

dnp Detachable Holo Screen™



holographic film that displays images rear projected from 30°-35°. All other light from internal and external light sources is ignored. The result is remarkably bright and sharp images – even in brightly-lit environments.

For more details, please consult the dnp Point of Sale brochure, and the dnp Holo Screen product sheet, which can be downloaded at www.dnp.dk

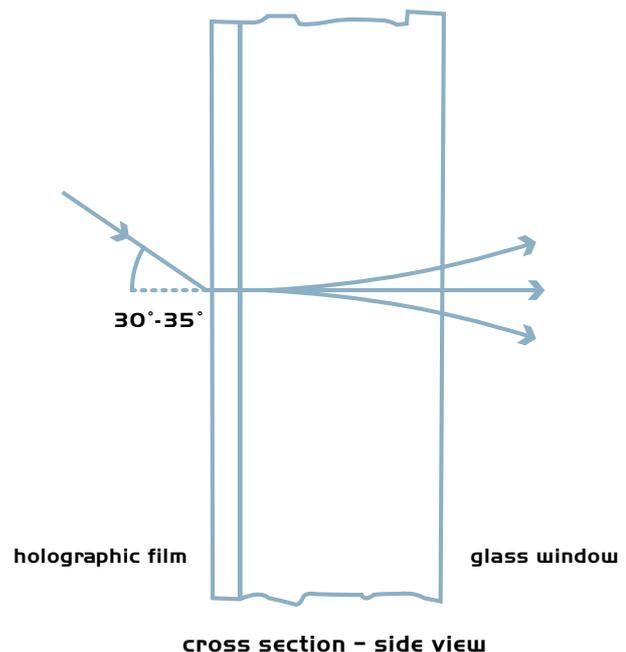
- = Ultra-thin holographic film for POS displays
- = Can be affixed directly on shop windows
- = Re-attachable up to 100 times
- = Soft, flexible and easy to transport
- = Complete mounting/remounting kit
- = Supplied in practical transportation box

The dnp Detachable Holo Screen is an ultra-thin film version of the Holo Screen, which can be attached and re-attached to shop windows and other glass surfaces. The Detachable Holo Screen can be reused up to 100 times at different locations!

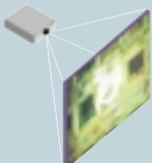
The Detachable Holo Screen transforms shop windows into state-of-the-art dynamic displays. Powered by a standard projector, which can be hidden in the ceiling or placed at floor level, the transparent screen displays any combination of DVD, video, broadcast and computer graphics.

The result is a bright and crisp holographic image, which appears to be projected directly on the window. And by using the window to support the ultra-thin holographic film, the screen takes up no exhibition space.

The Detachable Holo Screen offers specifications identical to those of the dnp Holo Screen. It features an advanced



When projected light hits the hologram from 30°-35° angle, it is redirected straight forward to the viewer.



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.

Screen and projector installation

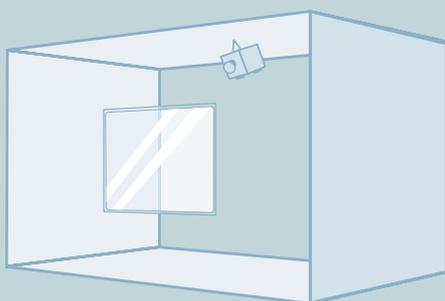
The transparent film is adhered to the shop window – or other glass surfaces – by using a neutral detergent water solution. Enclosed in the screen package you will find a complete mounting kit including a water atomizer, a rubber squeegee, a dust cloth, a detachment tool and a detailed installation guide.

The film is only detachable from glass surfaces (it cannot be removed from other materials such as acrylic or resin) and must always be affixed on the inside of the glass window to avoid damage.

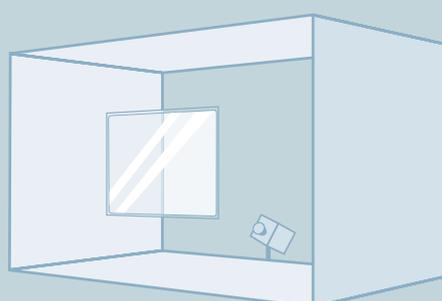
The Detachable Holo Screen is compatible with all single lens projectors, which are capable of projecting images at a 30°-35° angle. The projector can be positioned either above the screen in the ceiling – or below the screen at the floor of the window display area. Optical mirror systems can be used for increased installation flexibility (see separate dnp Image Builder rigs brochure).

Please refer to the dnp Holo Screen product sheet for more details about projector requirements and installation principles.

Ceiling mounted projector



Floor mounted projector



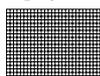
Screen specifications

Detachable Holo Screen	Type no.	40" One-block 7450	60" 7650			
Dimensions						
Width	mm	804	1209			
Height	mm	600	904			
Thickness	mm	0.5	0.5			
Image area						
Image Width	mm	804	1209			
Image Height	mm	600	904			
Optical specifications						
Peak Gain		3.2	3.2			
Transparency		60%	60%			
Optimum lens throw ratio		2:1	2:1			
Optimum projection distance	mm	1700 +/- 300	2700			
Projection angle (horizontal)		32° +/- 5°	35°			

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

Holographic lens



Holographic screen technology

The Detachable Holo Screen comprises a unique holographic film, which only displays images rear projected from 30°-35° – all other light is ignored. The result is a strikingly bright and sharp holographic image, apparently suspended in mid air.

www.dnp.dk

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



Screens of the art