

ISE 2011 Lights Up with Prysm

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Prysm EMEA VP Steve Scorse tells eSP and rAVe Europe Web TV how the company is now shipping its Laster Phosphor Display (LPD) products-- a low-power (27W per 25" tile), display technology shown off behind closed doors last year, now on full display at ISE 2011.



Clients can create a seamless display of any size using LPD tiles, Scorse says-- while taking care of their energy costs. The company's first client is American Eagle's SoHo Manhattan, store; one Scorse describes as being fairly impressive.

Grabbing eyes at ISE is Prysm's Digital Mannequin-- an impressively named 1x4 retail signage solution, delivering human-sized LPD displays.

Scorse says ISE 2011 is a positive one, bearing "no comparison" to 2010. With the company delivering on its product's promise, 2011 appears to be a positive one for Prysm. The company is working on a number of high-profile projects, with EMEA territory installations to kick off after its US installations gather momentum.

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