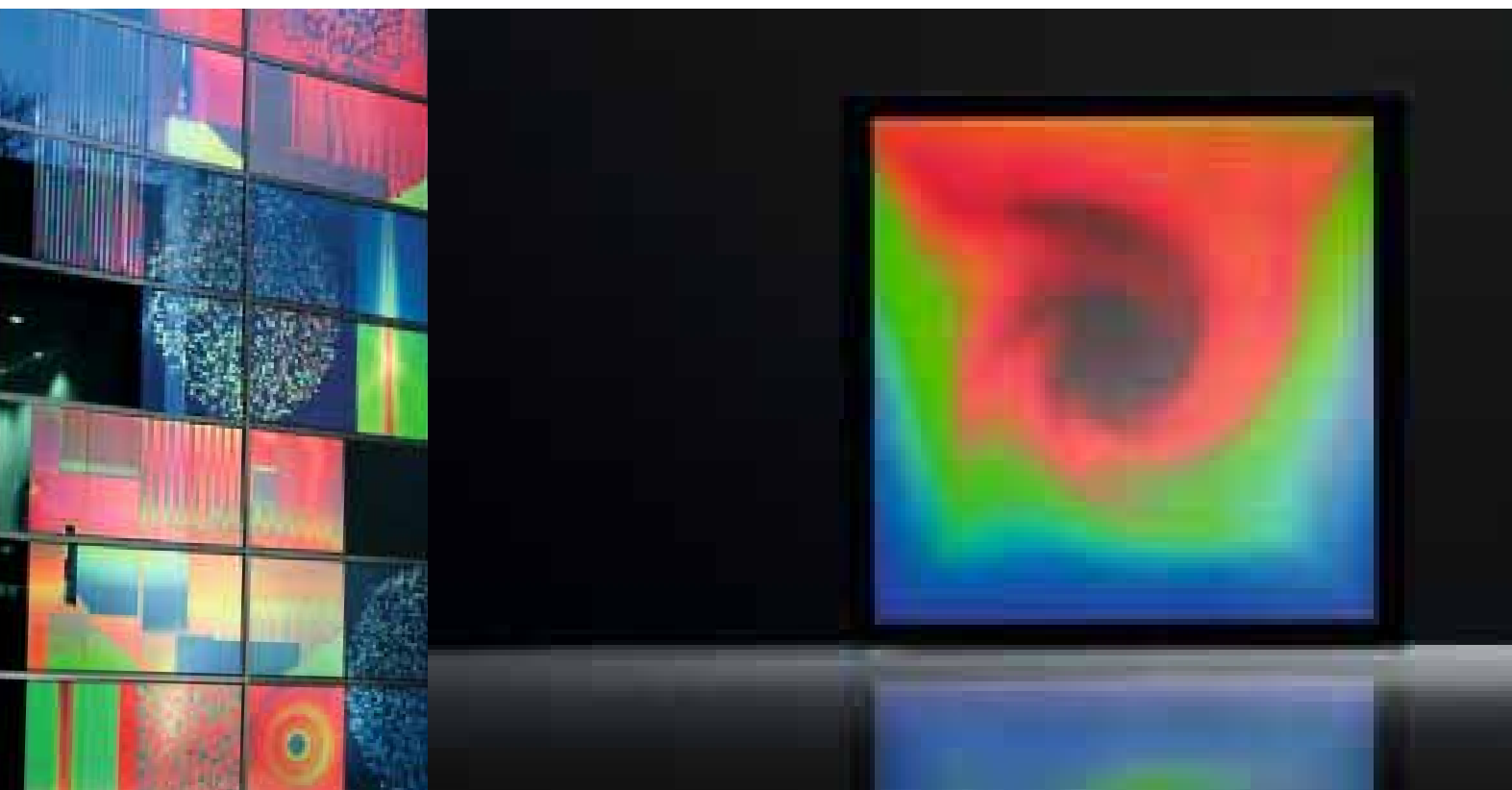


HoloSign Living facades



Living facades -
HoloSign "Eyefire" by
Michael Bleyenberg
at the Deutsche
Forschungsgemeinschaft
in Bonn.

HoloSign makes facades light up. **HoloSign** consists of holographic optical elements that break up white light into its spectral components and divert it to the observer. Glowing pictures and coloured designs appear on the facade. **HoloSign** does not show pictures projected by a projector: a fixed motif is deposited in the **HoloSign** screen. This motif is illuminated via a homogenous source of light (it can also be the sun) in highly intensive colors. The colors generated change when the source of light or the viewer begins to move. This characteristic is extremely effective and perfectly suitable for the artful decoration of facades or for light advertisement.

The illumination facilities of G+B pronova GmbH allow the conversion of any given design into holographic displays, which are composed of a variety of small spectral colored pixels. Texts are also possible.

HoloPro™

Eye-catching Transparency

Glowing pictures in pure spectral colors.



Living facades - **HoloSign** "Eyefire" at the Deutsche Forschungsgemeinschaft in Bonn (right) and the "New Burlington Flare" – for the administrative headquarters of the Crown Estate in London (above) both by Michael Bleyenberg.

HoloSign can be made of any glass (e.g. ESG). The color effects are not visible from the rear side, which means that even windows can be decorated with **HoloSign**. The windows remain transparent from the inside. **HoloSign** can also be used in facades: the elements have undergone special material tests for water resistance, UV protection and mechanical load capacity.

Available sizes: any format up to a maximum of 2.50 m x 6 m

Pixel size: 0.2 -10 mm

Picture formats: JPEG, BMP, TIFF, PICT

Illumination angle: 37° - 50°

Versions: reflected and transmitted light

Optional: advice from light artists about conception and design



HoloSign applications:

- Facade decoration
- Displays
- Room objects
- Light art
- Eye-catchers



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