

dnp Holo Screen™



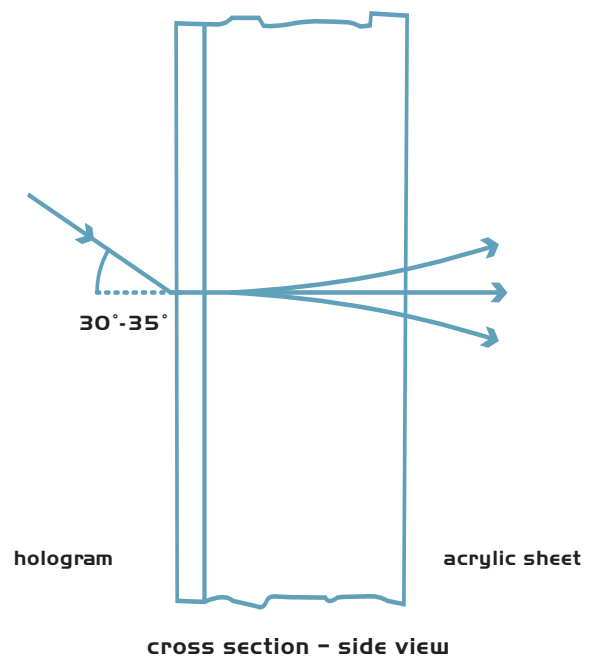
The dnp Holo Screen is a revolutionary holographic rear projection screen for Point of Sale applications in shops, window displays, airports, banks and other high-traffic areas. The transparent display allows viewers to look at – and see through – the screen. In shop environments, the screen becomes an integral part of the in-store layout.

The Holo Screen is a hologram in the form of a thin film, laminated to a transparent acrylic plate. This hologram will only respond to light rear projected from 30°-35°. All other light – such as sunlight and other ambient light – is ignored. The result is remarkably bright and sharp images – even in brightly-lit environments.

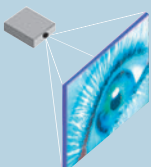
The hologram is very selective about the direction from which it receives the light. This makes it suitable for use in the most extreme cases of ambient light, such as shop windows. The holographic film remains transparent

where there is no projected image. This allows users to be creative in the content and images used on the screen. The 60" Holo Screen consists of four holograms which are tiled together in the manufacturing process, so the film appears as one full hologram. Whereas the 40" Holo Screen consists of only one single sheet hologram.

- = Genuine holographic technology
- = Transparent appearance
- = Resistant to high ambient light
- = Can be hung in free space
- = Easy to install
- = Screen sizes up to 60"
- = Compatible with all single lens projectors providing 30°-35° projection angle



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.

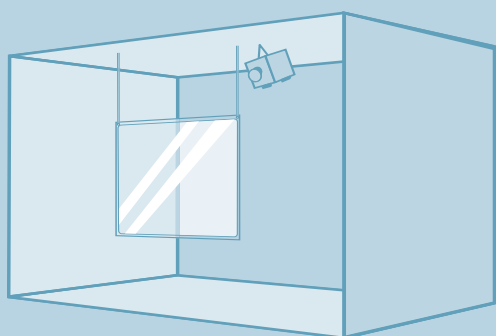
Installation

The Holo Screen can be hung from the ceiling using the dnp wire kit, or mounted on the dnp floor stand. For more details see the Holo Screen Accessories product sheet, the Installation guidelines sheet or visit www.dnp.dk.

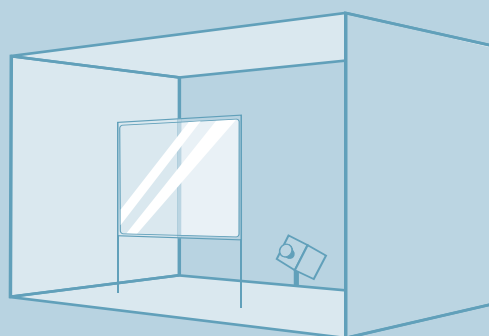
The Holo Screen is compatible with all single lens projectors which are capable of projecting images at a 30°-35° angle. The projector's throw distance must be 1700 mm for a 40" screen – and 2700 mm for a 60" screen. The projector can be positioned

either above or below the screen – in both cases the image quality will be the same. However it is very important to note that the screen should be turned upside down if you choose the ceiling mounted solution.

Ceiling mounted projector



Floor mounted projector



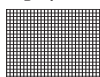
Screen specifications

Holo Screen	Type no.	40" One-block Holo Screen 7420	60" Holo Screen 7610			
Dimensions						
Width	mm	927	1340			
Height	mm	620	925			
Thickness	mm	8	8			
Weight	kg	5.5	11.8			
Image area						
Width	mm	814	1219			
Height	mm	610	914			
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

September 2004

Holographic lens



Holographic screen technology

The 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

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Screens of the art