



HoloSign

LIVING FACADES

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 but certain colors cannot be maintained - as is frequently required in corporate designs, for instance - since the colors are variable.

HoloProTM

EYE-CATCHING TRANSPARENCY

Living Facades

Glowing pictures in pure spectral colors.

HoloSign can be made of any glass (e.g. SCG). The color effects are not visible from the backside, 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.

HoloSign applications:

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

Available sizes: any format up to a maximum picture height of 1.55 m max.
width depends on glass
(3.3 m Amiran or 6.0 m float glass)

Pixel size: 5 - 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



Living facades - **HoloSign** by Michael Bleyenbergh at the Deutsche Forschungsgesellschaft in Bonn.



pronova

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