

SuperImaging, Inc.

43239 Osgood Rd

Fremont, CA 94539 USA

Main Tel: +1 (510) 573-3913

Sales & Marketing Tel: +1 (831) 334-1840

SuperImaging.com



MediaGlass Signage

Turns any window into an animated neon display!



SuperImaging's MediaGlass™ system projects line-art messaging onto windows. Using a blu-ray laser projector and a virtually 100% optically clear film on the window, MediaGlass keeps windows clear, yet allows them to be used for high-impact messaging. The line art is projected as a borderless hologram, with images that float in mid-air, moving and spinning. The unique look and movement attracts more interest than competing technologies, and results in higher impact messaging for better ROI.

Image brightness is akin to neon, such that this messaging is ideal for indoor applications and on windows at night. Restaurant or retail nighttime window advertising, mall shop windows, and events such as tradeshows are all applications where MediaGlass will grab more attention and produce better messaging effectiveness.

Also, MediaGlass offers the benefit of being able to update messaging quickly at low cost. Just email a new graphics file out to stores with MediaGlass, and they can update the USB that plugs into the projector. Almost no cost is involved, and it only takes a day to make an update happen! Best of all, our dedicated team of advertising artists can make new hologram files based on your design concept in only 48-72 hours! No more messy logistics with posters and other expensive signage; hologram files get emailed out and your messaging is quickly and economically updated! MediaGlass reduces ongoing costs, improves visual merchandising and the customer experience, and bolsters the brand image so you generate more business.



"It's pretty neat technology – you're much more likely to look at retail windows as a shopper than a TV monitor"

- Former COO, Sharper Image

MediaGlass Advertising Signage

- Maximizes the customer experience
- Piques customer interest to increase sales
- Reduces operational expenses
- Multiple messages allow for sales of advertising space on windows
- Text spins in 3D, so legible from both sides of window

SuperImaging, Inc.

43239 Osgood Rd
Fremont, CA 94539 USA
Main Tel: +1 (510) 573-3913
Sales & Marketing Tel: +1 (831) 334-1840
SuperImaging.com



Maximize the Customer Experience

Windows draw customers in because they show products and make the retail space feel open and inviting. Some visual merchandising uses opaque images or digital screens in windows, obscuring visibility and making the store less inviting. The more opaque the windows become, the more it detracts from the consumer experience. Transparent messaging ala MediaGlass delivers messaging while leaving the windows clear. This new technology interjects pizzazz into your messaging, making the sales environment more fun and exciting!



Image projected onto film with no window, showing film is clear



-Sample animation of shoe soaring past bubbles-

"Now I have the ability not only to move a sign physically so I can better catch your eye, but catch it every few seconds if I change the message" "If an ad is bombing at the cash register, we just change it instantly and I don't have to go through a production of paper."

---Macy's Senior VP---

Piques Customer Interest to Increase Sales

In addition to crisp bright graphics, MediaGlass images move, spinning in a borderless virtually 3D display. Multiple messages can be included in one display, with up to two hours of animation on one normal USB drive. The ability to provide multiple hologram images gets rapt customer attention for more effective messaging delivery to build product awareness, reinforce the brand message, and increase enthusiasm to buy. The US Government Small Business Administration states electronic messaging increases business by 15%-150%, and 3D imaging will increase the impact! MediaGlass takes you so far beyond single opaque static images, you'll never want to go back.

Reduces Operational Expenses

Graphics printing expenses. Promo material shipping costs. Logistics lead time and coordination. Time and money spent changing the store displays. LED display impact on electrical expenses. What if you could wave a magic wand, and make all these costs disappear? MediaGlass can be your magic wand. All these operational costs vanish, since to change out advertising, the store just changes the graphics file on the USB drive. No materials, no cost, just a minute or two to change the USB drive.



Logo demo



Allows for Co-Branding and Advertising Sales

Multiple images and animations allow the retailer to not only promote their core product and brand, but allow them to also feature advertising for other companies, effectively making the window a profit center of advertising sales like billboards. Co-branding can bolster the brand image of both companies, adding variety to the window messaging.



Safety Note

Please note this is a class IIIb laser product. As with any laser product, all safety guidelines must be strictly adhered to, and one must never allow anyone to look directly into the beam, which terminates completely on the film.