

# dnp dynamic Point of Sale displays



Screens of the art

# Boost your sales with dynamic displays

Dynamic display is a new media concept that adds life to Point of Sale advertising. It draws more attention to the messages. It attracts more customers to the shop. It expands the store with virtual retail space.

Dynamic displays put the persuasive powers of electronic media at work directly at the Point of Sale. And the effect of these large eye-catchers can be seen directly on the bottom line.

Studies of the effect of dynamic display concepts speak for themselves. Dynamic displays generate:

= **7 times more attention than printed signs** <sup>1)</sup>

= **42% increased sales average** <sup>2)</sup>

= **162% sales lift for some impulse items** <sup>3)</sup>

dnp offers the world's most complete range of screens for large screen advertising – from “flying” holographic sales displays in show windows to built-in information displays in airports and museums.

This brochure takes you through different applications and screen types, and helps you find the perfect screen for your dynamic display.



<sup>1)</sup> Source: study by POPAI (Point-of-Purchase Advertising Institute)

<sup>2)</sup> <sup>3)</sup> Source: research by I-Open and Environsell in US



## Point of Sale advertising

A study by POPAI (Point-of-Purchase Advertising Institute) on 220 supermarkets in 22 US cities showed a sales increase from 2% to 65% resulting from traditional passive Point of Sale advertising. Other studies show that dynamic media generate 7 times more attention than static, paper-based media. Combine these data and imagine what you could do with a dynamic display.



Apparently suspended in mid air, the Holo Screen expands the retail space virtually. The transparent effect allows passers-by to both look at and see through the screen.

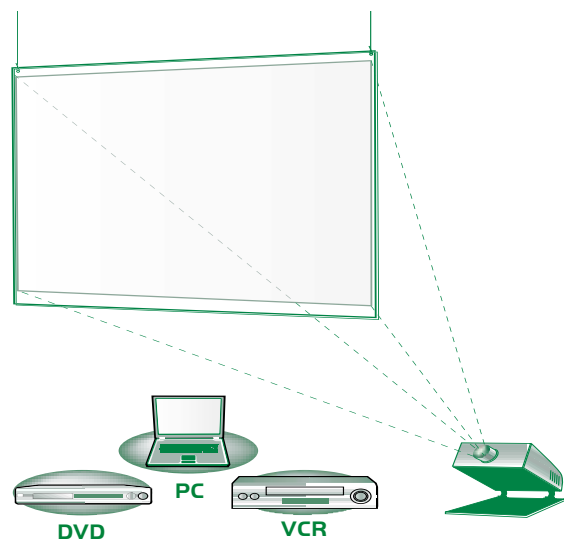
# The secret of dynamic displays



dnp screens combine the benefits of rear projection with advanced optical lens technology. The image is projected on the rear side of the screen to achieve the sharpest and brightest possible image. And the built-in lens technology enhances the perceived contrast and absorbs ambient light.

The Holo Screen features an advanced holographic film that displays images rear projected from 30° – 35°. All other light, such as sunlight and instore lighting, is ignored. The result is a remarkably sharp, transparent image that is especially useful in shop windows.

Other dnp screens feature advanced coatings and optical filters that make them tolerant to ambient light. The result is bright, sharp images even in brightly-lit shop environments.



The basic dynamic display comprises a screen, a projector plus one or more image sources such as DVD, TV, computer or video. Several displays can be linked in a network, which are controlled and updated from a central source.

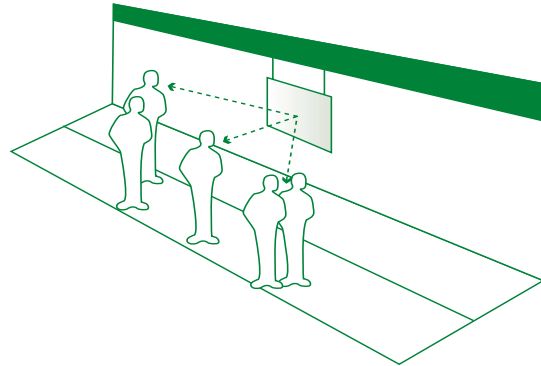
# Brand awareness

65% of all purchases are based on “impulse” at the Point of Sale <sup>4)</sup>. And what is more likely to catch the attention of shoppers and passers-by, than a “living” billboard?

Dynamic displays allow you to increase the number of customers and raise sales by:

- = advertising own brands or suppliers' products
- = displaying chain and store campaign offers and information
- = enhancing brand or store image
- = transmitting information without taking up space

If you are looking for the ultimate, transparent eye-catcher for a shop window – or a “flying” screen for



an instore shop environment – the Holo Screen is a natural choice: it displays high-quality moving images in brightly-lit environments, and it takes up no floor space. It actually expands your retail space virtually. If you prefer a built-in display, dnp offers a wide range of screens, which are optimized for the special light conditions in instore environments.

<sup>4)</sup> Point of Purchase Advertising Institute (POPAl) study 4/30/01



# Advertising revenue

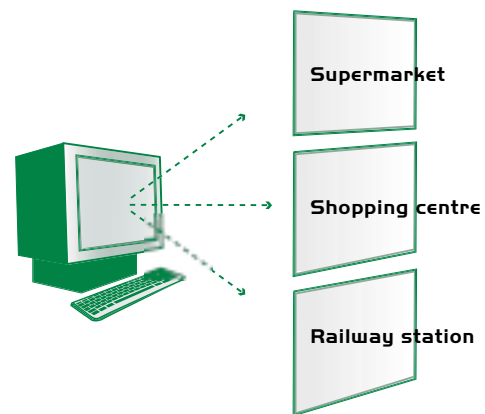
Dynamic displays can be a new source of advertising revenue for shopping centres, airports, railway stations and their contractors. Optical rear projection screens can add value to the B-to-B to Consumer chain in several ways:

- = improved synergy between Point of Sale and TV advertising
- = dynamic update of content via the internet
- = reach specific customer groups at a certain time
- = impact of campaigns can be measured instantly in turnover

While posters, billboards and other traditional retail media are passive, dynamic displays allow advertisers to use moving images and to strengthen synergy with TV advertising. Furthermore, the electronic nature of dynamic displays makes them extremely flexible as

the contents can be updated remotely. Today, ADSL and broadband technology makes it possible to distribute full-motion advertisements over the Internet to a network of large screen displays strategically placed throughout supermarkets.

Advertisers can efficiently and cost effectively target specific demographics at different locations and times of the day, week or month, getting the message to the right consumer at the right place at the right time.



# Information displays



Large sizes and tolerance to ambient light make dnp optical screens ideal information displays for airports, railway stations, museums, reception areas, shopping malls and other places where people congregate.

They display any combination of video and data from multiple image sources including DVD, TV, computer and content management systems. And they can be updated online, locally or remotely via the internet.

The contents of these displays are often referred to as “infotainment” – a genre that mixes public service information with entertainment to pass on visitor information; to make waiting time more pleasant or to increase customer loyalty.

= **dynamically updated traffic information**

= **broadcast news**

= **video and television**

= **shopping information**

= **commercials**

In order to find the ideal screen type for an information display, you should pay special attention to three issues: viewing positions, contrast and ambient light conditions.

dnp's comprehensive range of screens allows you to select a display that is optimized for long or short viewing distances; for horizontal and/or vertical viewing angles; for display of video and/or data; – and for location in medium or high-light environments.

# Sport and leisure

Dynamic displays add new dimensions to the atmosphere in night clubs, discotheques, bars, game halls and casinos. They can:

- = **enhance the total experience**
- = **promote food, beverages and merchandise**
- = **generate advertising revenue from sponsors and suppliers**

Dynamic displays can make a significant contribution to the total experience as ambient media for music videos, transmission of sports events, betting information or live acts. Furthermore, they can be a profitable source to advertising revenue as media for sponsors and suppliers of food, beverages and other products.

In sports arenas, the screens can be used to involve spectators more closely in the game, showing replays, player profiles and statistics during games, and to entertain the crowd during breaks. Especially when it comes to fast sports events such as ice hockey, basketball and handball, which require many replays and high-resolution images.

## How to select the perfect screen

dnp manufactures a complete range of screens for Point of Sale applications available in sizes from 40" to 200" diagonal (3 x 4 metres). You can choose between:

- = **"flying" or built-in displays**
- = **transparent or non-transparent appearance**
- = **fixed or mobile screens**
- = **viewing angle options**

This guide will advise you which screen type matches the requirements of your specific Point of Sale application. When you have identified your ideal screen type, you can find more detailed information in the individual product specification sheets.

dnp screen type	Contrast
Holo Screen - Acrylic	2
Holo Screen - Detachable	2
Attention Screen - Contrast	3
New Wide Angle Screen - HC	3
Giant Wide Angle Screen	3
Ultra Contrast Screen	5
Black Bead Screen	4

1 = Standard optical rear projection screen quality  
5 = Best possible optical rear projection screen quality

dnp screen type	Shop window to street
Holo Screen - Acrylic	•
Holo Screen - Detachable	•
Attention Screen - Contrast	•
New Wide Angle Screen - HC	•
Giant Wide Angle Screen	•
Ultra Contrast Screen	•
Black Bead Screen	•



Brightness	Resistance to ambient light	Horizontal viewing angles	Vertical viewing angles	Sizes available	Film or rigid	Projection angle	Comments
3	4	3	3	40", 60"	Rigid	Acute angled	Holo film fixed on acrylic
3	4	3	3	40", 60"	Film	Acute angled	Film for windows
3	4	4	3	40" - 120"	Rigid	Acute angled	Delivered with frame
4	3	5	3	60" - 130"	Rigid	Direct	Also used in retroboxes
3	3	5	3	140" - 200"	Rigid	Direct	Also used in retroboxes
4	4	4	3	40" - 70"	Rigid	Direct	Also used in retroboxes
2	5	5	5	40" - 80"	Rigid	Direct	Also used in retroboxes

Shop window to mall	Hanging within shop	Instore information	Giant screen in superstore	Train timetable and flight info	Leisure and entertainment	Advertising media
•	•	•			•	•
•	•	•			•	•
•	•	•	•		•	•
•	•	•	•	•	•	•
•	•	•	•	•	•	•
•	•	•		•	•	•
•	•	•		•	•	•

# Installation support

dnp offers a variety of services that make planning and installation of Point of Sale displays easy.

Together with our distributors and partners we have experience and know-how from dynamic display projects all over the world, which is at your disposal to create the best possible solution for your client.

- = surveys and data about Point of Sale advertising
- = technical drawings
- = installation support
- = complete installation kits including frames and rigs

If you want to know more about dynamic displays – how they work, how you install them, and how they can add value to your Point of Sale location, just give us a call.

We would be glad to give you a personal demo of the next generation of Point of Sale displays. Seeing is believing!



The Holo Screen can be hung from the ceiling, mounted on a floor stand – or attached directly to glass windows.

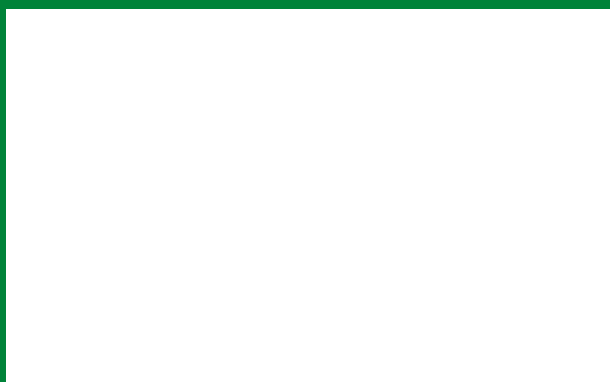


[www.dnp.dk](http://www.dnp.dk)

dnp denmark as  
Skruegangen 2  
DK - 2690 Karlslunde  
Denmark  
Tel: +45 46 16 51 00  
Fax: +45 46 16 52 00

Dai Nippon Printing Co. Ltd.  
1-5-17 Higashi-sakashita  
Itabashi-ku, Tokyo  
174 0042 Japan  
Tel: +81-3-5970-4661  
Fax: +81-3-5970-4663

DNP Electronics America, LLC.  
2391 Fenton Street  
Chula Vista, CA 91914  
USA  
Tel: +1 619 397 6700  
Fax: +1 619 397 6739



dnp denmark is the worldwide large screen centre of Dai Nippon Printing Co. Ltd – one of the world's largest printing and media companies. The DNP Group has a total annual turnover of 13 billion US\$.