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MediaGlass Signage

Turns any window into a large dynamic display!



MediaGlass turns any clear surface into a dynamic display. Line art images appear to move in 3D, grabbing people's attention. Viewers are often astounded that there's no leakage of projected light through the glass, and that the projection is equally visible on either side of the glass. Using glass as the media allows one to transmit more information to customers, while the unique look grabs more mindshare of the viewers so the messaging has a higher impact than conventional technologies.

The system uses a laser projector and optically clear film on the window. The line art is projected as a borderless hologram, with images that appear to float in mid-air, moving and spinning. 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, theater lighting, and events such as tradeshow are all applications where MediaGlass will provide a unique and memorable experience for viewers.

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 creative can make new hologram files based on your design concept as little as 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

- Gives the brand a fresh exciting appearance
- 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, legible from both sides of window

Logos shown do not represent any endorsement by their respective brand owners, but are examples to show how the technology could be used. SBA quote is from sba.gov/smallbusinessplanner/start/pickalocation/signage/emcfaq.html

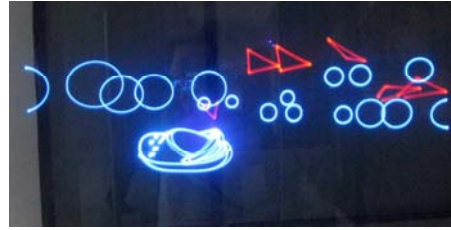
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Maximizes the Customer Experience

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!



-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---



Saint Gobain's Paris Glass House Demo with monochrome MediaGlass projector

Piques Customer Interest to Increase Sales

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. LCD/plasma display impact on electrical expenses. What if you could make all these costs disappear? MediaGlass can be your tool to achieve operational savings. 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 quick USB drive file update.



Image projected onto film



Logo demo

Allows for Co-Branding and Advertising Sales

Multiple images and animations allow the retailer to not only promote their core product or brand, but also allow them to advertise for other companies, making the windows generate revenue. 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. The laser energy is completely absorbed by the nanoparticles on the film, which turn it into harmless normal visible light, but similar to laser pointers one must never look into the laser.