

ADVERTISINGGLASS

What are the benefits of Glass?

Lightweight

As a building material, it is extremely lightweight, which means it does not put too much pressure on the building structure. It also helps to remove any of the dead load which is put on a building.

Weather Resistant

It is also extremely weather resistant so that it can withstand the harsh impacts of British weather. It is also great at retaining its appearance, which means you do not have to worry about the exterior of your building looking tired and dirty. Glass, unlike other building materials, does not rust which means it does not degrade from any chemical imbalances or other environmental impacts.

Natural Light

Glass allows a vast 80% of available natural light into your building; it can also enter from any direction and is not tainted, as in goes a funny colour. By letting large amounts of light into your building, it also helps with your energy consumption as lights do not need to be left on during high light hours thus reducing your electricity bills.



Energy Benefits

Not only does glass help you to reduce your electricity bills but it is also 100% recyclable, so if you are looking to make your building more eco-friendly then glass is going to be the material for you.

Aesthetic

As a material that does not require a lot of attention, you can leave glass for years before you need to do anything about it. It is one of the best materials for not discolouring, and the only dirt you may find on it is specs of dust build up.

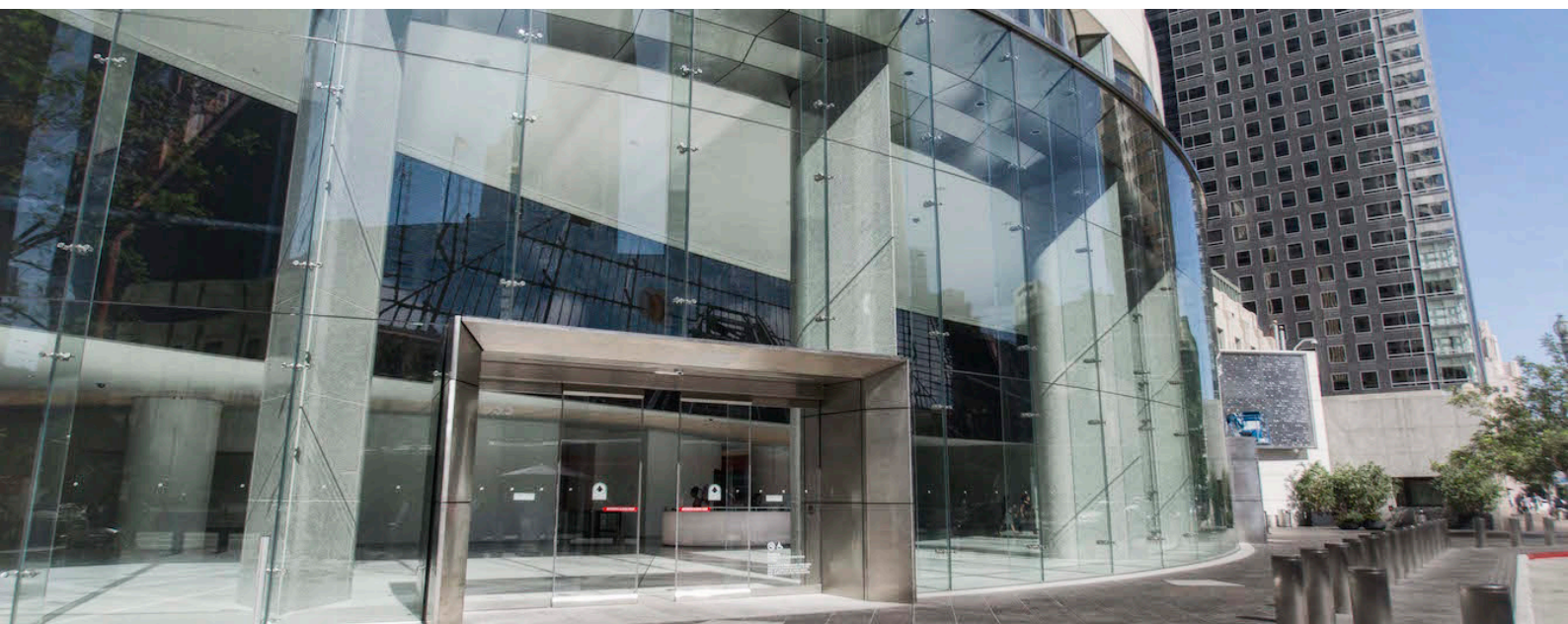


Modern Glass Architecture - The Future

Glass is one of the most remarkable building materials in the world. With the many benefits it brings to a project, it is little surprise that it is used in the construction of almost every home, office, and public building worldwide. Providing access to natural light, options for colour customisation, and the ability to blend interiors with exteriors, this wonder material can be used to transform a building into a thing of natural and elegant beauty.

The advantages of using glass do not end at the aesthetics of a project, with the material being one of the greenest around. Illuminating a building through the day with natural light saves money and energy resources, while advances in technology now control heat build-up, keeping homes and offices cool in the summer and warm in the winter; saving energy on heating and air-conditioning. The material is also completely recyclable, so if glass surfaces are replaced, the old material can be broken down and reformed into new glass products.

As modern architecture has developed, glass has become more and more valued as a major construction material, rather than being viewed as a mere practicality for windows and doors. Many of the industry's leading architects and visionary designers have used glass in their iconic buildings, in ways that are both ingenious and astonishing in equal measure.



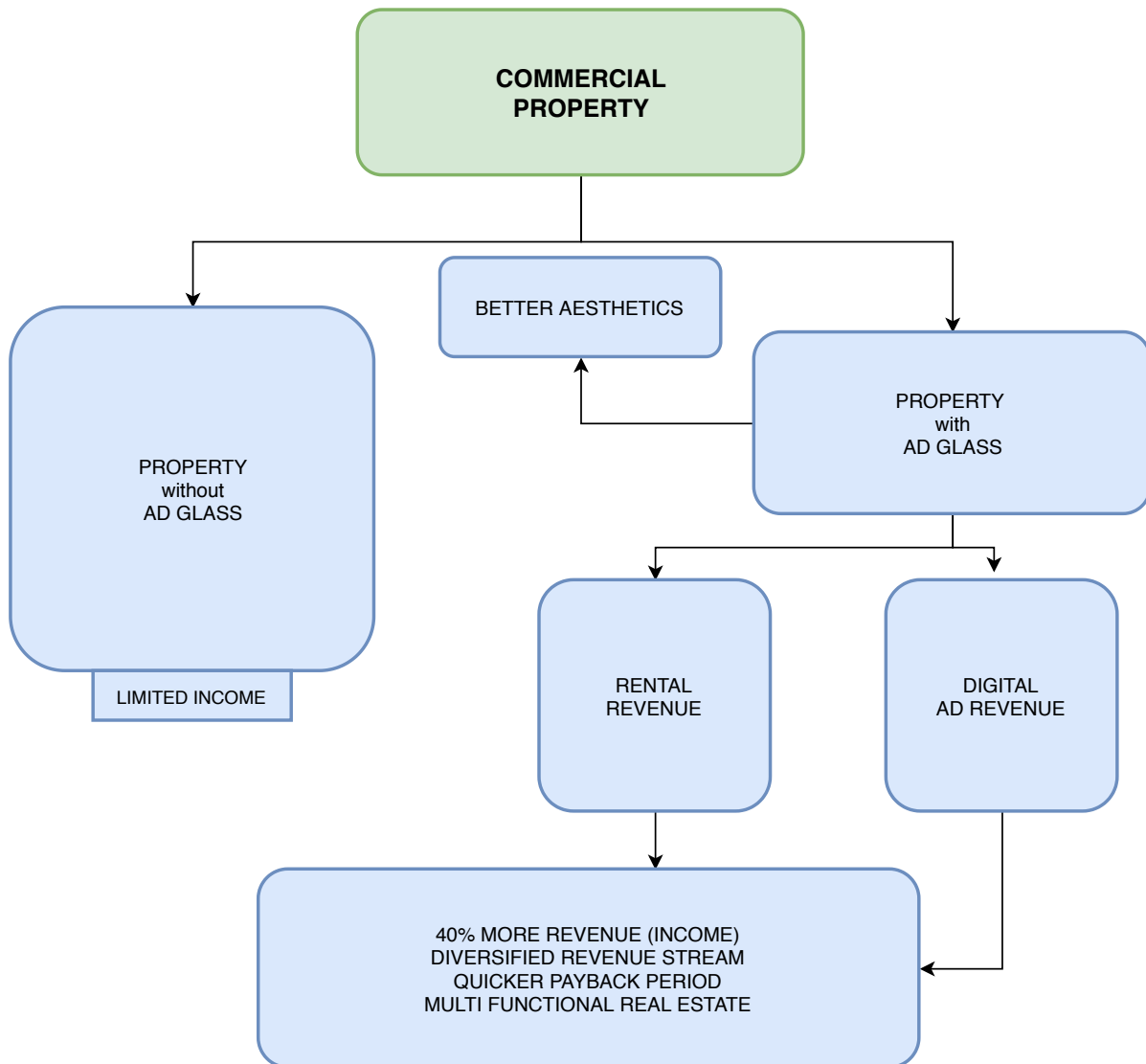
Concept & Introduction

Advertising Glass is the latest innovation in LED display technology that goes above and beyond the limitations of traditional forms of advertising media and digital signage.

Advertising Glass is a day light visible transparent LED display technology that allows you to transform glass, facades, windows and storefronts into an advertising and marketing platform while still allows for retaining almost full visibility both ways and allowing natural daylight in.

Designed and developed to marry digital content with architecture, Advertising Glass is the first LED display technology to offer up to 80% transparency which allows windows and building facades to be used as high impact visual display platforms while preserving the view from both within and into building.

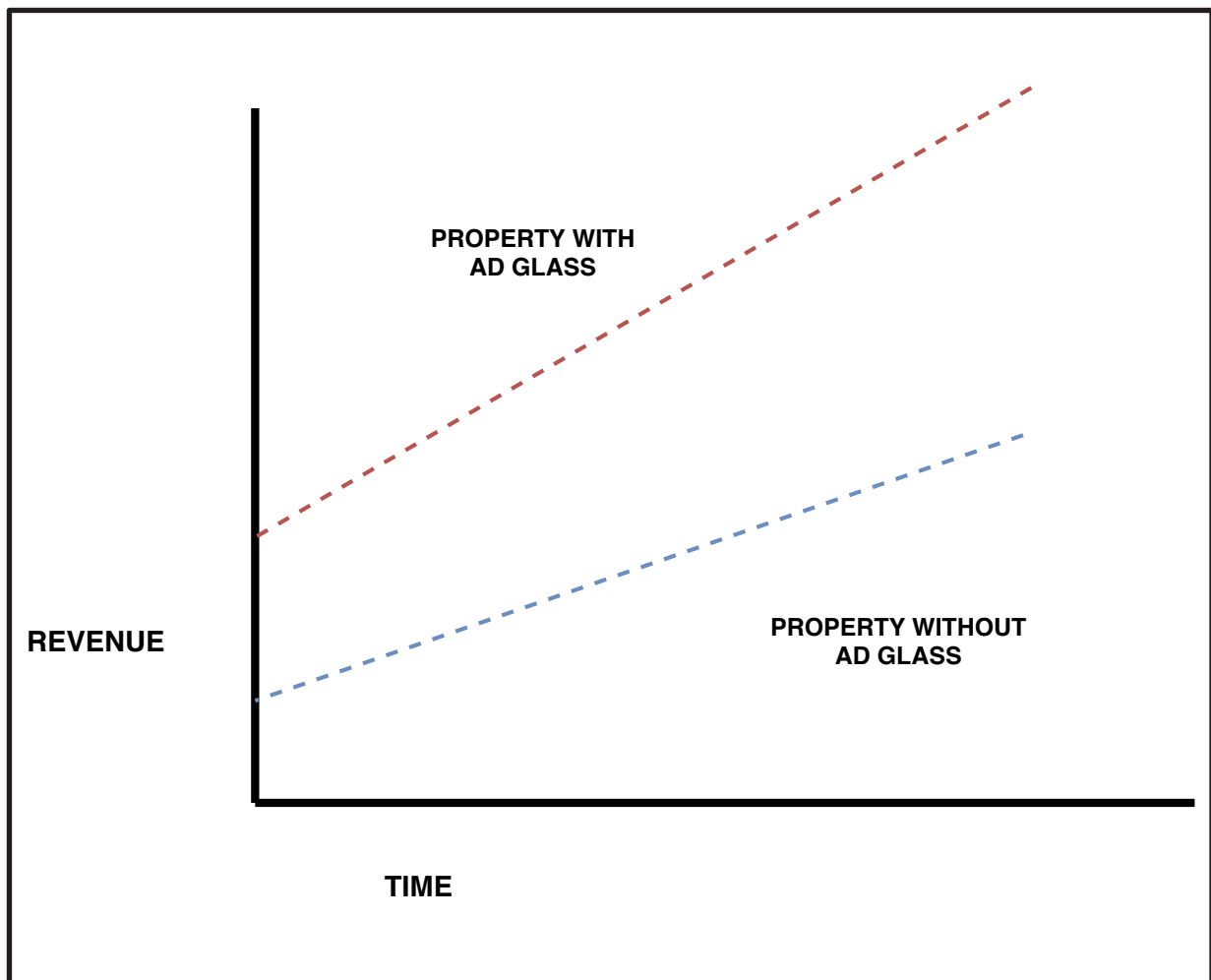
Advertising Glass offers a new scope and platform in visionary design which combines digital content with architecture to create a truly unique and modern display solution that is complimentary to the building and its surroundings.



ADVERTISING GLASS

Using this innovative technology it is possible to bring windows, storefronts and building facades to life with stunning and eye catching graphics, videos and animation to create spectacular rich media content which literally grabs attention from both short and long distances, in both night and day.

Advertising Glass has pushed the boundaries of modern architecture giving the ability to transform glass or windows into a vibrant, eye-catching and useful medium for advertising, brand awareness, promotions and most importantly client and customer engagement.



Advertising Glass Modern Architecture to create “Media-ecture”

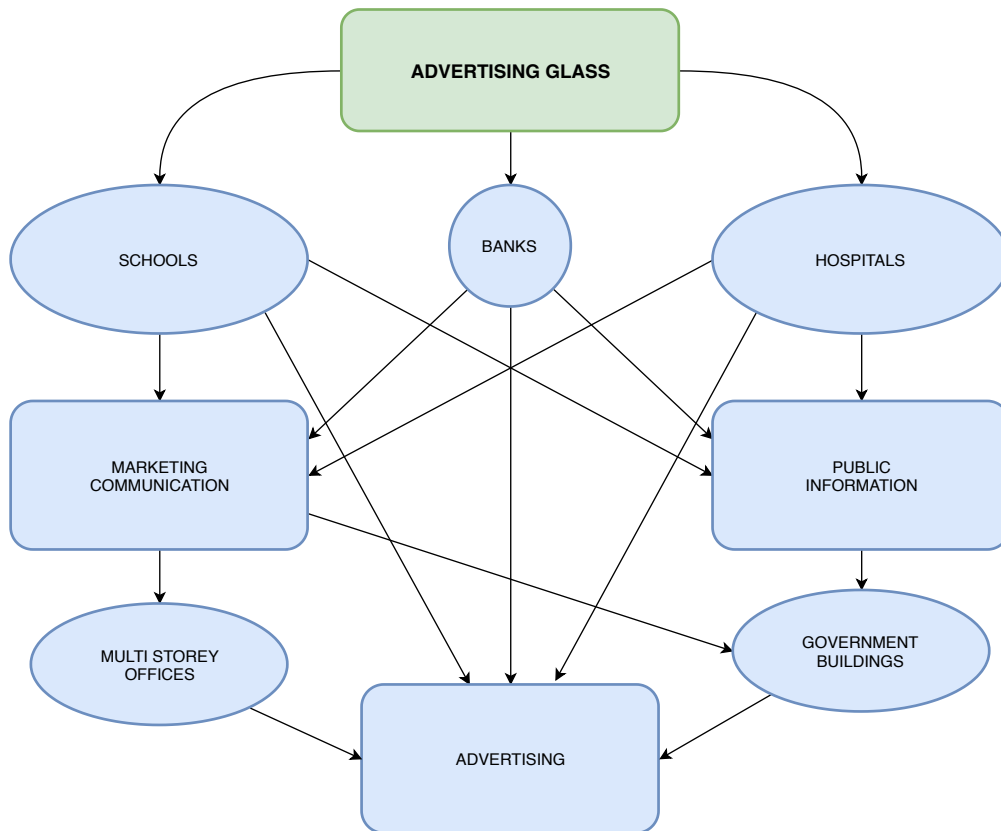
If you walk down a high street, through a shopping mall or in the middle of a business centre there is one overwhelming constant factor you will find GLASS.

Today glass on average makes up over 65% of commercial building entrance facades and retail store fronts (Source – Daily Telegraph) which will have a substantial volume of both pedestrian and vehicle traffic passing or walking by each and every day.

Although this Glass obviously represents a highly lucrative and logical space for advertising and marketing to a vast close proximity audience, the fact remains that this Glass is not being use to interact or communicate with this audience. But rather it’s just unused, empty space.

Advertising Glass Revenue Applications

- Schools can generate Revenue and broadcast important Information.
- Government buildings can generate revenue and perform public awareness broadcasts.
- Commercial developers and Banks can promote their brands and generate revenue from 3rd party advert sales.
- Hospitals can promote treatments, procedures HMOs and government Initiatives.
- Retail & Hospitality Sector Promotion campaigns
- Transport Infrastructure enhancement and innovation





AD GLASS Vs TRADITIONAL LED - ADVANTAGES

- SUPERIOR QUALITY
- CUSTOM MADE-LIVE VIDEO AND IMAGES FROM THE FACTORY
- GUARANTEED AUTHENTIC AND CERTIFICATED HARDWARE
- HIGH-IMPACT TECHNOLOGY
- TRANSPARENT-MAXIMISE NATURAL LIGHT IN YOUR BUILDING DESIGNS
- FAST INSTALLATION
- GREATER CUSTOMER ENGAGEMENT THROUGH IMMERSIVE TRANSLUCENT DISPLAYS
- 2 YEAR WARRANTY
- DAYLIGHT VISIBLE LED SOLUTION
- ON-SITE MAINTENANCE
- SUPER HIGH BRIGHTNESS
- INTEGRATED SOLUTION
- LIGHTWEIGHT
- SUPERIOR PRODUCT LIFE