

# ACTIVESCENE TRANSFORMS EVERYDAY GLASS INTO AN ON-DEMAND SIGNAGE SOLUTION

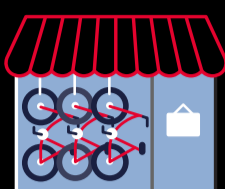
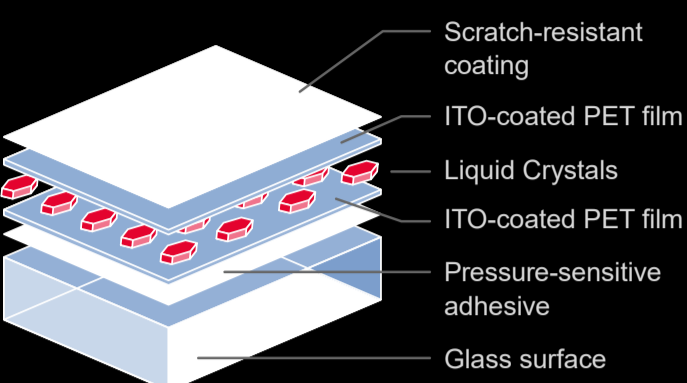
ActiveScene™ is an innovative on-demand signage solution that transforms plain glass into a stunning digital signage surface. It enables users to switch easily from transparent glass to an opaque surface that can be used for projected content or for privacy shading.

## HOW IT WORKS

ActiveScene pairs a projector with a special film applied to transparent glass.

### The film

The solution is made possible by Avery Dennison's Vela™ Dynamic Display System, a thin, translucent smart film that has a special coating covering a layer of liquid crystals.



Transparent state:  
See-through glass



Opaque state:  
A surface for projected content, such as videos, or privacy shading



Can be applied to almost any interior glass surface



Is engineered for easy maintenance

### The projector

To project content on to the film surface, a projector is installed behind the window.



## EXPLORE NEW DISPLAY POSSIBILITIES

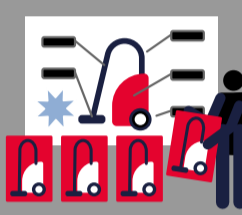
Active Scene enables you to use existing glass surfaces for



Promotions



Branding



Multimedia content



On-demand privacy

## ACTIVESCENE IS VISIBLY BETTER

A perfect solution for a wide variety of users

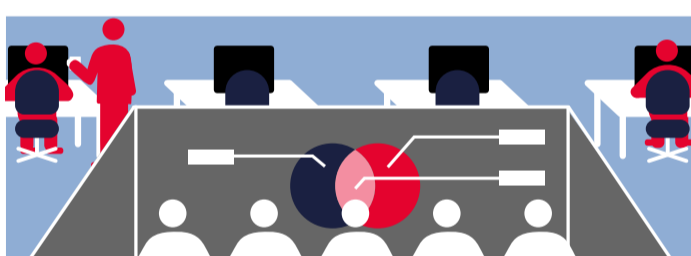


### Retail Stores

- Provide a wow factor
- Engage customers with an eye-catching digital display
- Project marketing messages and storytelling content
- Switch from a window display to projected image
- Eliminate fixed displays that block customers' views
- Use on exterior windows at night and on cloudy days

### Corporate offices

- Engage visitors and employees with eye-catching digital displays
- Switch between transparent (let light in) and on-demand privacy
- Use in meeting rooms, boardrooms, reception areas, human resources

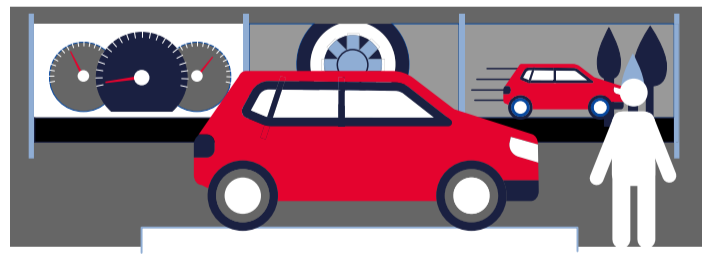


### Museums and entertainment venues

- Enliven a diorama with text or video on its glass front
- Use transparent glass surfaces for videos, games, or messages

### Education

- Turn glass panels into surfaces for presenting instructional materials or information
- Maintain flexibility to switch back to transparent glass



### Trade Shows and Exhibitions

- Use glass panels to display content about new products

## OTHER BENEFITS

- Provides a new level of functionality for existing spaces
- Offers an easy retrofit installation that requires no costly changes to a building or space
- Available in five customizable, turnkey solutions covering a wide range of needs

## WE MAKE ACTIVESCENE SIMPLE

Our team will work with you to:



Plan the ideal solution for your space



Survey your site to ensure your goals are met



Provide installation services and a media player



Offer guidance on how to use the solution

We also offer best-in-market warranty coverage for our solutions — to provide you with peace of mind.

For more information about ActiveScene and to learn how it can create dynamic experiences for your space, visit us at [www.sharpnecdisplays.us/activescene](http://www.sharpnecdisplays.us/activescene).

**SHARP**