

dnppbackstage

THE REAR PROJECTION MAGAZINE



Introducing
dnpp Alpha Screen™

Six control rooms for
Italian Railway

New rearpro accessories
dnpp Image Builder™

June 2002

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R&D – Rapid Development



“dnp dealers should have access to the most advanced and innovative range of optical screens in the industry”. This has always been dnp’s

R&D philosophy. But despite the fact that dnp spends more resources on development than any competitor, we have decided to increase our R&D efforts even further and reduce the time to market.

In January dnp introduced the new Attention Screen and the ViewFlex display. And in this issue of Backstage, we are happy to announce not one – but two major product news launches: the dnp Alpha Screen and a completely new accessories programme, the dnp Image Builder.

The massive supply of new products is the result of dnp’s new R&D strategy, which aims to support our distributors and dealers in two ways: introduction of new technologies for existing markets; and development of market-expanding products that will create new application segments for optical rear projection.

We are well aware that the many new products from dnp will raise the level of expectations in the future. But with several new projects in our R&D pipeline, we are quite confident in saying:

There’s more to come!

Niels Hermansen
General Manager, dnp denmark as

New Market Development Manager



On March 1st dnp welcomed Josep Molins who will be working as Market Development Manager. Many of you know Josep already as an important figure in the AV world for many years. He brings vast experience to his new role within the dnp team.

Josep will be based in Spain and will cover France, Spain, Portugal, as well as developing the business for dnp in Central and South America.

Any questions relating to those areas can be directed to Josep via e-mail: jmo@dnp.dk

Giant Screens in China Millennium Monument



China: The Chinese government chose dnp “Screens of the art” for the art gallery of the prestigious new Millennium Monument.

In the capital of China, Beijing, a new impressive landmark has arisen on the horizon – The China Millennium Monument.

The monument serves as China’s symbolic and commemorative building to welcome the Year 2000, and the changing of the centuries.

The massive building, which occupies a total construction area of 35,000 m², comprises a central monument, the Bronze Causeway, the Holy Fire Square, the Century Hall and an art gallery. Inside the

art gallery, system integrator and dnp key distributor Hi-Tech Chenghua has installed five 150" dnp Giant Wide Angle Screens in 16:9 format. Placed symmetrically in the rotunda-shaped presentation room, the five screens are used to display video presentations and highlights from current exhibitions to the thousands of daily visitors. The General Manager of Hi-Tech Chenghua, Mr. Chen, explains:

– It was an obvious choice to choose dnp Giant Wide Angle Screens for this high profile installation. The Chinese authorities

wanted to display the best image possible. With its superior brightness, contrast and wide horizontal viewing angles, the dnp Giant Wide Angle Screen matched their requirements perfectly.

Facts

Installer = Hi-Tech Chenghua

Screens = 5 x 150" dnp Giant Wide Angle (16:9)

Projectors = 5 high performance LCD projectors

Italian Railway tak



Italy: Italian Railway is installing a series of advanced control rooms to improve traffic safety and efficiency on the network. With a total of 136 screens and projectors in six locations it will be one of the largest rear projection solutions in Europe.

The new surveillance system is made up of six regional control centres where operators can monitor the traffic on the most important main lines with the highest traffic density.

The project started in 1994, when Italian Railway sought new ways to improve their

accident record and to meet targets set by Government and railway legislators. After several tests of various control and display technologies, the tender went out in 1998.

In cooperation with system integrators Ansaldo Signal, the graphic display

wall engineering company E-Home Italia Service won the contract for all six rooms with a custom display solution. The concept combines effective control software, a strong graphical user interface, future upgrading abilities – and a high resolution projection concept based on Christie projectors and dnp optical rear projection screens.

The six rooms will be equipped with custom designed walls comprising 100" dnp Wide Angle Screens in 5:4 format.

es control



The control centre in Pisa includes 26 x 100" dnp Wide Angle Screens. The traffic situation is presented on a simple, user-friendly interface. All tracks are represented in the colour blue; railway stations in green; and signals and train information in white.



The screens are powered by Christie DLV 1280 DX engines installed in a direct throw configuration format. The projectors are connected directly to the digital workstations and RS422 system to monitor any failures and can switch to a bank of spare projectors if necessary. The system includes a backup for every conceivable problem – including networks and workstations.

After successful tests in Rome and Genova, all six control rooms are expected

to be completed by the end of 2002.

The Pisa control room with 26 screens is already up and running. The installation of the control centre in Venice is in progress: with a display wall of 32 x 100" dnp Wide Angle Screens, this will be the biggest in Europe.

Facts

Installers = Ansaldo Signal, E-Home Italia Service and Video Signal

Screens = 136 x 100" dnp Wide Angle Screens (5:4 format)

Projectors = Christie DLV 1280 DX projectors

Introducing

dnp Alpha Screen™

– next generation rearpro

At InfoComm 2002 in Las Vegas, dnp launches a new generation of rear projection technology, which combines today's most important image requirements in a single multi-purpose screen.

The dnp Alpha Screen features a new optical lens design, especially developed to boost and balance the output of today's powerful single lens projectors. It enhances the perceived contrast and image uniformity; it provides excellent viewing from all angles; and it supports projectors with wide angle lenses for ultra-compact installation design.

Goodbye gain – hello contrast and uniformity

Just a few years back, screen gain (i.e. brightness) was the main requirement in optical screens. The main feature of the Fresnel was its ability to enhance the perceived brightness of the relatively weak CRT projectors – providing gain performance of up to 5 or more, compared to the gain of 1–2 of front projection screens.

Today, the rapidly increasing projector brightness has reduced the significance of screen gain – and increased the importance of new quality parameters such as contrast, brightness uniformity (avoiding the dreaded “hot-spot”) and viewing angles.

Single element screens for multi-screen installations

Another key trend is the growing need for a single element screen for video walls and

multi-screen applications, where high image uniformity and good vertical viewing angles are extremely important. For these applications, the Alpha Screen is a strong supplement to double element screen options such as dnp UCS and dnp Black Bead Screens – especially as it also covers the larger sizes from 84"– 120".

The dnp Alpha Screen also offers infinite resolution which makes it perfect for display of detailed graphics and spreadsheets – a feature that is often crucial in modern boardrooms and business intelligence centres.

Alpha – the screen that has it all

The new Alpha Screen addresses all these needs. With a Gain of 2.5, a high contrast level, excellent horizontal and vertical viewing angles and infinite resolution, the screen is designed for both meeting and boardrooms as well as videowalls. But what's the secret?

The Alpha Screen is an advanced optical micro filter screen that combines the best of two very different rear projection principles. It is both a Fresnel lens – which ensures excellent image uniformity and centre-to-corner brightness – and an optical micro filter comprising high-refractive

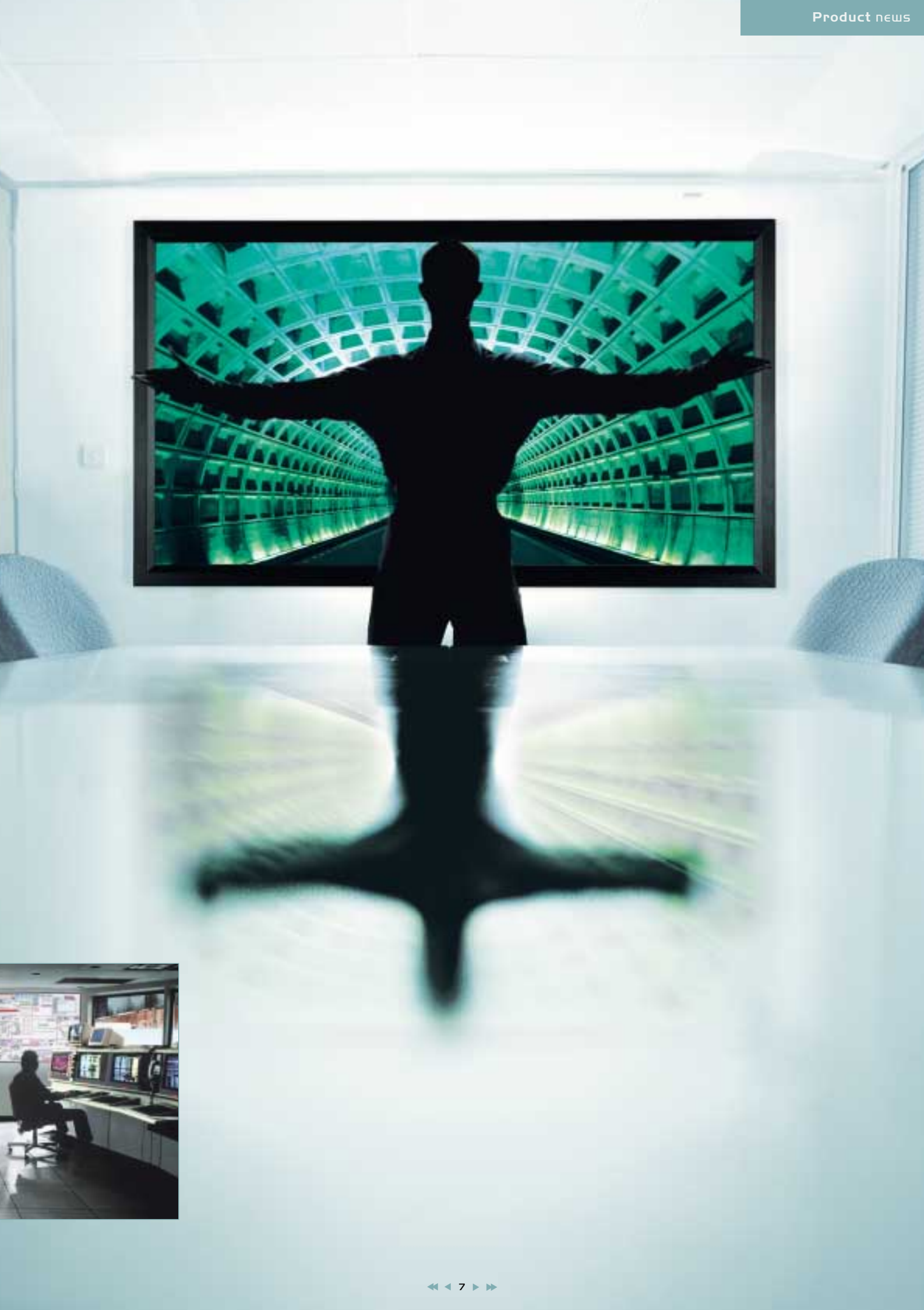
particles. Such composite technologies distribute the light forward evenly – plus create a perfectly symmetrical viewing cone. Furthermore, the screen has a matt front surface to prevent reflections from windows and room lighting.

Complete product range available

The dnp Alpha Screen is introduced in 67", 72", 84", 100", and 120" – each available with different focal length options covering projector lens throw ratios from 0.8 to 1.9:1. The entire product range is available from June 2002.

For more details and the new Alpha Screen brochure, please contact your local dnp distributor or dnp denmark – or visit www.dnp.dk for quick and easy download.





New high street banking concept with Holo Screens

Holland: The ING Bank has closed a large number of high street branches and turned them into unmanned cash dispensers. dnp Holo Screens play an important part in the new concept.

How do you keep customers up to date on banking services and new products in a branch with no staff? To solve this problem, ING Bank had to find a new way of communicating with clients. And in cooperation with the Dutch AV company MK2, ING decided on a dynamic display solution based on the dnp Holo Screen.

The concept was tested at the Ducaat branch office with a 60" dnp Holo Screen in the window display next to the instant banking terminal. The holographic display is designed to ignore ambient light hitting



All information on the screen is automatically generated by a computer, which is also used to control lighting and turn equipment on and off.

the front of the screen. Powered by a 3500 ANSI Lumen projector, the screen displays clear, sharp images even when exposed to bright daylight.

After the successful pilot test, ING has decided to roll out the new banking concept to several other high street locations.

Attention! New frame

dnp denmark has added a new feature to the Attention Screen series, which was released in January 2002.

Since May 2002, the Contrast version of the dnp Attention Screen has been supplied pre-mounted in an aluminium frame as standard. The package also includes eyebolts for the frame, for when the screen is mounted from the ceiling. An orientation

label is placed on the edge of the frame to ensure correct mounting of the screen.

An updated version of the dnp Attention Screen brochure with images of the alu-framed Contrast version is available from June.

For more details and new brochures, please contact your local dnp distributor or dnp denmark.



At InfoComm 2002 in Las Vegas dnp continues the mission to provide the best installation support within the industry by launching a brand new rig concept: the dnp Image Builder.

For several years, dnp has supplied mirrors, frames, projector and mirror stands to support dnp dealers and installers. Now dnp takes this service one step further by introducing a brand new rig and accessories concept.

The basic idea behind the new Image Builder modules is that they should be ultra-precise, compact, rigid, inexpensive and easy to install. Furthermore, they should be fully compatible with the range of projectors and lenses used for rear projection. The result is a line of integrated modules which allow you to build your system quickly and easily on site – and save valuable time and money aligning mirrors and projectors.



Rig'n'Roll with dnp Image Builder™

Single Mirror Rigs

The Single Mirror Rigs are designed for projectors equipped with wide angle lenses – typically in the range of 0.8:1 to 1.2:1. This compact easy-to-install rig offers full adjustment possibilities for both mirror and projector.

Twin Mirror Rigs

Designed with a fully adjustable two-mirror system, these ultra-compact rigs are optimised for projectors with lenses in the range of 1.2:1 to 2:1 – which includes standard zoom lenses.

ViewFlex Rigs

The ViewFlex rig systems offer additional micro-adjusters to provide the edge-to-edge

image accuracy required by the high tech ViewFlex display. The ViewFlex Rigs are available in both 1 x 2 and 1 x 3 screen configurations.

Screen frames and mirrors

The Image Builder range also includes the world renowned dnp Screen Frames and First Surface Glass Mirrors. Both product lines are unchanged, however the mirror frames are redesigned to fit the new rigs.

Custom-built systems

The Image Builder modules are designed to cover at least 95% of all rearpro installations. Besides the pre-designed standard rigs, dnp offers the service of purpose built engineer-

ing on customer demand – including special rig systems; multi-screen rigs and projector frames; self-contained retro boxes (in different finishes) right down to individual projector mounts.

New brochure and demo at InfoComm

The dnp Image Builder programme will be launched at InfoComm USA in Las Vegas, 12th-14th June 2002, where dnp will be presenting two versions of the Single Mirror Rig and a ViewFlex Rig.

For more details about the dnp Image Builder modules, please contact your local dnp distributor or dnp denmark – or visit our website at www.dnp.dk.

Screens for LIFE

UK: Ivor Green & Associates continues to specify dnp 84" New Wide Angle Screens as standard in the LIFE bar/restaurant brand for UK leisure giants Luminar Leisure.

This time IGA has joined forces with Matt Rawlinson of RAW Design – one of the UK’s most imaginative interior concept creators – to conceive a creative three-screen set-up for a LIFE bar in Leeds.

Sited to the rear of the main island bar, the screens are used in conjunction with a graphics computer running Scala multi-media software. This enables the flexibility of a single giant image, generated from DVD or VHS sources, to be placed across all three screens, or to be sourced individually. Ivor Green comments:

– The large dnp New Wide Angle Screens form an important part of the brand’s uniqueness. These are excellent good screens which generate high resolution pictures – arrestingly bright – and give the operators enormous flexibility.

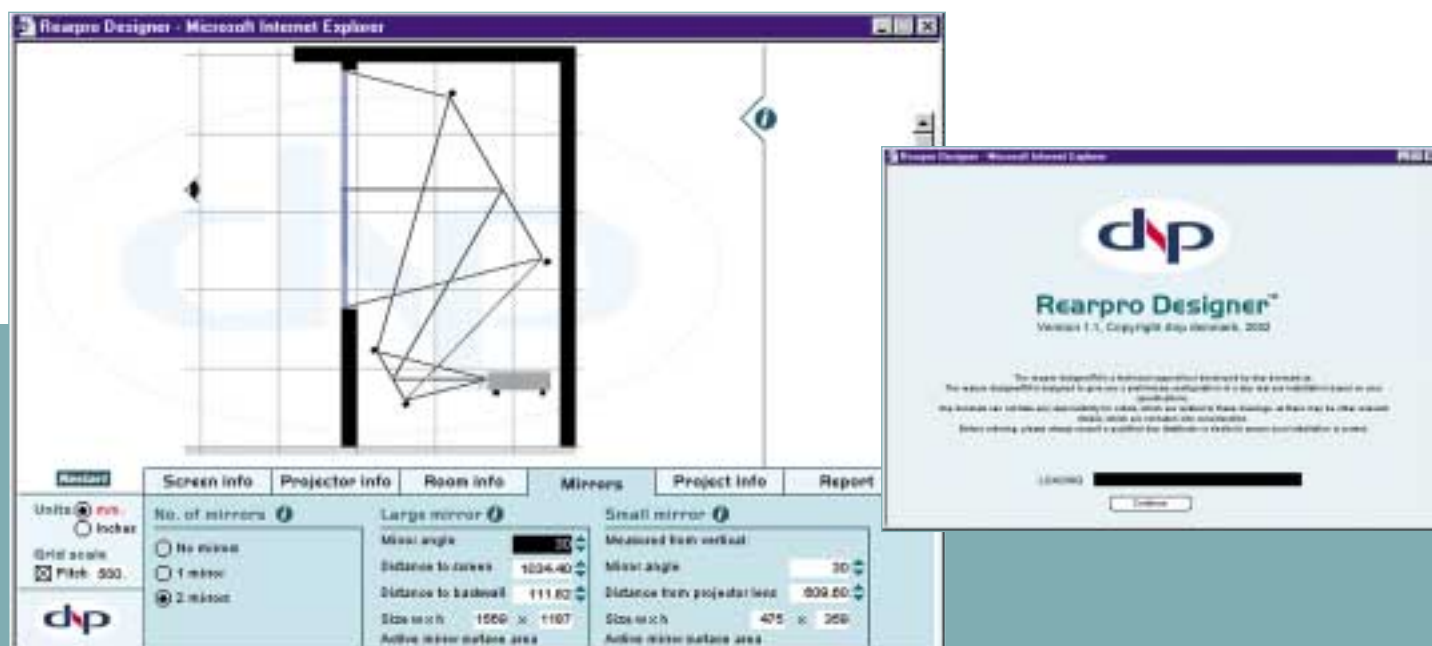
The screens are used in conjunction with Sony VPL-PX31 video projectors, fitted with short-throw lenses. The AV installation also features a Panasonic pan and tilt camera and a vision mixer.

Facts
Installer = Ivor Green & Associates (IGA)
Screens = 3 x 84" New Wide Angle Screens
Projectors = 3 Sony VPL-PX31 projectors



dnp Rearpro Designer

– new powerful support tool



Since January 2002, dnp's distributors have been able to offer dealers the best design support in the screen industry. One secret is the advanced design tool "Rearpro Designer".

dnp Rearpro Designer is a dynamic design tool, which allows dnp distributors to help their dealers generate and optimise rear projection configurations for new installations and projects.

Based on individual installation data – such as specified image size, projector type, ideal viewing position, installation space – the Rearpro Designer calculates the optimum configuration and generates a detailed drawing.

The system also produces a data sheet with all necessary specifications. Both reports are available as JPEG files, which can easily be included in, for example, Word, PowerPoint or Excel files.

dnp dealers at the competitive edge

– The mission of dnp and our distributors is to provide dnp dealers with a winning combination of competitive advantages. Not only in screen technology, but also in installation design. It can be very time consuming if you have to "reinvent the wheel" for every project, says dnp's R&D Manager, Søren Weis Lindegaard.

– The Rearpro Designer allows dealers to present high quality solution to their clients in very short time – and to secure easy installation and better revenue, once the dealer has won the tender for a new project.

For more details or a presentation of the new design tool, please contact your local dnp distributor.





Airport advertising in large scale

Norway: Sola Airport in Stavanger has installed a dynamic large screen display to add new dimensions to their advertising media package.

For many years airports have been a key location for reaching attractive target groups like businessmen and frequent travellers. The typical airport media are light boxes, posters and small TV screens. But Screen Communication A/S who provides displays for all Norwegian airports and Multimedia Audiovisual A/S came up with a big idea for a new media:

– Large screens are perfect eye-catchers: they can display moving images and commercials; and they can be viewed by many people over long distances. Moreover, dynamic displays make it possible to create

flexible advertising packages with changing messages during the day, says Bjørn Meier of Multimedia Audiovisual A/S.

The big challenge was to find the right place to install the screen. And after several tests and meetings, the airport and their media and AV consultants decided to install the screen at the end of the arrival/departure hall, strategically facing the central escalator. A location which provides maximum exposure of news and adverts.

Multimedia Audiovisual A/S contacted VideoSystem A/S for development, design

and production of the new advertising media. To ensure a perfect view from all locations in the huge and brightly-lit hall, the display had to be at least 100" diagonal and able to resist ambient light. Furthermore, the installation had to take up a minimum of space. The solution was a 120" dnp New Wide Angle High Contrast Screen powered by a BarcoGraphics projector of 4500 ANSI Lumens.

Facts

Installers = Multimedia Audiovisual A/S and VideoSystem A/S

Screen = 120" dnp New Wide Angel – High Contrast version

Projector = Barco Graphics 6500 (4500 ANSI Lumen)

