



PRODUCT PRESENTATION

Holographic & Transparent LED

Make your façade the thing people stop, photograph and remember
— while the space behind the glass stays exactly as it is.

80–95%

FILM TRANSPARENCY

<2 mm

FILM THICKNESS

5,500

PEAK NITS, MESH

100,000 h

RATED LIFETIME

WHY IT PAYS FOR ITSELF

Your façade is the biggest ad space on the street. Start earning from it.

01 Stop the street

Motion and light pull the eyes that walk straight past printed vinyl — you capture footfall you already pay rent for.

02 Sell after hours

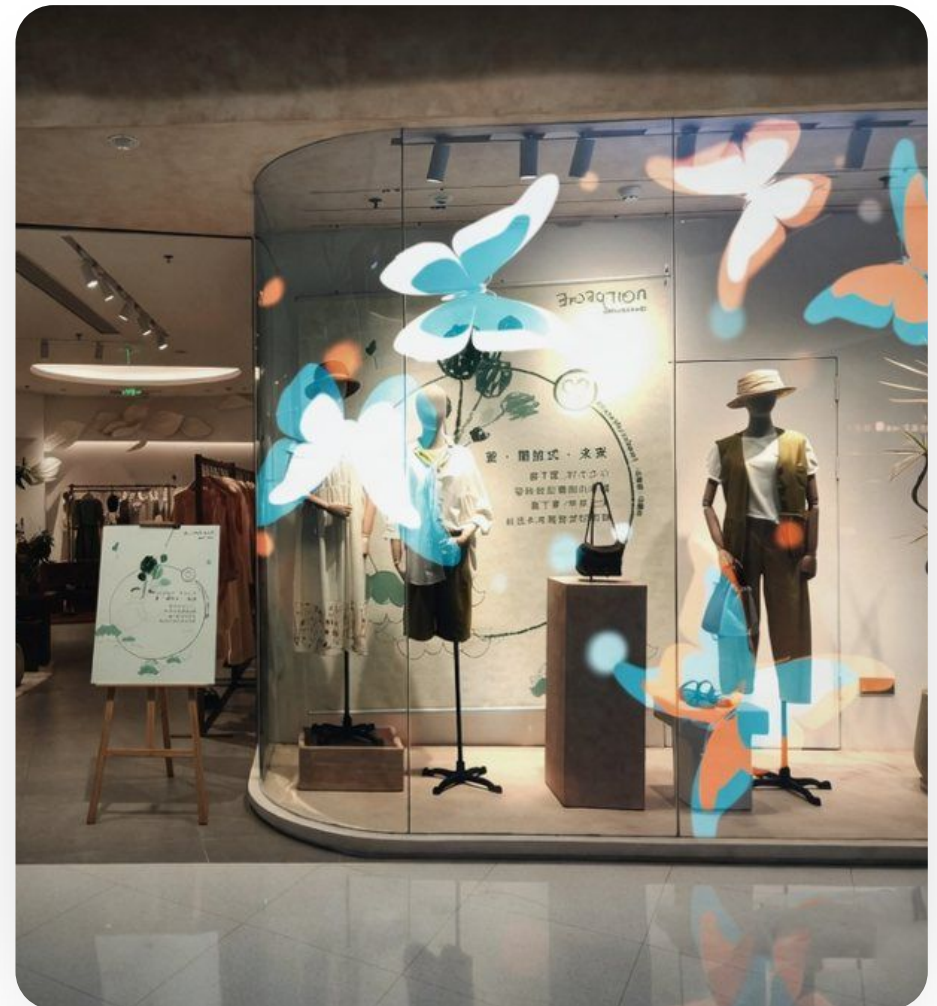
It keeps promoting when the doors are locked: a 24/7 shopfront that never clocks off.

03 Own the landmark

A façade people photograph and post becomes free reach — your building doing your marketing for you.

04 Keep the view

Up to 95% see-through, so you add a screen without hiding the space, the product or the daylight behind it.



WHY IT WINS

Six reasons buyers choose transparent over vinyl or a solid screen

01 The window keeps working

Up to 95% transparency means your merchandising, your daylight and your view survive. A solid LED wall in the same opening kills all three.

03 Motion beats static

Animated content in a window tends to draw more attention than printed graphics — and it changes in seconds instead of a reprint cycle.

02 Nothing structural changes

Film installs mount to the existing frame with no steel. Landlords, heritage frontages and glass curtain walls all clear far more easily.

04 Camera-safe by default

3,840 Hz refresh means no banding on phone video or broadcast cameras. Essential anywhere customers film.

THE NUMBERS

Specifications that decide the deal

Holographic & transparent LED — full specifications

	Flexible film	Mesh panels	Hologram fan
Transparency	80–95%	55–70%	Background fully visible
Brightness	3,000–4,500 nits (5,000 premium)	4,000–5,500 nits	Up to ~3,200 nits
Pixel pitch	P3.91 / P6.25 / P10	P3.91 / P7.81	224–1,800 px per rotation
Weight	~6 kg/m²	~10 kg/m² (framed)	1.5–15 kg per unit
Thickness / size	Under 2 mm	75–100 mm frame	Blade Ø 42–200 cm
Refresh rate	3,840 Hz	3,840 Hz	30–60 fps
Power (average)	~200 W/m²	~220 W/m²	40–150 W per unit
Rated lifetime	100,000 h	100,000 h	50,000 h motor and LED
Control	Novastar / Colorlight — cloud, 4G, Wi-Fi, USB	Same	App, Wi-Fi, cloud CMS
Warranty	3 years	3 years	2 years

WHERE IT WORKS

Built for glass-fronted business



Luxury retail windows

Car showrooms

Hotels & casinos

Restaurant frontages

Real-estate listing windows

Mall atriums

Glass balustrades

Museums & exhibitions

Curtain-wall media facades

Trade-show stands

Bar & club entrances

Airport retail

from \$1,899/m²

INDICATIVE



Let's turn your glass into revenue.

Send the size and a photo of your glass. An engineer returns a written spec — product, pitch, brightness, load and a budget range — within one business day. No obligation.

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