

Prysm Targets Retail with New LPD Line

Written by Bob Snyder
10. 05. 2011



Prysm brings out its new line of retail solutions including the Digital Mannequin, Digital Kiosk and Digital Widescreen, all powered by its Laser Phosphor Display (LPD) platform.

“We’ve seen a huge increase in interest from the world’s most innovative retailers and have quickly realized the need to expand our display solutions and geographic reach of our product to better accommodate customer demand,” says Amit Jain, CEO.

Standing 2.4m (7ft.) tall, the Digital Mannequin display aims for an immersive brand experience for retail environments (for example, installed in American Eagle Outfitter’s flagship SoHo store in New York).

Prysm’s newest display platform, the Digital Widescreen is a full wall solution, displaying everything from seasonal interactive motion graphics to brand imagery (for example, installed in Boston’s Prudential Center at People’s United Bank).

Prysm’s HD stackable display tiles can be organized into any size and shape. Built on solid-state lasers, Prysm’s displays provide video viewable from 178-degrees. With up to 75% less power than traditional backlit or projection technology-based products, Prysm’s displays

Prysm Targets Retail with New LPD Line

Written by Bob Snyder
10. 05. 2011

can create a high impact brand experiences without special power or cooling infrastructure.

The company also announced demonstration showrooms, where customers can experience Prysm's LPDs.

Go [Prysm's Retail Display Solutions](#)