

Glass Wall Screen – Transparent LED Media facade Solution



**brings art and
commerce together**

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Mediatecture – Media Architecture

- Media Architecture also known as Digital architecture and Digital Media LED facade.
 - Media facade is a new concept that allows to lighten up modern cities, make streets more attractive, pastime more informative.
 - Architecture tends to use media facades more and more as a stylistic feature.
 - Media facade is now part of the planning process and offers new scope for visionary design which coined the term Mediatecture.
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Mediatecture – Media Architecture

- Media facades are not the privilege of banks or large institutions only. Small organisations and groups of individuals should be able to broadcast visual contents in the urban landscape, proposing creative programmes produced freely according to their own criteria and ideas.



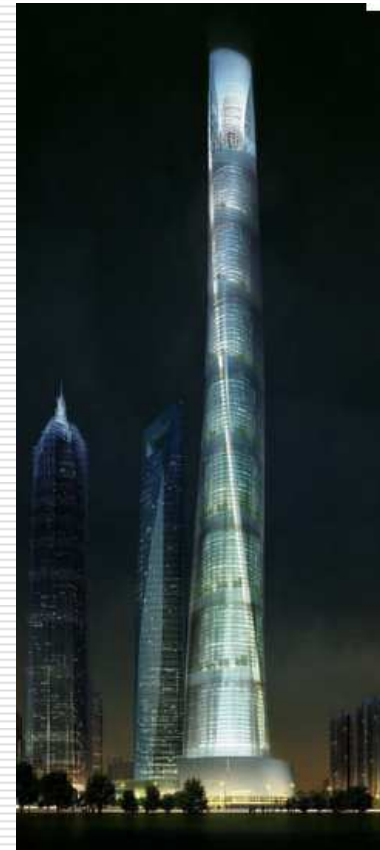
How to create a media function for a building and still retain its stylistic features?

- Perfect fit in the building — The resulting media facades should be designed to be complimentary to the building itself and to the surroundings.
- Today's building design is very stylish and structures are complicated.



How media content and architecture can be artistically integrated?

- Create Visual value — To reap the maximum benefit and visual impact one should avoid simply putting lots of color changing LEDs on a building without showing any contextual interests.



Solution goes beyond the limitations of traditional building signage and lighting.

The market is looking for a solution to successfully marry digital content with architecture, bring the art and commerce together.



Glass wall screen adds dynamic dimension to the building with a wide range of graphics, animation and video, while enhancing large building surfaces without compromising the building's structure.

About GWS Technology

GWS Technology specializes in the design, engineering, supply and installation of glass wall screens, provides transparent LED media facade solution with cutting-edge technology.

GWS team comprises highly skilled designers, engineers and technical staff, who are working together to provide the most appropriate LED display solution for different glass buildings.

GWS Tech. owns patented technology of glass wall screen, and makes it become new architectural material.

Glass wall screens are provided for

- Architects and designers;
 - Building owners and developers;
 - Advertising agencies and TV channels;
 - Marketing and advertising experts;
 - Internet resources and social networks;
 - Investors and sponsors.
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Models of glass wall screens

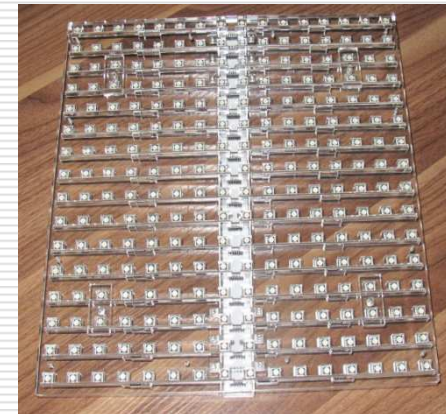
- We currently offer glass wall screens of Pixel pitch 10mm, 14.65mm, 16mm, 20mm, and 31.25mm.
- The upcoming products will be of higher resolution and transparency, for bigger or smaller glass windows.



P10 module



P16 module



P20 module

Features & Advantages of Glass wall screens

➤ **Transparency**

Unique led mounting technology and transparent acrylic panel bring up to 70% transparency.

Configurable to 70% transparency preserving the view from within the building.



Features & Advantages of Glass wall screens

➤ **Light weight**

Compact design reduces the display weight to 12 kg/m²
Light-weight design allows larger digital media façade installations in locations unable to support traditional digital media displays.



Features & Advantages of Glass wall screens

➤ **High brightness**

By day the display packs a powerful 6,000nits of brightness, ensuring a vivid image even on the brightest days.

By night the display brightness is adjustable automatically or via software.



Features & Advantages of Glass wall screens

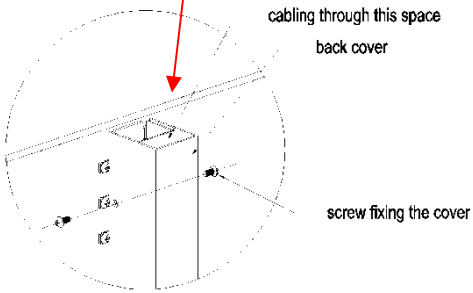
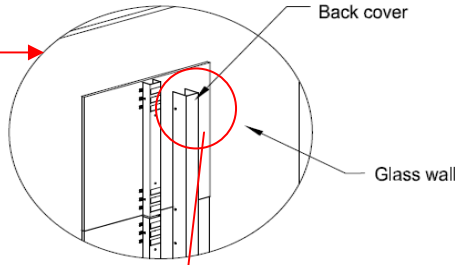
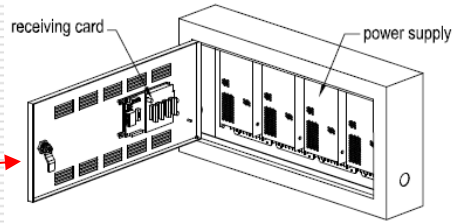
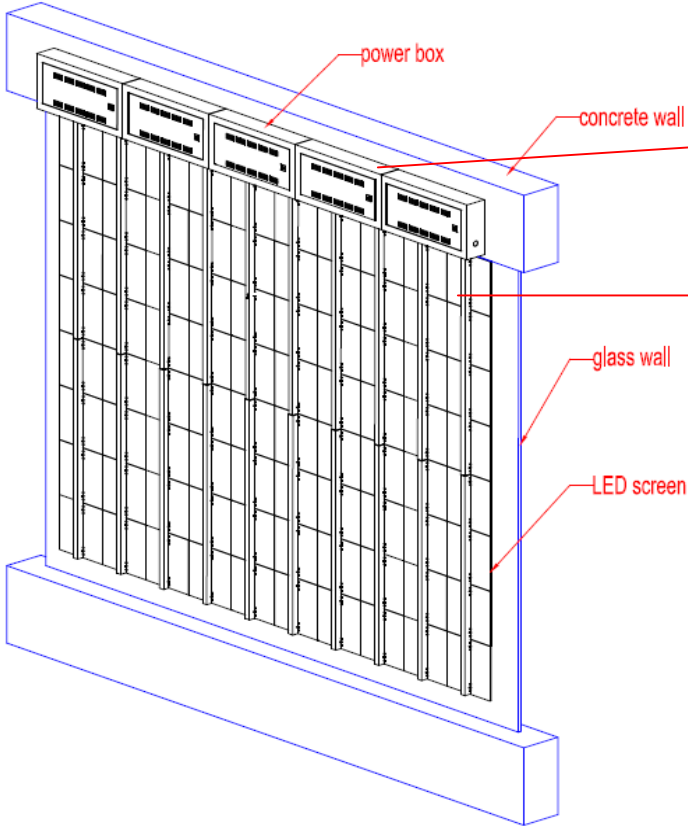
➤ **Easy Installation and Maintenance**

No need for installation structure. The module is directly stuck on the glass wall via UV glue within 10 seconds.

All maintenance can be done indoors.



Features & Advantages of Glass wall screens



Installation drawing

Features & Advantages of Glass wall screens

➤ **Elegant and fashionable shape**

Clean-cut, crystal clean frame fit for difference glass wall.
Glass wall screen will integrate seamlessly into the building's architecture. The strip designed module conforms to a building's unique design, thus not concealing it.



Features & Advantages of Glass wall screens

➤ **Multi-function system**

The system can support video, graphics, animation, text and live broadcast.

Media façade creates high-end branding opportunities and is a new way to tell the story.



Case Analysis

A 2000 square meters Glass wall screen installed in Xi'an. It is P20, total 4 screens, different model size to organize as a sector.

With demand for module design, this project is the perfect combination of art and technology.



Case Analysis

This display is installed in Czech Republic.

The modules are stuck on the glass wall to create high definition screen wall. When the display is off, the modules are invisible;

when the display is on, high definition pictures float over the glass building.

With 12 kg/m², glass screens considerably reduce the load for the glass wall, which enables installation on different glass walls without extra structures.

The module integrates seamlessly to the glass wall, which enables the building to keep its stylish design.



Case Analysis

Glass screens installed on shopping window can play a wide range of graphics, animation and video, text etc. Deliver the latest news about the shop.

Transparent display keeps the shop bright and will not block the view for both inside and outside viewer.



On-going project



On-going project

