

## **dnp North America Showcasing Latest ALR (Ambient Light Rejection) Screens at InfoComm 2017**

*Anaheim, CA June 2017:* dnp wants you to *Do it With the Lights On!* They will be showcasing their latest ALR (Ambient Light Rejection) Screens at InfoComm in Orlando, FL. Their lineup will feature eight (8) different ALR Screens including a large format dnp Supernova Infinity, dnp Supernova Blade, dnp LaserPanel Touch with special cabinetry, and other unique solutions from their family of ALR screens.

### **ALR Confusion – Rejection vs. Redirection**

"We're excited to be showing you the biggest, and best in ALR screen technology. Where our competition must control light over their screen at InfoComm, we beg show management not to shroud the lights over our booth. In a real world environment, controlled lighting isn't always an option and image quality using the wrong screen technology suffers because of that - so why set false expectations on the show floor? dnp's optically engineered Supernova Screens offer real world solutions in any environment. We gladly accept the #ALRChallenge from our competition! We encourage them to bring by a screen sample, and let us do a shootout anytime." stated Sally Bermudez, Senior Sales Consultant and dnp Visualization Center Manager.

Supernova offers Contrast, Clarity, vivid Color reproduction and a wide viewing Cone while rejecting ambient light from above and below resulting in stellar image quality with exceptional black levels and brightness over typical diffusion materials. The 4C's of Supernova set dnp apart from other screen manufacturers, and are important features to consider when buying a projection screen.

### **Daily Screen Shoot-Out**

Come witness the 4C's as dnp demonstrates Supernova, their multi-layer light rejection screen material, during their daily screen shoot-outs at 11am. dnp will display their 08-85 and 23-23 ALR screen materials during a daily shoot-out against a traditional matte white diffusion screen. Its 7-layer make up rejects light from above and below, resulting in superior image quality and uniformity in hostile light environments. Come see why Supernova users site stellar results that are much more uniform with contrast-rich images even while in hostile light environments.

dnp will be exhibiting at InfoComm on June 14-16 in Orlando, FL. For a VIP Tour of their Supernova Technology, visit them at **Booth #3143**. Please contact Brandy Alvarado, Marketing Manager, to schedule an appointment via email at [brandy@dnpna.com](mailto:brandy@dnpna.com), phone (714) 991-6405, or web at [www.dnp-screens.com](http://www.dnp-screens.com).

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