

# Transform Everyday Glass Into an On-demand Signage Solution

Use existing glass surfaces for promotion, branding, content, and storytelling

By Rich McPherson



Sharp NEC Display Solutions has partnered with Avery Dennison's Vela™ Dynamic System to create ActiveScene™. This innovative on-demand signage solution transforms plain glass into a stunning digital signage surface, enabling retailers, corporations, and other adopters to switch easily from transparent glass to an opaque surface that can be used for projected content or for privacy shading. ActiveScene offers a new level of functionality for existing spaces – all with an easy retrofit installation that requires no costly changes to a building or space.

## A Sophisticated New Technology

The ActiveScene solution is made possible by Avery Dennison Vela, a thin translucent film that can be placed over glass panes. This revolutionary smart film has a special coating that covers a layer of liquid crystals. The film adheres to glass and remains transparent when not in use. But when activated, the liquid crystal layer of the film provides a surface that can be used to display projected images or provide privacy shading. Vela film can be applied to almost any interior glass surface and is engineered for easy maintenance.

## Opening Up New Display Possibilities

ActiveScene's innovative technology enables a wide range of content to be rear-projected onto glass surfaces, creating an immersive visual experience that will entice viewers and passersby or provide on-demand privacy for meeting rooms and other spaces. It offers a wide range of users the ability to switch instantly from a transparent window or glass pane to a multimedia presentation surface. ActiveScene provides all the benefits of digital signage, including

presenting ads, videos, messaging, and other dynamic content, as well as the ability to change and customize content on demand.

## Opening Up New Display Possibilities

ActiveScene's innovative technology enables a wide range of content to be rear-projected onto glass surfaces, creating an immersive visual experience that will entice viewers and passersby or provide on-demand privacy for meeting rooms and other spaces. It offers a wide range of users the ability to switch instantly from a transparent window or glass pane to a multimedia presentation surface. ActiveScene provides all the benefits of digital signage, including presenting ads, videos, messaging, and other dynamic content, as well as the ability to change and customize content on demand.

It's an affordable, unobtrusive display solution that's an ideal fit in a variety of settings:

### Retail stores

With ActiveScene, retail stores can use interior windows or other glass panes to present messages and content, whether it's promotion videos or marketing and branding messages. The glass panel can remain transparent when desired or be deployed as a display surface to attract attention to ads, sales, or other messaging.

Stores can use the technology to provide a wow-factor to boost customer engagement and to provide promotional partnership opportunities with manufacturers and suppliers. A retailer



can expand its messaging and storytelling capabilities, transforming a glass surface from its transparent state to a display surface in an instant. A video can be played on a window or a vertical display case, and then the surface can be switched to transparent to reveal the actual products.

Although it's generally not advisable to use this solution on exterior windows during daylight hours, it can be used under certain lighting conditions, such as at night and on cloudy days. People outside passing by an exterior window equipped with ActiveScene would be able to see through the transparent glass to view a traditional window display during sunlit hours. In darker lighting conditions, a store could use the same window to present content – either to complement the products on display in the window or to present unrelated ads, promos, or messages. For example, during dark hours an auto dealership could use one of its large exterior windows facing the street to show videos of new models in action or to promote current sales – delivering messages to potential customers even when the dealership is closed.

### Corporate

In corporate settings, ActiveScene can project videos, logos, branding, or other messages onto a glass surface. It's an ideal solution in reception areas, human resources, boardrooms, and other settings with windows or glass walls.



An ActiveScene installation can also provide flexibility and improve the appearance of interior offices, particularly in open-concept spaces. Transparent glass panels can be switched to a frosted opaque shading whenever desired, providing a digital signage solution without obstructing sight lines or being conspicuous. This on-demand functionality also enables staff to control whether the glass remains see-through or to use the frosted shading setting for meetings, human resources purposes, or other situations that require privacy.

### Museums and entertainment venues

The ActiveScene technology is a perfect fit for museums, providing a new way to engage

visitors and convey information and insights effectively. For example, a nature center or a history museum can enliven a diorama by projecting text or a video onto the diorama's glass front and then revealing an exhibit focused on an ecosystem or a historical event. This unique capability makes presentations more dynamic and appealing, particularly to younger visitors.

Entertainment venues can also use the technology to transform transparent glass into a surface for videos, games, or messages.

### Education

Universities and other educational institutions can use ActiveScene to turn windows and glass panels into surfaces to present instructional materials or information – all while maintaining the flexibility of switching back to transparent glass when needed.



## Choosing the Right Solution

Sharp NEC Display Solutions offers five different turnkey ActiveScene solutions suited for a range of needs. Each package includes a NEC projector, Vela film, cables, and other essentials for the installation. Determining which package is right for your application depends on your setting, ambient light, and other factors. Each package can be customized, for example adding multiple projectors for a specific use.

## Seeing Projection in a Whole New Light

ActiveScene is a cost-effective retrofit solution that can be adapted to transparent windows of any dimension, transforming them into display screens to feature advertising and brand messages, entertainment and educational content, and many other types of announcements. It can also provide privacy shading in offices and other settings.

There are many factors to consider when planning an ActiveScene installation. Sharp/NEC will help guide you through the process to optimize the installation for your unique application. For more information about ActiveScene and to learn how it can create dynamic experiences for your space, visit us at [www.sharpedisplays.us/activescene](http://www.sharpedisplays.us/activescene).

### About the author:

*Rich McPherson is a Senior Product Manager at Sharp NEC Display Solutions of America, overseeing the company's installation and digital cinema projectors. He has over 30 years of experience in the projection industry, and his roles have included customer service, engineering and product management. <https://www.sharpedisplays.us/>.*