

dnp Attention Screen™



The dnp Attention Screen is especially designed for shops and commercial environments: it displays high-quality images in environments with high ambient light – and it takes up a minimum of valuable retail space.

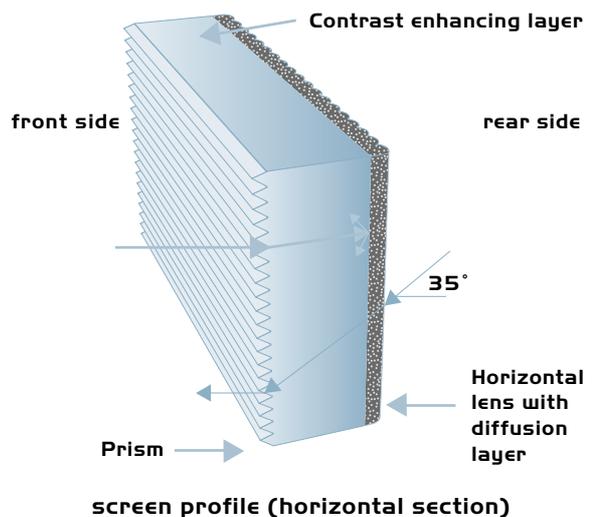
The Attention Screen is a high contrast screen which ignores ambient light hitting the back of the screen, and absorbs ambient light from the front.

The screen is ideal for display of detailed images and graphics in airports, receptions and window displays without instore view – e.g. music shops and stores.

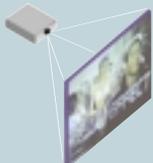
The screen can be hung in mid-air with the projector mounted in the ceiling or at ground level. This gives you freedom to choose display locations, where most people will be exposed to the messages e.g. in shop windows, above counters, instore hallways, by escalators and in café environments.

The Attention Screen is supplied pre-mounted in an aluminium frame and requires a projector which can shoot at exactly 35°. With screen sizes up to 120" diagonal (2.4 x 1.8 metres), the Attention Screen from dnp is in effect a dynamic billboard with moving images!

- = Can be hung in free space
- = Resistant to ambient light
- = Minimal space required
- = Easy to install
- = Screen sizes up to 120"
- = Aluminium frame included
- = Compatible with all single lens projectors (35° projection angle required)



The lenticular lens on the rear side captures the light from the projector and generates the image before displaying it via the prism lenses on the viewing side. Ambient light falling on the viewing side of the screen is absorbed by the dark tinted screen and is significantly reduced before it reaches the projected image.



Rear projection

Rear projection means that the projector is placed behind the screen, shining straight forward towards the audience. The optical screen controls the light path and distributes bright, sharp images into a predefined viewing zone. Furthermore, the presenter and the audience can stand in front of the image without casting shadows. And with the projector equipment hidden behind the screen, the viewing area remains quiet, clean and tidy.

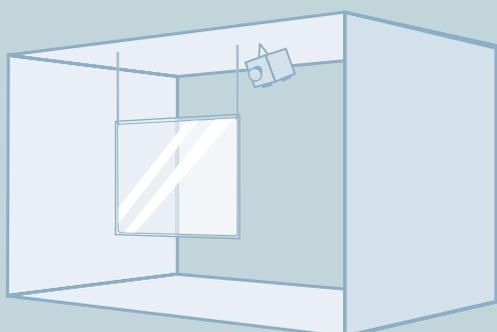
Installation

The Attention Screen can be hung from the ceiling or mounted on the dnp floor stand. The Attention Screen is compatible with all single lens

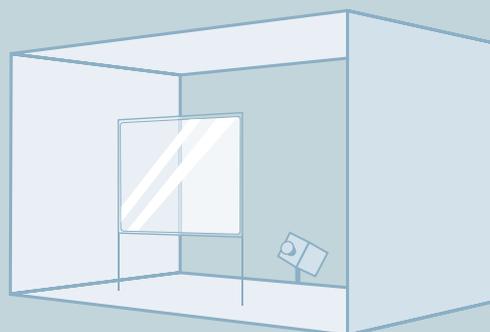
projectors capable of projecting images at a 35° angle. The projector can be positioned above or below the screen – in both cases the image

quality will be the same. Please note that the screen should be turned upside down if you choose the ceiling mounted solution!

Ceiling mounted projector



Floor mounted projector



Screen specifications

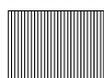
Attention Screen	Type no.	40" Attention Screen 4 040 000 00	60" Attention Screen 4 060 000 00	80" Attention Screen 4 080 000 00	100" Attention Screen 4 100 000 00	120" Attention Screen 4 120 000 00
Dimensions						
Width *	mm	859.5	1264.5	1671.1	2077.5	2483.9
Height *	mm	655.5	959.5	1264.7	1569.5	1874.3
Optimum lens throw ratio		2.0:1	2.0:1	2.0:1	2.0:1	2.0:1
Optimum projection distance	mm	1800	2700	3600	4500	5400
Thickness	mm	5.5	5.5	5.5	5.5	5.5
Thickness with frame	mm	22.75	22.75	22.75	22.75	22.75
Weight *	kg	5.6	10.7	18.4	25.9	35.9
Image area						
Image width	mm	814	1219	1625.6	2032	2438.4
Image height	mm	610	914	1219.2	1524	1828.8
Optical specifications						
Peak Gain		2.0 +/- 0.5	2.0 +/- 0.5	2.0 +/- 0.5	2.0 +/- 0.5	2.0 +/- 0.5
Projection angle (horizontal)		35°	35°	35°	35°	35°
Pitch frontside	mm	0.12	0.12	0.12	0.12	0.12
Pitch backside	mm	0.144	0.144	0.144	0.144	0.144

* The measurements include the frame.

Subject to change without notice. Please check specification at time of ordering. Detailed gain curves can be viewed and downloaded at www.dnp.dk

February 2004

Lenticular lens



Optical screen technology

The Attention Screen features an advanced built-in lenticular and prism structure, that allows projection from steep angles. The screen also includes a special contrast enhancement filter, which absorbs ambient light.

www.dnp.dk

dnp denmark as · Skruegangen 2 · DK - 2690 Karlslunde · Denmark · Tel: +45 46 16 51 00



Screens of the art