

# Dynamic Glazing Solutions for Every Industry™

Innovative Glass offers a full line of switchable glazing products, that give complete control of privacy, light, sunglare and heat coming into your clients' home or office - *automatically* or *at the touch of a button*. Windows, doors, walls and skylights produced with eGlass® promote use of natural light & provide an unmatched combination of comfort, security and **energy efficiency**.

## LC Privacy Glass



**Instant Privacy at the Touch of a Button**

LC Privacy Glass is a switchable privacy product that allows you to instantly switch the glass from Clear to Frosted White, to achieve 100% privacy. LC Privacy Glass is the only product that allows openness and privacy to coexist.

## SolarSmart Glass®



**Sunlight Responsive, Self-Tinting Glass**

SolarSmart Glass is a fully automatic, self-tinting glass that blocks heat and continuously adapts to the sun & environment throughout the day. SolarSmart darkens in response to bright sun & lightens when the sun moves away. It does not require wires, electricity or controls for operation.

## SPD SmartGlass®



**Room Darkening on Demand**

SPD SmartGlass is a soft blue tinted glass that gives the user the ability to "tune" the amount of light & sunglare streaming through their windows. Variably alter the tint of the glass and control heat gain while maintaining the view.



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Industry Leaders for over 10 years!

# Flipping the Switch



## The Privacy Glass Market Could be Ripe as Ever

by Nick St. Denis

**S**witchable privacy glass is the “veteran” of the dynamic glass world. But it could be argued that it is still in its rookie season.

The early versions of the product were highly innovative yet relatively mundane from an application standpoint. Conference rooms and office spaces were the biggest users of the technology and still are. However, as awareness of the product continues to increase, so has its growth—not only in how much it is used, but also the ways in which it is used.

### What has Changed?

For years, the architect community drove the demand for switchable glass, with designers suggesting and exposing the product to the end user as a solution for their various privacy needs.

That element is still there, but now the product is also consumer-driven.

Anthony Branscum, vice president of architectural sales at Plainview, N.Y.-based Innovative Glass Corp., says that transition has been made simply because “more people are seeing it.”

For example, high-end office settings

such as banking institutions and hedge funds are common places for the use of switchable glass, and when clients or business partners visit one another, they’re taking notice of the growing use of privacy glass.

“So now, when it comes time for them to do their own office renovation, they’re demanding their architect investigate the use of privacy glass,” he says.

In a way, it’s a game of keep-up, something Glass Apps CEO Thomas Lee, based in Los Angeles, says he’s seen in the commercial/retail sector.

One automobile company, for instance, will utilize the switchable glass for a product reveal event, and he’ll soon get calls from another company that wants to do the same thing.

### Putting up a Front

Glass Apps has caught on at the commercial retail level, with its switchable film being applied to storefronts.

With the technology, businesses are now able to bolster the “awe” factor of their displays, drawing more attention.

One such project was the Cartier boutique in Tokyo, where the company’s switchable product was applied.

During the day, the business’ regular inventory is on display through large, clear windows.

But in the evening, the windows go opaque, and video is projected onto the façade.

“Instead of having a mannequin in the



Photo: Polytronix

**The application of switchable glazing continues to grow in the healthcare sector as the product’s benefits regarding cleanliness are realized.**

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