room, now in regular use, looks great and has had a really positive reception. The teleconferencing is very clear and everyone has been impressed with the quality of the screen image, says Stephen Wass of CIBC.

## Facts

<b>Installer =</b>	Focus 21
<b>Screen =</b>	80" dnp Black Bead Screen
<b>Projector =</b>	NEC1075 with a MT60-10RL lens
<b>Website =</b>	<a href="http://www.focus21.co.uk">www.focus21.co.uk</a>



# Architecture on display

**Russia:** The next generation of real estate developers in Moscow have set new standards for image building and presentation of new projects. Creative AV presentations are part of the show.



Legion Development has installed two 100" dnp Attention Screens in the central hall of their Moscow office, which stages presentations of new real estate projects such as the 60,000 m<sup>2</sup> office centre in Zamoskvorechye – the historical centre of Moscow.

The flying screen solution, which is the first of its kind in Moscow, was planned and installed by AV specialists Polymedia. Senior Engineer Andrey Subbotin comments:

- To install a solution like this in a beautifully designed and brightly lit hall was quite a challenge. So we had to come up with an

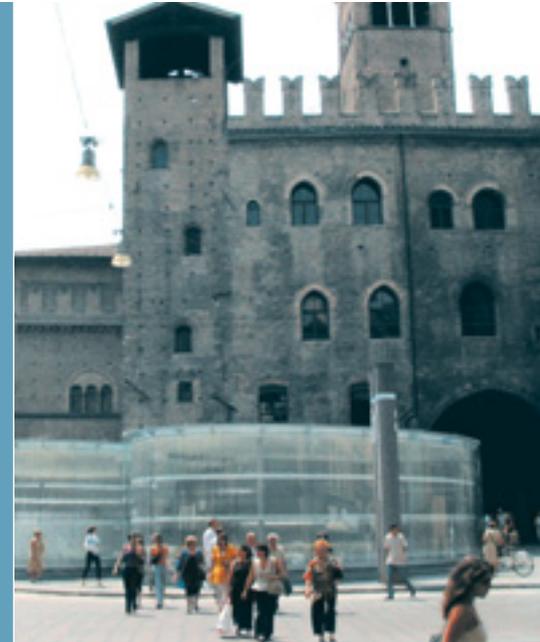
elegant piece of AV engineering that could match the modern architecture. Should we go for built-in solutions or ceiling mounted displays? I decided that a flying screen solution with dnp Attention Screens floating in mid-air would be the ideal choice.

The screens play an important role in client events and presentations and work as media for advertising and television programmes during normal office hours. According to Andrey Subbotin, the combination of high-contrast dnp Attention Screens and powerful 5,000 Lumen projectors from Panasonic has proven to be a winning display solution:

- We are really delighted with the image quality of the 100" displays. People who have experienced dnp screens for the first time have asked me: "Where did you find plasma screens of that size?" And we have had many positive reactions from Legion employees.

## Facts

<b>Installer =</b>	Polymedia
<b>Screens =</b>	Two 100" dnp Attention Screens
<b>Projectors =</b>	Two Panasonic PT-D7500 (5000 ANSI Lumen)
<b>Website =</b>	<a href="http://www.polymedia.ru">www.polymedia.ru</a>



# Visions of Bologna



Italy: The architect team of Mario Cuccinella, Elena Lavezzo and Enrico Iacone has created a spectacular setting for the new Urban Centre of Bologna, eBo. In the 1,000 m<sup>2</sup> underground multi-media centre, visitors can catch a glimpse of the city's future.

As a symbolic gateway to the future, two cylinders built in glass and acrylic rise from the ground at the famous Piazza Re Enzo in the historical centre of Bologna. These sculptural glass structures are sited at the entrance of the new Urban Centre of Bologna – an underground exhibition area of more than 1,000 m<sup>2</sup>, packed with modern AV and multimedia solutions.

eBo (esposizione Bologna) was created by the municipality of Bologna to provide citizens with information about future urban projects in the form of film, video, photos, drawings and 3D animations. The centre is also used for presentations, theme exhibi-

tions, press conferences, meetings and video conferences.

Managing Director Mr. Alessandro Aldisio of Media Service srl., who is responsible for the total AV multimedia solution, explains:

- The City of Bologna wanted to create a spectacular visual effect to greet visitors at the entrance hall. And we decided that a flying screen installation with three dnp rear projection displays would match the futuristic interior design perfectly. It would also provide the best image quality in the bright room, which is bathed in daylight pouring in through the acrylic structure.

The display comprises three dnp New Wide Angle Screens offering a combined image area of 446 x 112 cm. with a total resolution of 2304 x 576 pixels. Images can be projected onto individual screens or across all three screens. A digital content library system automatically initiates and distributes video and sound to the different displays and environments.

## Facts

**Installer** = Media Service srl.

**Screens** = 3 x 72" dnp New Wide Angle Screens (High Contrast version)

**Projectors** = 3 x Sanyo PLC-XP46 (4100 ANSI Lumen)

**Website** = [www.mediaservice-it.com](http://www.mediaservice-it.com)

# dnp hits the headlines



**UK:** The main studio at ITV Central in Birmingham now offers viewers a state-of-the-art rear-projected wide screen backdrop behind the news readers. The spectacular 16:9 display is one of the first applications of the dnp Giant Wide Angle TV studio Screen in England.

The new optical rear projection display was installed by AV specialists Dolphin Media & Design who successfully tendered for the audio visual element of the complete refurbishment of the ITV Central News Studio.

Central TV's studio engineer Graham Dobbs and his team had already been impressed by a similar set-up in a London studio, but wanted reassurance about issues such as viewing angle and brightness – knowing the new set-up would also have to demonstrate reliability, given its intended duty cycle.

Mark Dolphin of Dolphin Media & Design thus recommended the TV studio version of the dnp Giant Wide Angle Screen (GWA) - a huge single-element optical screen, which offers enhanced brightness uniformity and

contrast levels designed to meet the requirements in brightly-lit TV studio environments. Since ITV Central had no prior experience with optical screen technology, an on-site evaluation was requested. Dolphin built a test rig (incorporating the 3 metre screen) designed to demonstrate the considerably improved tracking angle and superior off-axis viewing. "The people from Central loved it", declared Mark Dolphin; and his recommendation was promptly given the green light.

The new 160" GWA display is flanked by two 50" plasma screens, while a Christie Roadster X6 6000 ANSI Lumens projector is cradled on a purpose-made mount at the rear, reflecting via an angled, 2 metre giant mirror. The projector's only input is from a camera positioned on the studio roof, which presents

a panoramic image overlooking Birmingham (displayed in an unconventional widescreen aspect ratio). Although the new rig has now settled into its news environment, it is performing other duties such as Central Sports features and weather.

– We can also use this display to key off - and generate a Chroma Key effect if we want to, says Graham Dobbs who is already looking to the future.

## Facts

<b>Installer =</b>	Dolphin Media & Design
<b>Screen =</b>	160" dnp GWA TV studio Screen in 16:9 format
<b>Projector =</b>	Christie Roadster X6 3-chip DLP projector
<b>Website =</b>	<a href="http://www.dolphin-media.co.uk">www.dolphin-media.co.uk</a>

# New frame system for large screen walls

**dnp has developed a new frame system for multi-screen applications with large screens in TV studios, conference rooms and control rooms. The frame system is designed for on-site assembly to reduce costs and hassle.**

Larger displays with less seams, fewer projectors and lower maintenance costs... The reasons for using large screens in display walls in stead of a large number of cubes are many. But installation and framing of multi-screen applications with two, three or

four large optical screens can also be quite a challenge due to the huge display sizes. A way to get around this is to use dnp's ViewFlex system where several screens are delivered pre-framed from the factory. But it goes without saying, that transportation and on-site handling of a huge multi-screen structure can be both costly and difficult.

To solve these logistical problems, dnp now launches a framing system for large screens that allows individual transportation of screens and assembly directly at the installation

site. The new system allows horizontal side-by-side framing of all dnp single-element screens in sizes from 67" to 200".

A system of stitches of thin wire through 1 mm holes at the edge of the screen keeps the screen elements neatly together with an image gap of only 2 mm. Baffles behind the seams prevent light from the projectors from hitting neighbouring screens. And the screens are fixed at the top of the frame to allow expansion without bending due to changes in temperature and humidity.

## New generation of Contrast Filter Screens

**The new dnp Contrast Filter Screen™ (CFS), the successor to the dnp Ultra Contrast Screen, offers dramatically improved contrast, brightness and viewing angles in control rooms and Point of Sale environments.**

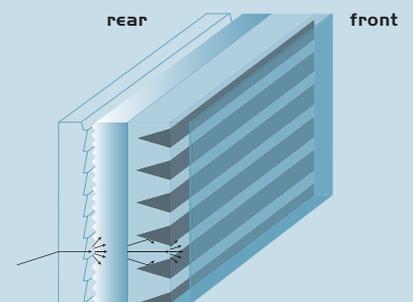
The secret of dnp's new CFS Screen is an advanced seven layer composite technology that combines brightness enhancing lens systems with a new high contrast filter that blocks ambient light from damaging the image.

- Normally, higher contrast means lower brightness or vice versa. But this new lens architecture provides contrast ratios which are twice as high as those of the dnp Ultra Contrast Screen - and at the same time a brighter image. The vertical viewing angles have also been increased by more than 10% to improve brightness uniformity in high display walls with several rows of screens, says

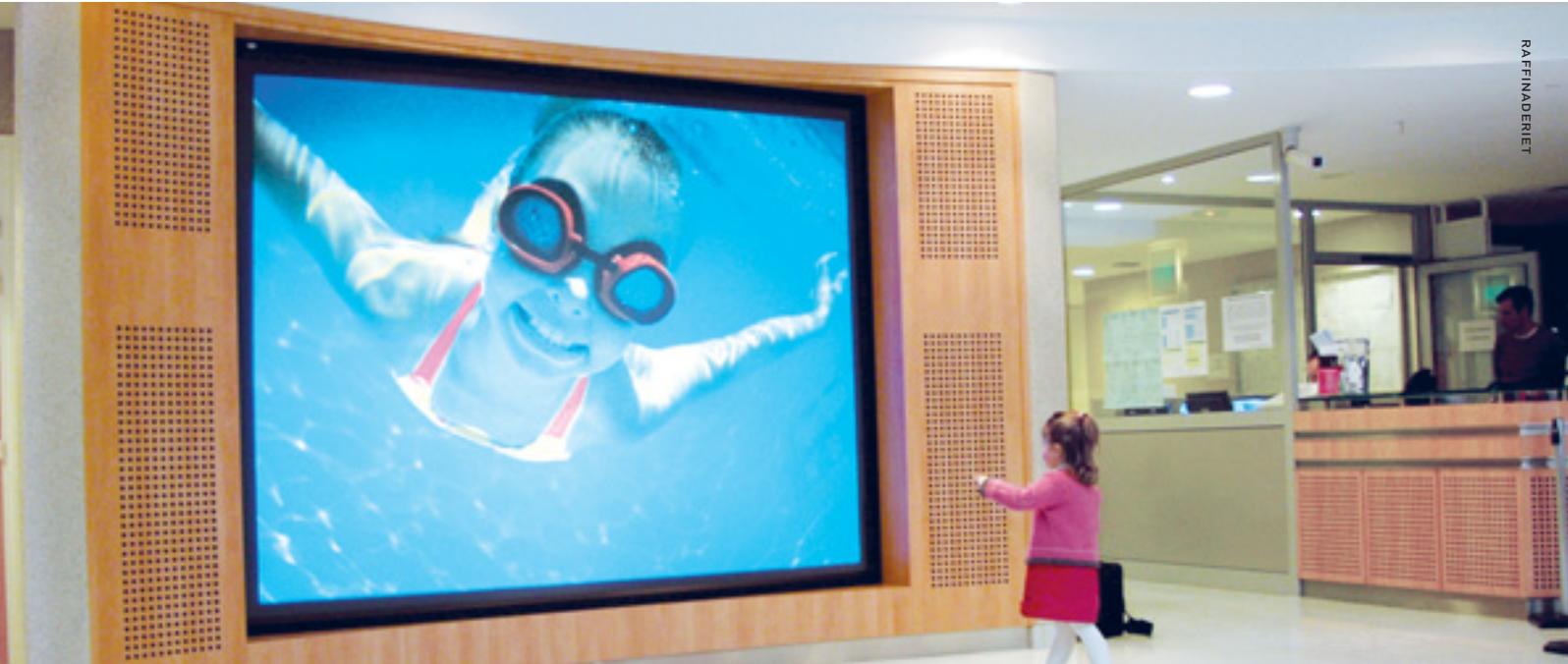
dnp's R&D Manager, Søren Weis Lindegaard. Another major improvement is the screen resolution. With an ultra-fine pitch of 0.065 mm, a 50" version of the screen provides a horizontal resolution of 15,000 lines and infinite vertical resolution. This eliminates any form of moiré problems with LCD and DLP projectors.

The CFS Screen is available in sizes up to 61" and has already become the screen-of-choice of several leading manufacturers of projection TV sets. For detailed specifications and more information, please contact your local dnp distributor or visit [www.dnp.dk](http://www.dnp.dk).

**Screen profile (top view)**



The black lines, which cover 60% of the screen surface, effectively absorb ambient light and prevent reflections from windows and room lighting. The impact of the ambient light is further reduced by the matt layer on the screen surface, which also features an anti-static, scratch coating.



# AV splash in water park

France: A large dnp screen introduces visitors to a cascade of water sports and leisure activities at the entrance to the new "Centre Aquatique" water park in Paris.

Centre Aquatique is the name of the new water park in Paris Neuilly sur Seine. The main pool in the 26,4 million Euro project, covers more than 1.000 m<sup>2</sup>. Other pools are dedicated to swim training, diving and outdoor swimming.

Centre Aquatique also features a wide range of recreational facilities including a solarium, Turkish hammam baths, saunas plus aerobics, fitness and dancing studios.

But the fun begins even at the entrance hall, where the architects have placed a huge dnp New Wide Angle Screen. The 130" screen displays water movies – including clips from 10 video cameras located by the pools – and promotes a great variety of recreational offers.

- Centre Aquatique is a very prestigious project, and the architects wanted to add an extra dimension to the visitor experience by using the latest in AV technology, says David Levy of SOFT ADS.

- To create an impressive "large as life" feeling, we needed a big, high-resolution image. The screen also had to perform well under high ambient light conditions, especially during summer. So rear projection with an optical screen was the obvious choice.

We decided for a solution based on a 130" dnp New Wide Angle with a NEC GT6000 projector installed with a single-mirror rig in a projection room with climate control.

- The interior architect is very happy with the quality of the display, and the screen has become a popular eyecatcher, which is part of the new water park experience, says David Levy.

## Facts

**Installer** = French dnp distributor Oray in cooperation with SOFT ADS by David Levy

**Screen** = 130" dnp New Wide Angle Screen installed with a single-mirror rig

**Projector** = Tri-LCD MLA NEC GT6000

**Website** = [www.oray.fr](http://www.oray.fr)

