

Tomorrow's glass

The idea of programmable glass is not new. For a long time it was a just vision; advertising your company on the outside of your building, having the ability to change the image at will. Holograms were a great hope.

Now a new company G-Smatt Europe has changed the game with a glass product that appears to have no limitations.

The idea and the product come from South Korea. Launched in 2014 it has grown rapidly transforming buildings inside and out across the world

European vice president Orhan Ertughrul says: "I had never seen anything like this glass. When I first saw it I thought that it had fantastic potential. In the market it was going to be huge. I made a presentation to the board in Seoul, we opened a 13,000sq ft warehouse and here we are. By the end of 2017 turnover in the UK is doing well and will do even better next year."

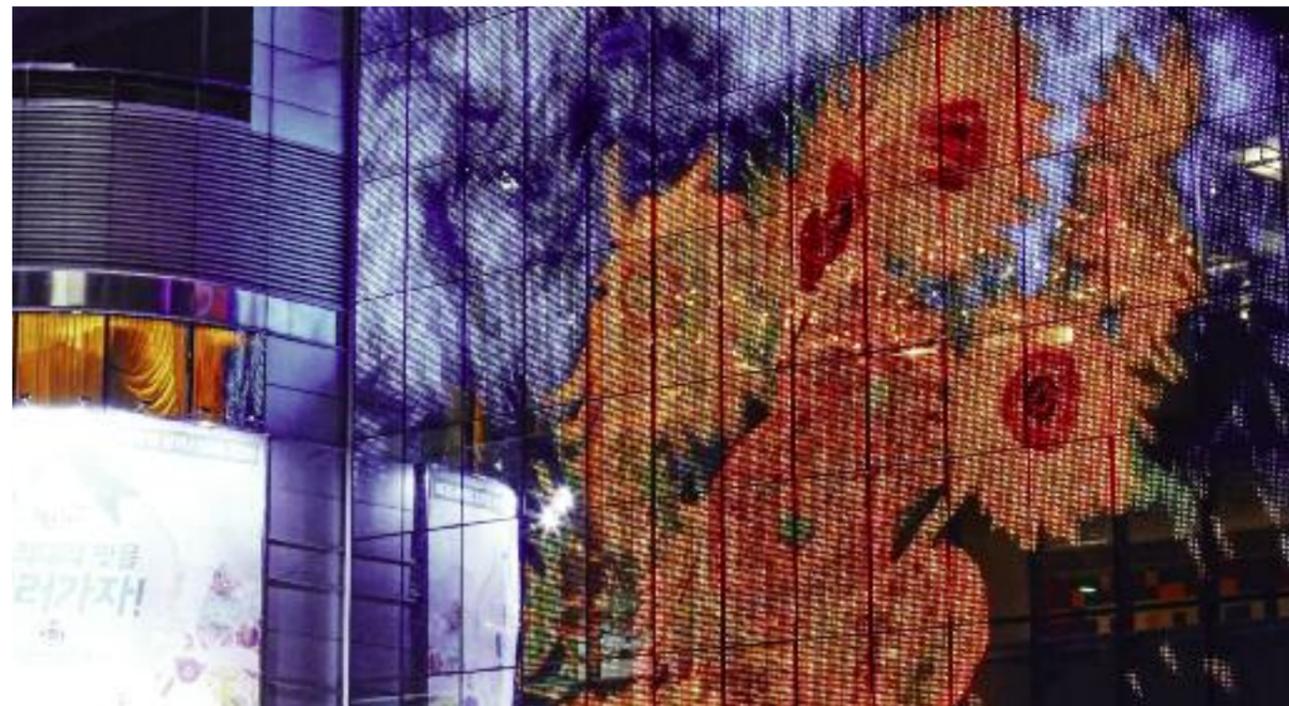
The company has three areas: Interiors, events and architecture. "We can transform a reception area, for example, show the latest products today and change it to something else tomorrow. As a stage background at events the possibilities are almost unlimited and our architectural grade will light up a building – and bear in mind we are not talking about static displays, things can move across the



Orhan Ertughrul

screen, change while you are watching. They can be linked to an activity taking place so, for instance an artwork can appear as it is being created. In fact you can reference on the outside whatever is happening on the inside. And with an app we can allow observers to interact with the display from a tablet."

"Advertising is changing," says Ertughrul. "Consumers



G-Smatt creates G-Tainers as pop-up buildings which could be anything from a retail outlet to a pub or restaurant. The company works with an engineering company to manufacture steel frameworks which are glazed with G-Smatt glass

are no long influenced by static advertisements, they need to be drawn in. The social media platforms such as Facebook, instagram, whatsapp or youtube are all dynamic, allowing instant contact with and reaction from potential customers.

"Cities are going to become dynamic. Advertisements on building will draw people into stores and once inside you can send offers to their smartphones. But what about someone entering a store and immediately seeing a display showing the products she might be interested in? And the display changes for the next customer and so-on."

Korean based G-Smatt has offices in five countries, it's output in Seoul is 125,00m² a year with China producing a further 350,00m².

"For the past 20 years I have been involved with product as a manager and an owner," says Orhan Ertughrul. G-Smatt glass is the kind of product you dream about. It doesn't need selling, all you have to do is get it in front of customers and they will buy it." □

www.g-smatteurope.com

Technical

G-Smatt glass starts with a sheet of float glass coated with fluorine tin oxide

A circuit is laser etched onto the surface

LEDs are then precision placed and glued to the surface.

Spacers keep the top layer of glass away from the LEDs

The glass is finished with a second piece of glass which, depending on the planned use, may be toughened.

