Transparent Digital
Glass Solutions

STREET CO'
DISPLAY SOLUTION EXPERT
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The **future** is now

Vibrant digital beacons for modern cityscapes

Transform your building into an iconic landmark. Amaze people with inspiring visuals. Engage them with interactive content such as games or live digital artworks. Through instantaneously customisable content, we enable you to turn glass façades into storytelling canvases of architectural proportions.

Join the growing Smart City revolution, to create social hubs in our urban areas, where people can meet and form a seamless connection between the physical and digital experience.

With 130 successfully completed projects worldwide, this innovative technology is tried and tested and is continually being improved upon.

This is the next generation of story telling at an architectural scale.

Being proud winners of many awards in 2017-18, including the prestigious London Construction Awards Technological Innovation of 2017, we're supporting our urban environments towards a brighter, more connected future.

Worldwide clients include:

Coca-Cola

LLEWELYN DAVIES

SAMSUNG

MINI

HYUNDAI

上海證券交易所 SHANGHAI STOCK EXCHANGE

LG

COEX MALL

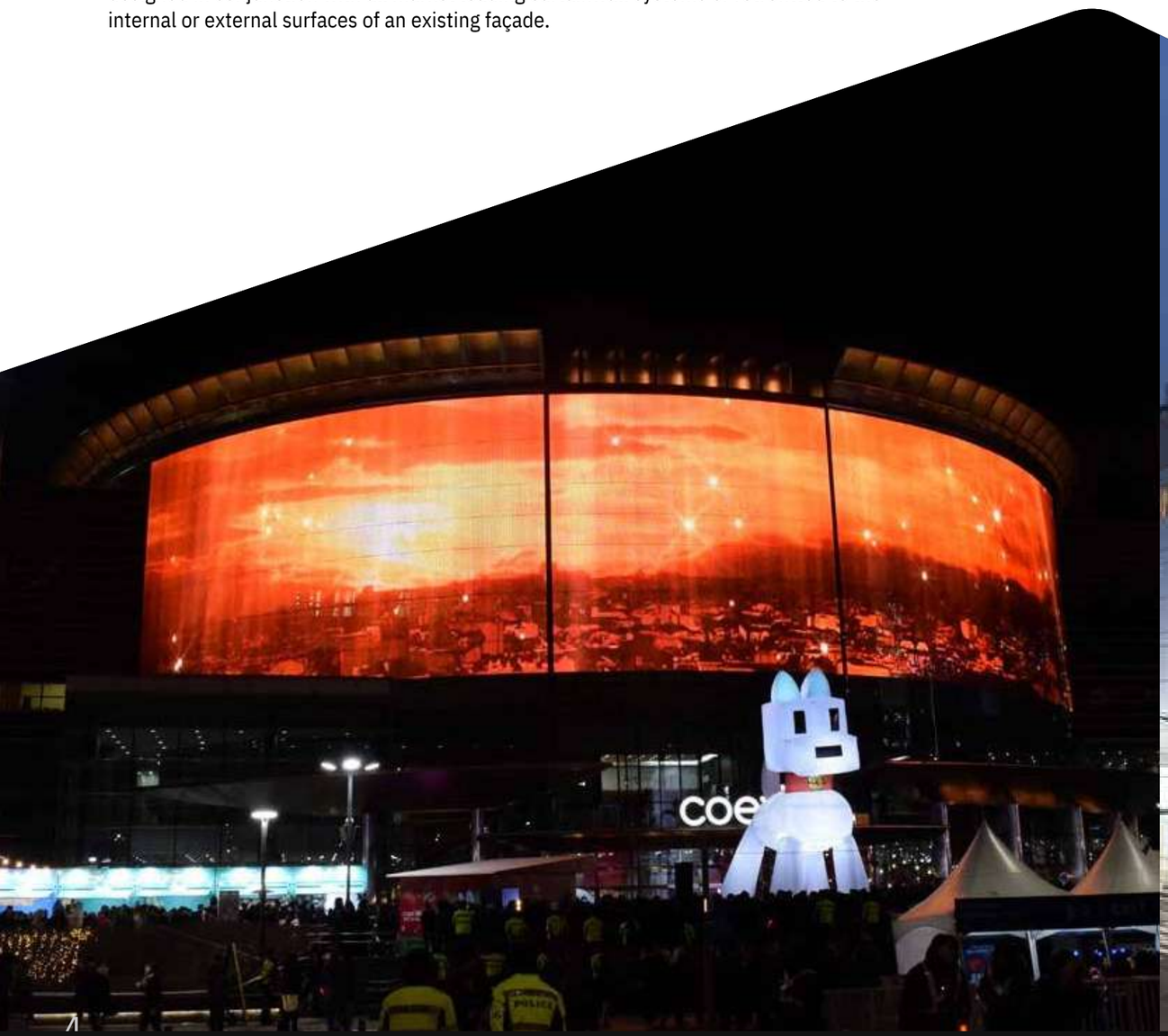
Dubai Airport Freezone

Digital Media Glass

Allow us to introduce you to our next generation Digital Media Façade Technology

Unlike previous generation media façade systems, StreetCo' Digital Media Glass provides totally transparent glass that allows natural daylight to pour in, complementing the beauty of the architectural design. The LEDs are integrated within the glass laminate, resulting in an intelligent, weatherproof solution, with all electronics protected from the elements.

This means StreetCo' Digital Media Glass is the primary facade material providing the weatherproof envelope of the building in one neat solution. Our system can be designed in conjunction with all market leading curtainwall systems or retrofitted to the internal or external surfaces of an existing façade.



Why **choose us**?

Benefit	What this means for you
Futureproof your brand	StreetCo' Digital Glass is at the forefront of Media Façade Technologies, therefore positioning our clients as pioneers, spearheading innovation.
Cost effective	This a highly durable product, requiring a similar capital investment to previous generation mesh and strip LED systems on the market, yielding much lower total cost of ownership.
Enhance the beauty	Not only can our technology provide an elegant glass façade, but can also burst into life with a vivid, eye-catching display.
Maximise natural daylight	StreetCo' Digital Glass is a market leader in transparency, with a rating of 99.7%. Capitalise upon daylight to create naturally lit spaces that promote wellbeing and productivity.
Maximise useable floor area	Unlike conventional LED displays, which create dead and dark spaces behind them, utilize all available floor area in your building, producing habitable interior space all the way to the façade.

Immersive Spaces

Create

Art installations

Interactive displays

Eye catching public information

A space for advertising
or community engagement

Transform

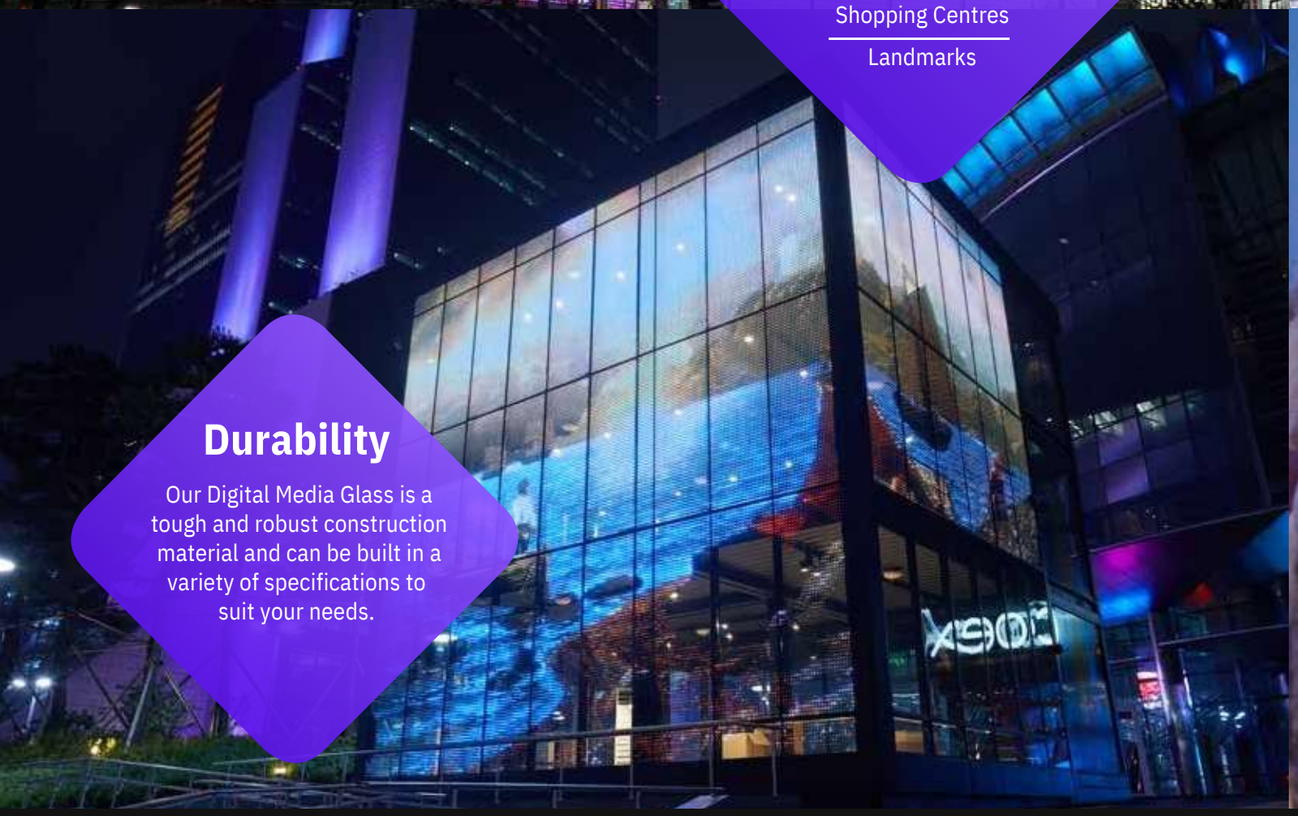
Stadiums

Shopping Centres

Landmarks

Illuminate your message

Project who you are and your values into the community by displaying beautiful dynamic art to mark your building as iconic and relevant.



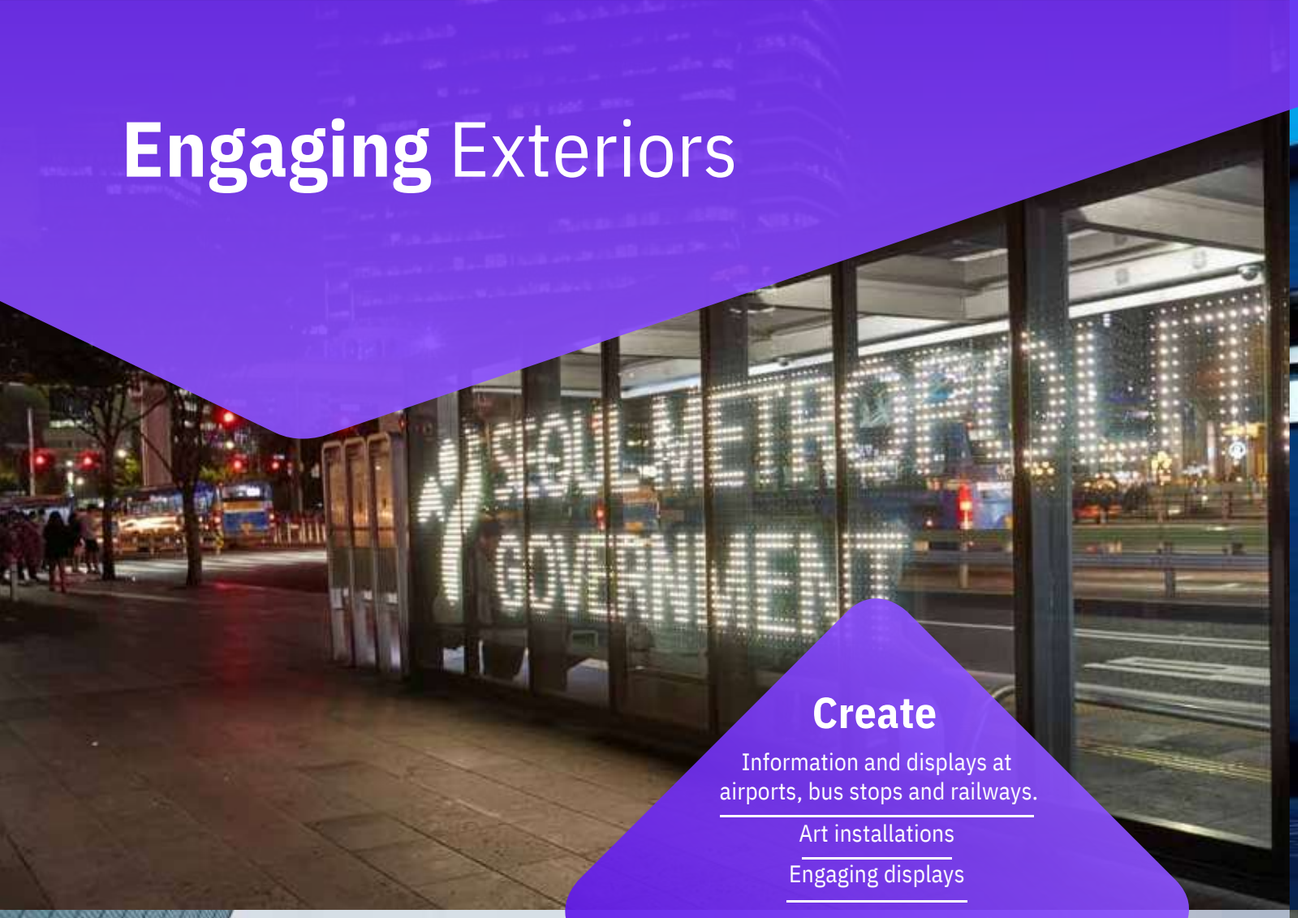
Durability

Our Digital Media Glass is a tough and robust construction material and can be built in a variety of specifications to suit your needs.

Fully interactive

StreetCo' media glass comes with a library of pre-developed apps allowing people to interact with your facade increasing awareness, footfall and engaging those around you.

Engaging Exteriors



Create

Information and displays at airports, bus stops and railways.

Art installations

Engaging displays

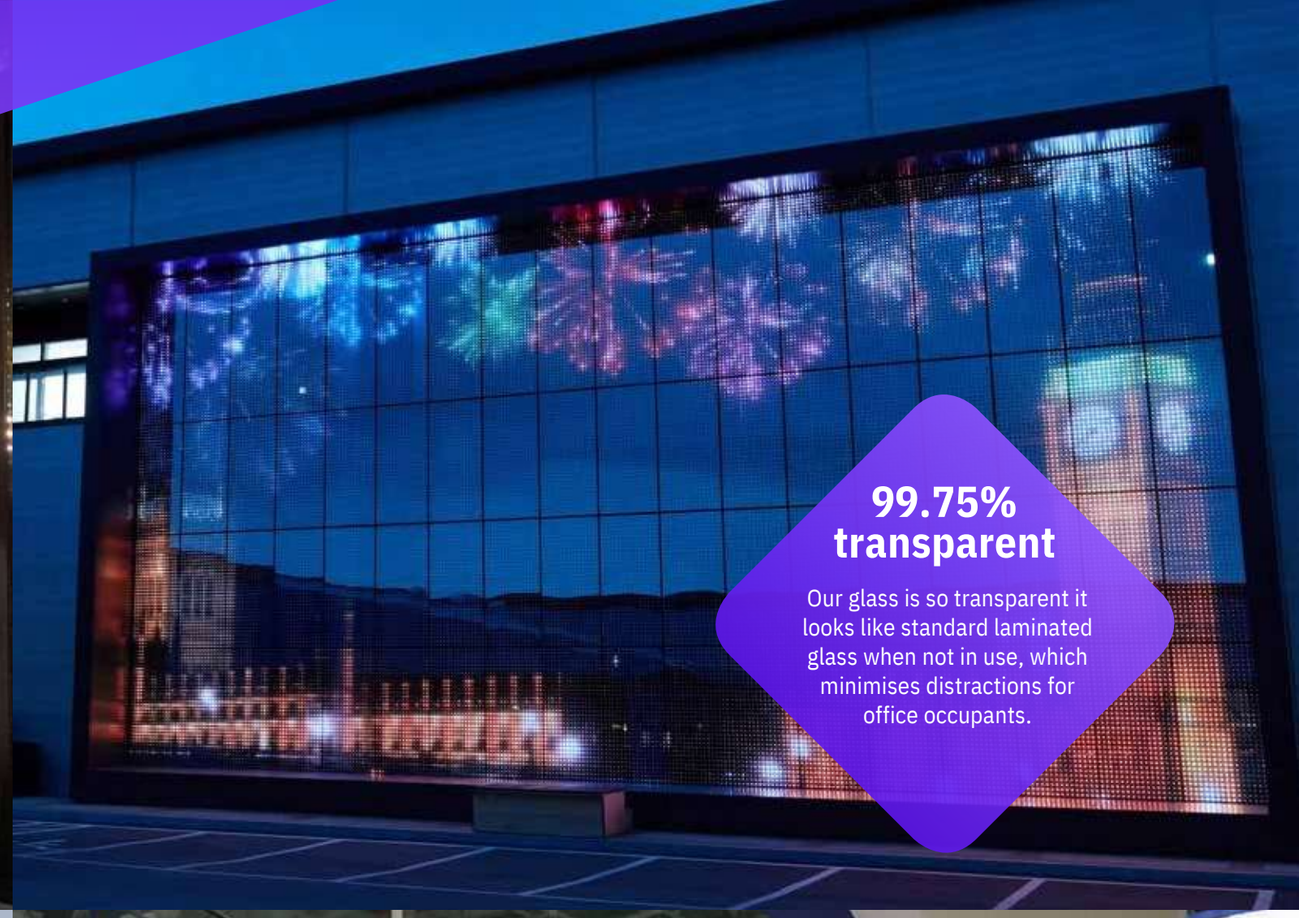
Transform interiors:

Public waiting areas

Offices

Flooring

Ceilings



99.75% transparent

Our glass is so transparent it looks like standard laminated glass when not in use, which minimises distractions for office occupants.

High impact

Set yourself apart from your competition and provide a talking point with your graphics.

Introduce infotainment

Easily delivers a stream of text and image-based information on your glass. Create welcome messages, sales offers, news bulletins, weather information, and much more.

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CASE STUDY

Coex convention & exhibition centre

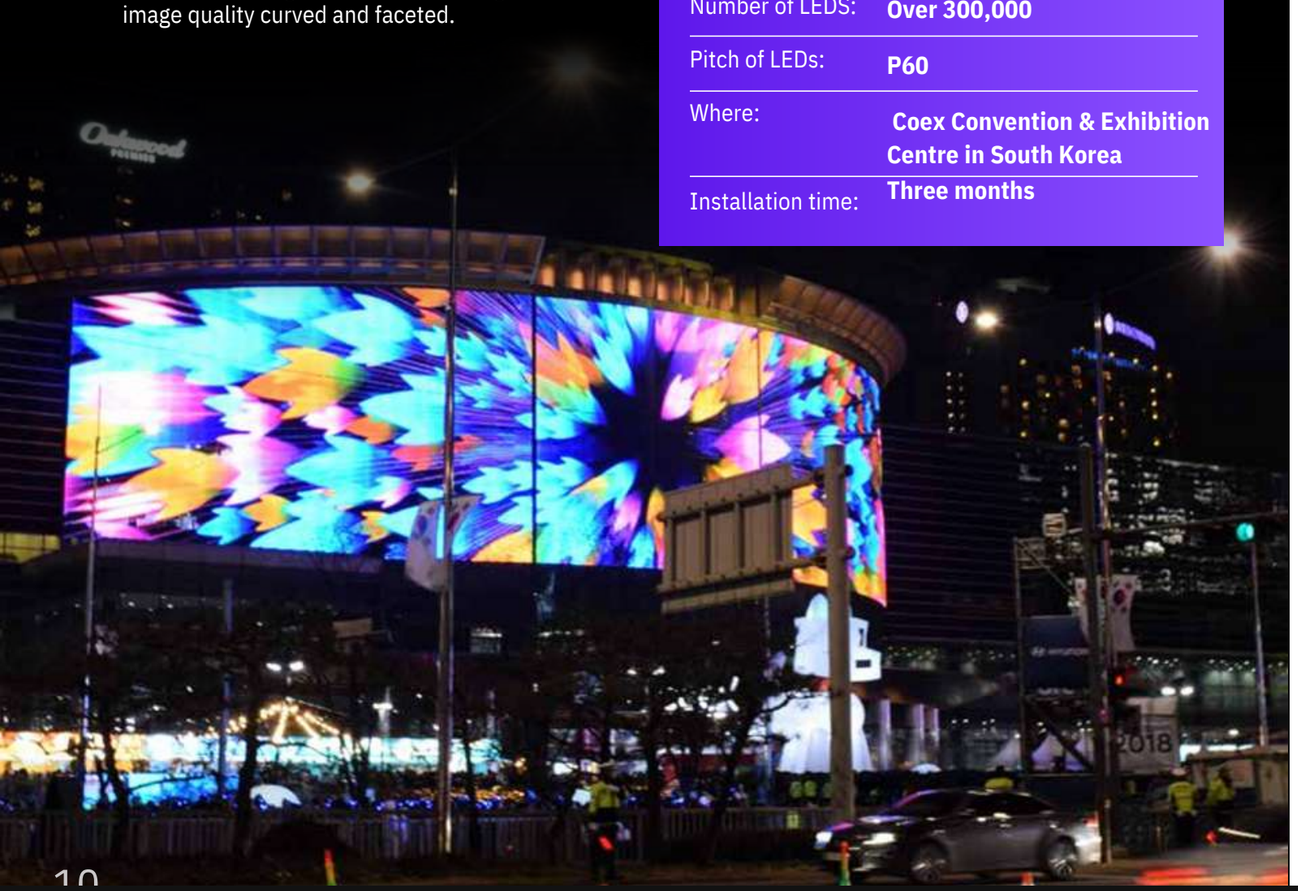
StreetCo' completed the installation of a large 1,200 square metre transparent architectural LED media glass facade.

There were a number of challenges facing the team as the building remained open throughout the construction process and all finishing works had to be carried out at night.

In addition, there were varying dimensions which required complex engineering at the design stage to ensure a constant pitch of the LEDs across the glass to ensure the highest image quality curved and faceted.

The result is a breathtaking facade nearly three times the area of a basketball court used for commercial advertisement and for culture and art displays. This facade helps to bring the community together and the cityscape to life.

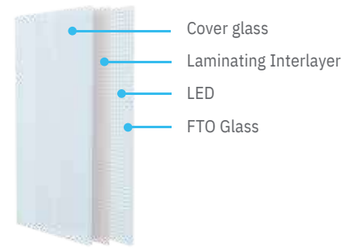
Size:	**1,200 square meters of glass**
Number of LEDS:	**Over 300,000**
Pitch of LEDs:	**P60**
Where:	**Coex Convention & Exhibition Centre in South Korea**
Installation time:	**Three months**

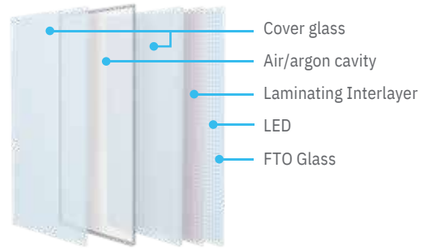


Technical information

The diagrams show the details of the single laminated and double glazed structures. The corresponding table below demonstrate how the structures can be adapted to individual project requirements.

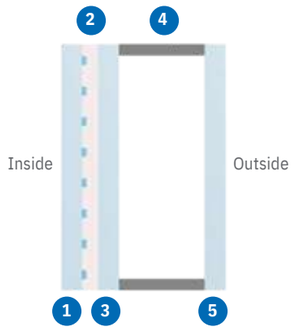
Typical structure:Double glazed structure:



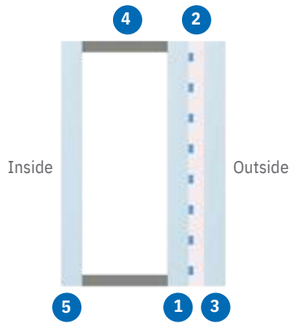


Glass specifications:

Types of glass: Normal or low iron



Components	Diagram reference	Thickness
Base Glass - Fluorine-doped tin oxide FTO	1	4/6mm
Resin (interlayer)	2	2.5mm
Cover glass	3	4/6/8/10mm
Air/argon cavity	4	Options - Air, Argon or Krypton 12/16/20 mm
Cover glass (if curtain wall type is installed)	5	Variable



Other specifications:

Transparency	99.75%
Internal reflection	Less than 7.5%
Construction grade material	Yes
Compatible with standard frames	Yes
Films and coatings	Available on request

Heat treatment of glass available

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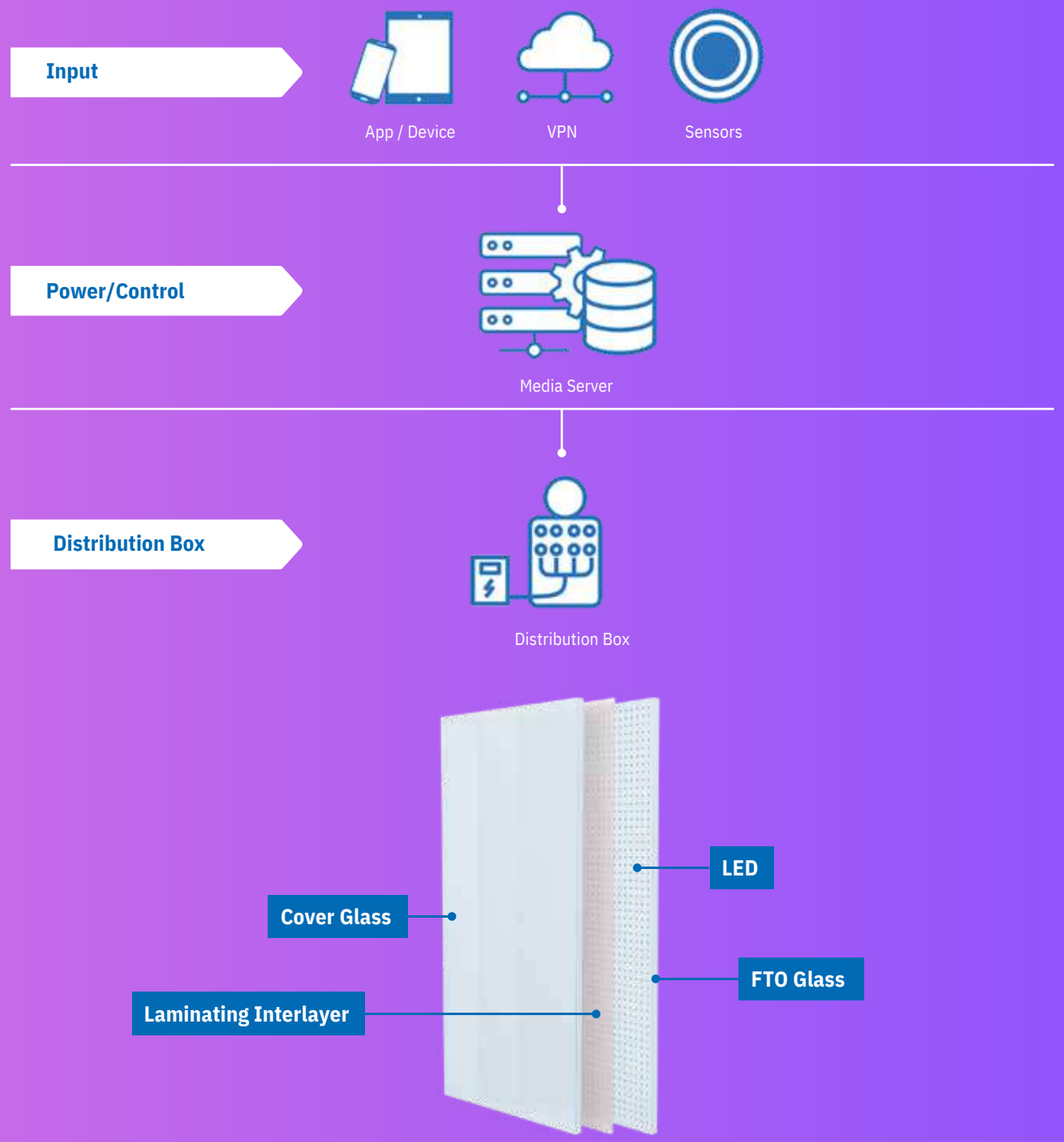
LED arrangement

The LED arrangement that you pick will impact the definition of your facade, so we can work with you to ensure you pick the best product for your application:

Product	Mono P40	Mono P30	Colour P80	Colour P60	Colour P40	Colour P30
LED arrangement (per square metre)	24x24	32x32	12x12	16x16	24x24	32x32
Pixel	576	1024	144	256	576	1024
Pixel Pitch	42 (mm)	31.42 (mm)	84 (mm)	63 (mm)	42 (mm)	31.25 (mm)
LED maker/model	NICHIA/ NESL157BT	NICHIA/ NESL157BT	NICHIA/ NESM026DT	NICHIA/ NESM026DT	NICHIA/ NESM026DT	NICHIA / NESM026DT
Viewing angle	H: 140°, V: 140°	H: 140°, V: 140°	H: 140°, V: 140°	H: 140°, V: 140°	H: 140°, V: 140°	H: 140°, V: 140°
Brightness	4500 nit	3500 nit	3000 nit	5000 nit	2200 nit	1900 nit
Luminous flux	859 lm	1085 lm	120 lm	350 lm	340 lm	
Colour depth	12 bit	12 bit	12 bit	12 bit	12 bit	12 bit
Size	1,000 x 1,000 x 10.5 mm	1,000 x 1,000 x 10.5 mm	1,000 x 1,000 x 10.5 mm	1,000 x 1,000 x 10.5 mm	1,000 x 1,000 x 10.5 mm	1,000 x 1,000 x 10.5 mm
Weight	Appx 23kg	Appx 23kg	Appx 23kg	Appx 23kg	Appx 23kg	Appx 23kg
Protection class	Depends on cover glass	Depends on cover glass	Depends on cover glass	Depends on cover glass	Depends on cover glass	Depends on cover glass
Glass input voltage/current	24V DC / 4.2 A DC	24V DC / 5.6 A DC	45 V DC / 1.35 A DC	45 V DC / 4.0 A DC	45 V DC / 4.0 A DC	45 V DC / 5.1 A DC
Glass power consumption	100 W DC	135 W DC	60 W DC	180 W DC	180 W DC	230 W DC
Power consumption (with SMPS)	125 W AC	170 W AC	75 W AC	220 W AC	220 W AC	255 W AC
SMPS input voltage	100 - 240 V / 50 - 60 Hz (depends on SMPS)	100 - 240 V / 50 - 60 Hz (depends on SMPS)	100 - 240 V / 50 - 60 Hz (depends on SMPS)	100 - 240 V / 50 - 60 Hz (depends on SMPS)	100 - 240 V / 50 - 60 Hz (depends on SMPS)	100 - 240 V / 50 - 60 Hz (depends on SMPS)
Lifetime	>100,000 Hr	>100,000 Hr	>100,000 Hr	>100,000 Hr	>100,000 Hr	>100,000 Hr
Storage temperature	-40 - +80 °c	-40 - +80 °c	-40 - +80 °c	-40 - +80 °c	-40 - +80 °c	-40 - +80 °c
Operating temperature	-30 - +60 °c	-30 - +60 °c	-30 - +60 °c	-30 - +60 °c	-30 - +60 °c	-30 - +60 °c

System diagram

Simply bring your graphics to life. Our simple control enables you to rapidly arrange, schedule and play content on your glass facade. We can provide full media support - generating and managing your content schedule.



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Safety and quality

At GSE quality and durability are key, our market leading media glass products are designed, manufactured and installed to all the ISO and CE standards relevant to the glass and electron components.

Electrical Safety	IEC	LED	LPAWW(ITO)		IEC62471: 2006	CE additional Guideline	2015.07.10
		LED	1608 dimmer chip)		IEC62471: 2006	CE additional Guideline	2015.07.10
		LED	NESL157B (mono chip)		IEC62471: 2006	CE additional Guideline	2015.08.24
	LVD	Electric sign board	NESM026DT (colour chip)	48V, 4A, 192W (1000*1000, 10.5T, 16*16, Colour	IEC 60950-1 and/or EN 60950-1	CE additional Guideline	2014.03.212
		Electric sign board	FC-1000-2056, GSG-C/M/X/D	230V, 50/60 Hz, 400W (1000*2000,10,5T, 16*32 Colour) M/X/D => 16*16	EN 60950-1	CE additional Guideline	2015.08.28
		Module	GS-C-aaaabbbb0048xxxxx GS-M-aaaabbbb00224xxxxx	48V dc, Max. 10.5A, Max 500W 24V dc, Max. 13.5A, Max. 500W	EN 60950-1	CE additional Guideline	2015.12.02
Electromagnetic Wave	EMC	G-Glass	GS-C-aaaabbbb0048xxxxx GS-M-aaaabbbb0024xxxxx	48V dc Max. 10.5A, Max 500 W 24 dc, Max 13.5A, Max 330 W	EN 55020: 2010 + AC: 2011, Class A	CE additional Guideline	2015.12.21
		LED Glass	FC -1000-0256 Colour G-Glass with frame GSD/ LED Glass	230V, 50Hz, 18W (535*435, dimmer)	EN 55015: 2013	CE additional Guideline	2014.11.11
		Electric Sign Board	FC-1000-0256, GSG-C/M/X/D	230V,50/60Hz,400W (1000*2000, 10.5T, 16*32 colour) M/X/D=>16*16	EN 55015: 2013	CE additional guideline	2015.09.16
Construction material (Laminated Glass)	EN356	G-Glass	Laminated glass marked C				2014 12.02
			Laminated Glass marked M				2016 01.11
	EN12543	G-Glass	Laminated Glass marked M				2015.02.23
	EN12600	G-Glass	Full colour 10.5mm Laminated marked C Full colour 10.5mm		European standard EN 12600 [1]		2014.12.02
		G-Glass	Laminated marked C GS-C-aaaabbbb0048				2014.12.02
	EN 14449:2005	Laminated Glass	GS-M-aaaabbbb0024 FC-1000-0256 colour G-Glass with frame GSD/	Thickness: Laminated 4t. Glazed 6t			2016 01.27
Heavy Metal	RoHS	LED Glass	LED Glass	230V 50Hz 18W (535*436, Dimmer)	IEC-62321 / TR	CE additional guideline	2014.10.31

European glass compliance

Test Standard	Test Description	Classification
EN 12600	Pendulum impact test on flat glass	2(B)2
EN 356	Resistance against manual attack	P2A
EN 12543	Glass in Buildings - laminated safety glass	PASS
EN 13823	Reaction to fire tests for building products	B-S2-d0
EN 11925	Reaction to fire tests	PASS
EN 1279	Glass in building. Insulating glass units	PASS

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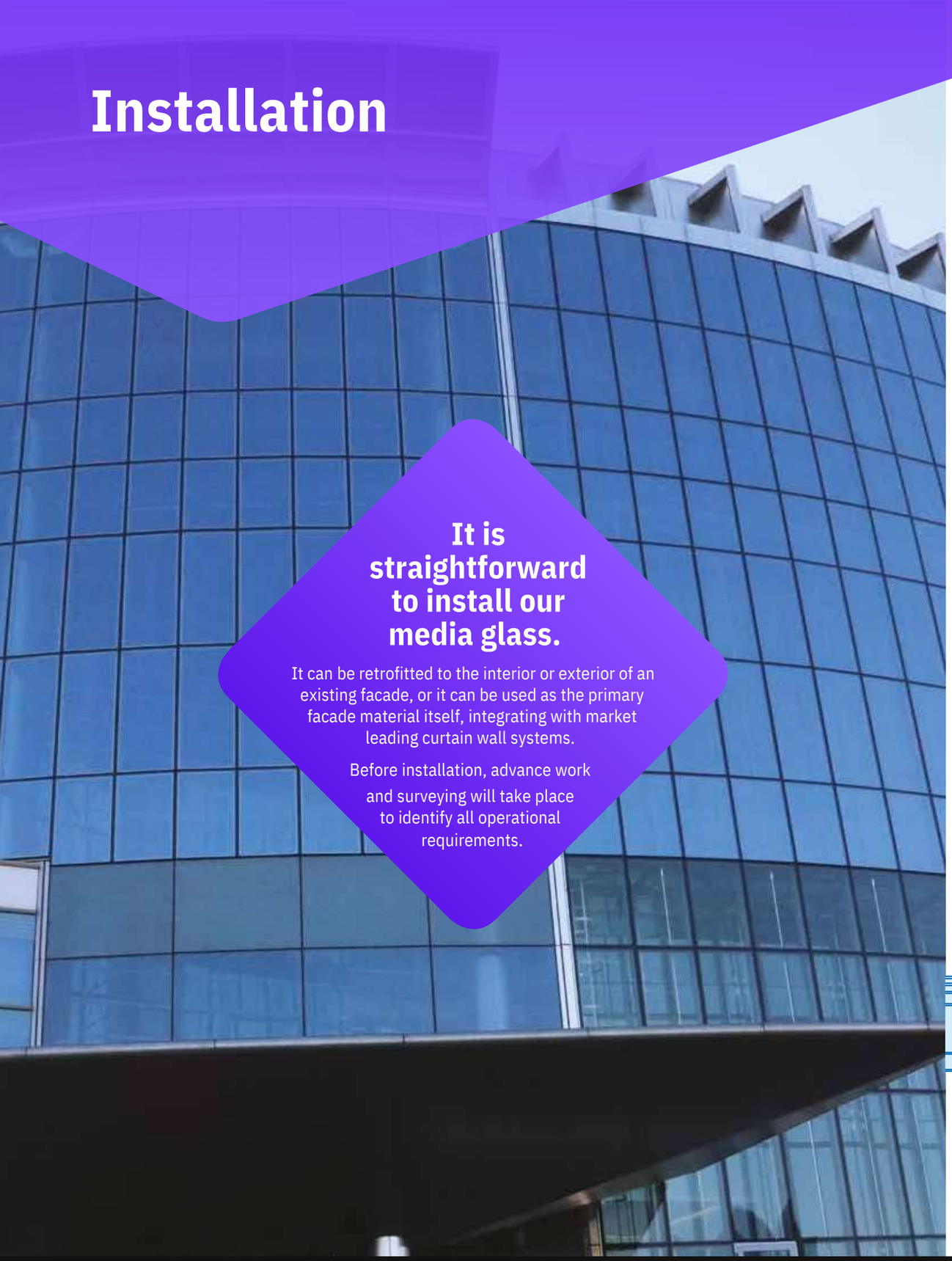
Installation



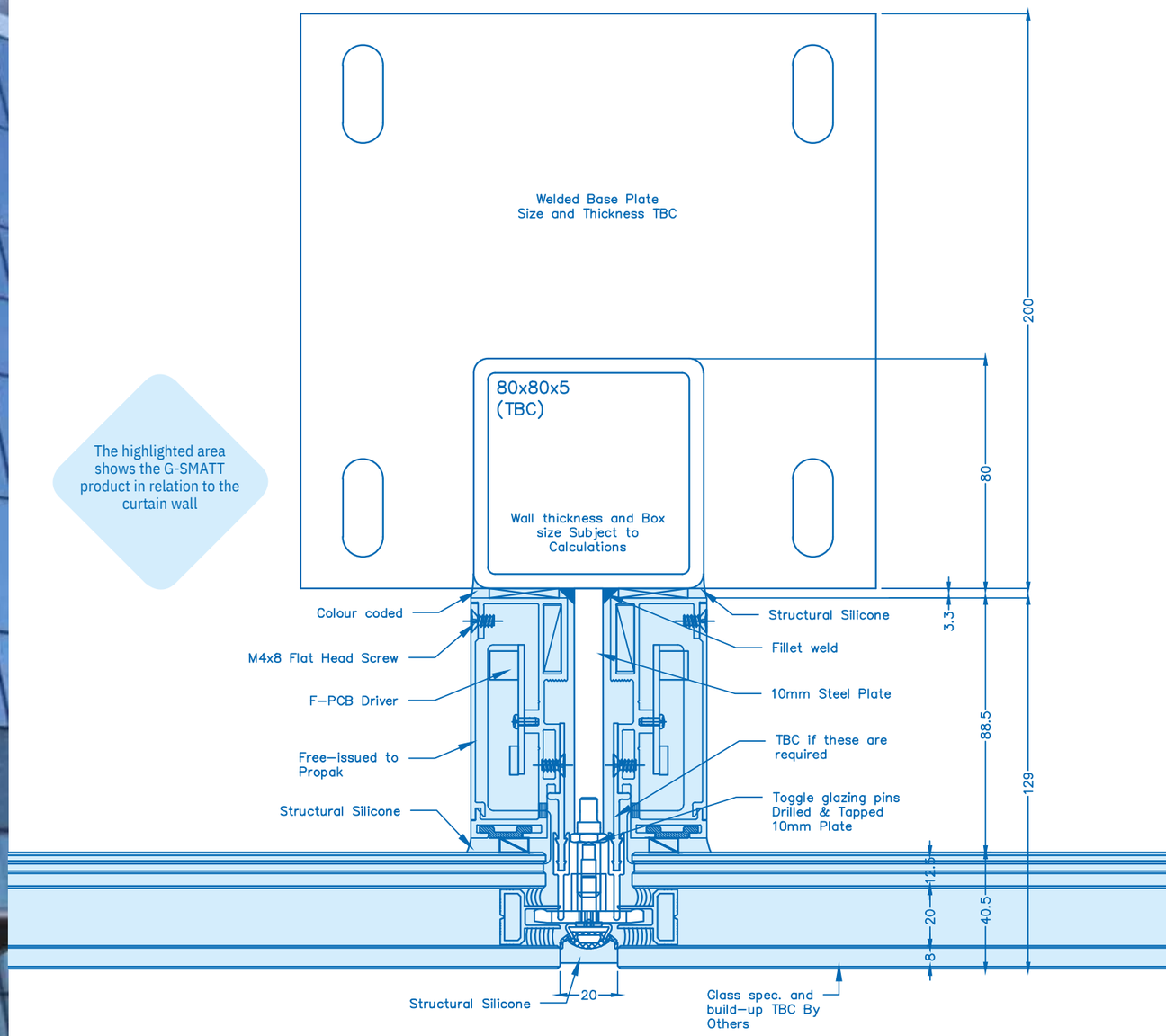
It is straightforward to install our media glass.

It can be retrofitted to the interior or exterior of an existing facade, or it can be used as the primary facade material itself, integrating with market leading curtain wall systems.

Before installation, advance work and surveying will take place to identify all operational requirements.

An example of a curtain wall installation diagram

The highlighted area shows the G-SMATT product in relation to the curtain wall



Frequently asked **questions**

How long does it take to install?
This will depend on the size of your installation. Get in touch with your requirements and we can provide you with an estimate.

How much does it cost?
We will provide an estimate based on your requirements.

Can you produce different shaped glass?
StreetCo' media glass can be made only in a flat rectangular shape. Making curved glass is not possible but we can look at alternative options for creating this effect.

What is the country of origin and brand of the glass?
We typically use KCC Korea products for the Cover Glass and Pilkington for our FTO Glass, but this can be changed upon request.

Are other colours available?
Different colors can be applied to the Cover Glass, but please consult because brightness and color can be affected by different transmittance.

Is it easily broken by physical shock?
StreetCo' laminated glass has passed physical shock and safety tests and has also obtained the certificates listed below

•CE, EN356, Ball drop test

•EN12600, Pendulum test.

How long will the LED last?
The lifetime of StreetCo' media glass varies by the usage environment and usage time. However, the estimated lifetime is 100,000 hours (under a general environment and 24-hour continuous operation condition), which is 34 years at eight hours of operation per day. We also guarantee the glass for five years and the electronics for two years.

How visible is the product in daytime?
StreetCo' media glass is like a normal window during the daytime and provides a splendid media facade in the evenings. We recommend that StreetCo' media glass is used as a media facade during low light and dusk/evening times.

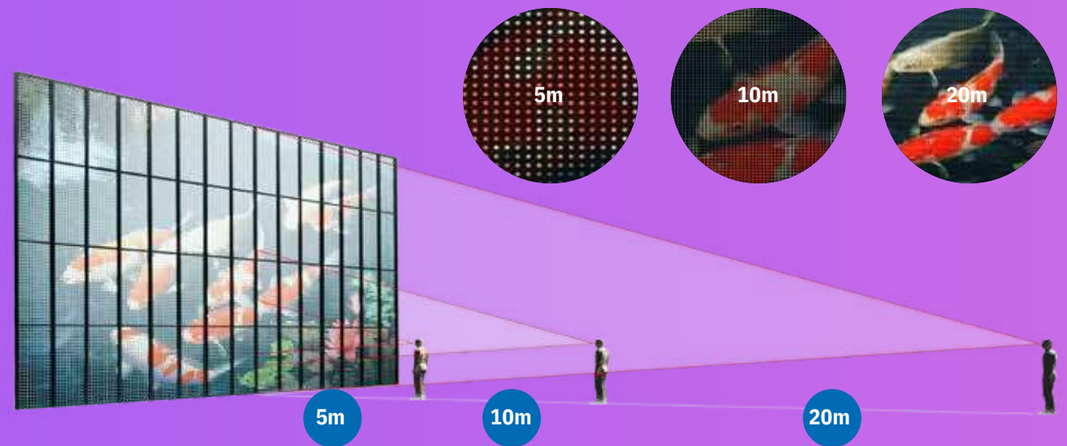
Is the light projected in both directions?
Lighting is one way, however the reflection can be seen from the rear side. The reflectivity of the cover glass may vary but it is typically 7.5% backwards and not distracting.

Will a media facade obey light pollution regulations?
We are able to adjust the brightness level, so it is easy to ensure that we remain within regulations.

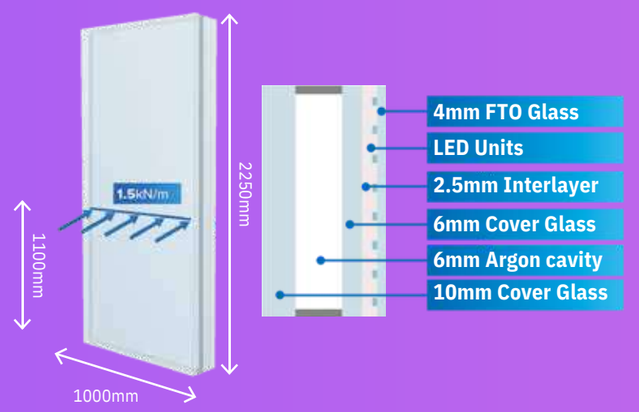
Do you provide maintenance?
Yes, StreetCo' offer a range of maintenance contract options.

How visible are the LED units?
Each LED at 3mm x 3mm is almost indiscernible under normal viewing conditions from 3 metres distance.

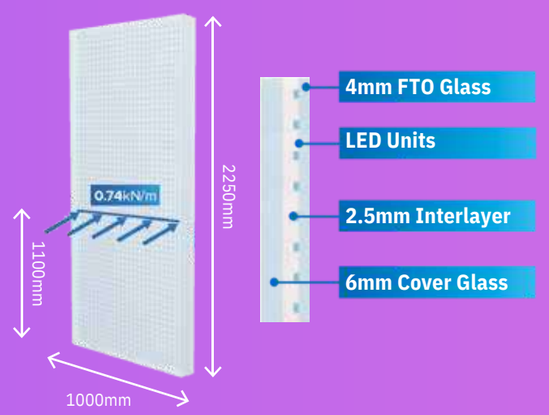
What does the viewing distance look like for a media facade on a building?



Double glazed structure:



Typical G-Glass structure:



Typical example of (barrier) loads on 1000 mm x 2250 mm glass pane

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Get in touch

To transform your building, get in touch and we’ll discuss the options available to you.

From design to installation to system and content maintenance, we’ll be with you at every stage of your cityscape transformation.