



# High Contrast screens in fashion shop

**Sweden:** The Point of Sale market keeps growing. The new fashion store, Top Shop, in Gothenburg, Sweden, has integrated two large dnp screens as an essential part of the in-store design.

When visiting the Top Shop, your attention is caught immediately by the impressive image on the large dnp screen, which is strategically placed at the shop entrance. In the opposite part of the store, another

130" dnp screen completes the picture of a modern, innovative fashion shop.

The installation, which is used to display music videos and promote new fashion

collections, is designed by AV company Zenita AB in co-operation with dnp's Swedish distributor SIE Skandinaviska Industrielektronik AB.

– We decided to use the High Contrast version of the dnp New Wide Angle Screen because of the high ambient light in the shop. And the image quality is superb. Just after the grand opening, word of the new installation started to spread all around Gothenburg. The store manager is really enthusiastic and reports many positive reactions from the customers, says Andreas Bragd, Manager of Home Theater & dnp Optical Screens at SIE Sverige.

## Facts

**Installer** = Zenita AB / SIE Skandinaviska Industrielektronik AB

**Screens** = Two 130" dnp NWA 3200 HC Screens installed with dnp first surface glass mirrors, frames and projector stands

**Projector** = Two Barco Graphics 6400i (3000 ANSI lumens, XGA) with 1.27:1 lenses