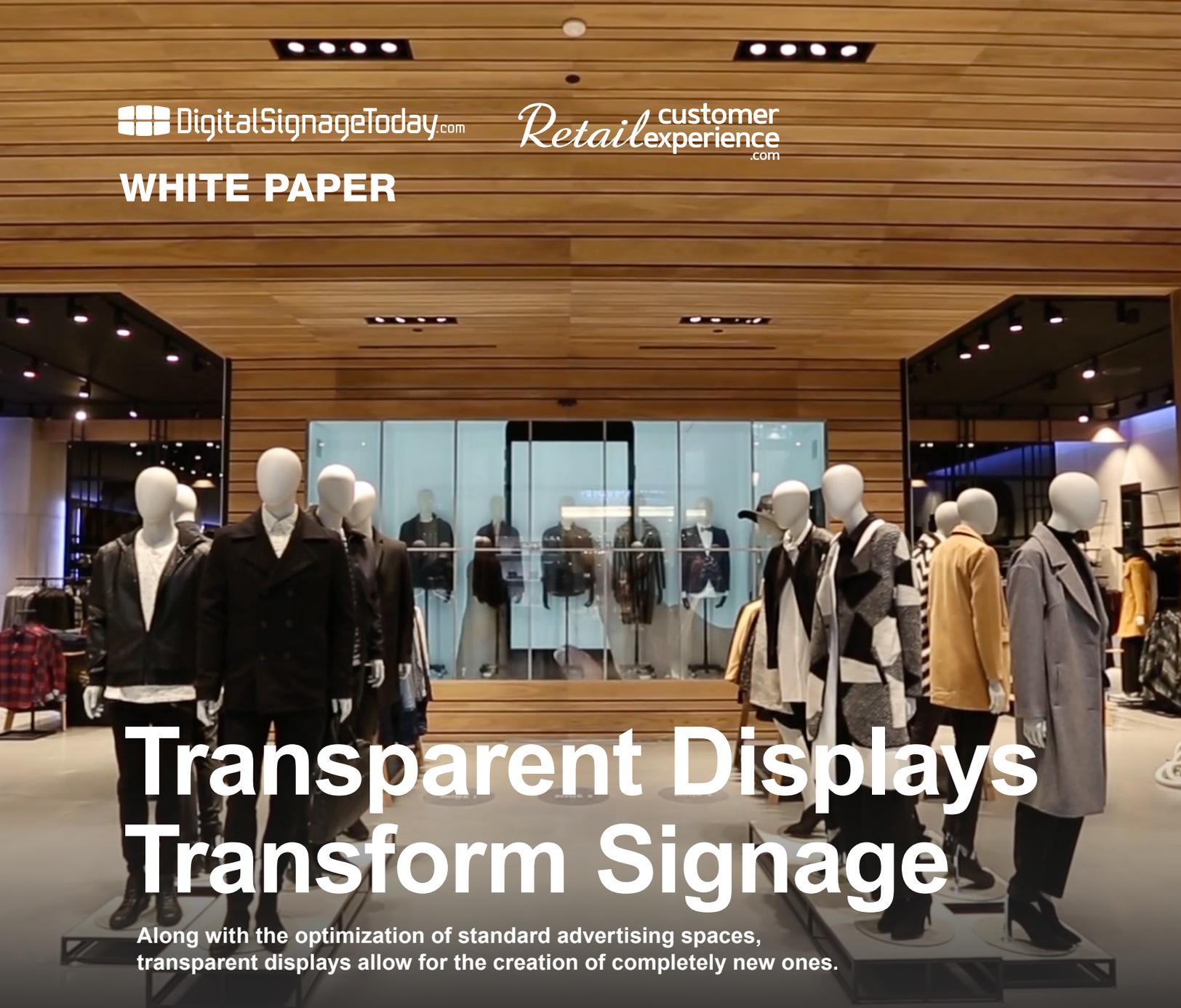


## WHITE PAPER



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By Richard Slawsky | Contributing writer,  
Digital Signage Today



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As digital displays make up an ever-increasing part of the consumer landscape, they run the risk of succumbing to the same issue once faced by static posters and backlit boards. It's becoming more and more difficult for those displays to cut through the clutter and capture the attention of viewers.

Recently, though, advances in display technology have reinvigorated digital signage, opening up a host of new placement opportunities for the promotion of companies, brands, products, ideas and services as well as optimizing existing advertising spaces by increasing their visibility and ultimately, their efficiency.

Leading those advances is the transparent display. The advent of transparent technologies mark the beginning of a new era in the field of marketing publicity and digital signage. The technology is no longer a prototype, it is a universal & packaged solution ready for integration.



### **A clear view of the potential**

An example of the power and potential of transparent displays can be seen in the work of Canadian company Axis4 Media.

In 2015, company deployed an array of 14 55-inch transparent LCD displays in Bestseller clothing stores located in the Canadian cities of Montreal, Laval, Saint-Bruno-de-Montarville and Quebec City. The privately held Bestseller, based in Denmark, operates 2,700 branded chain stores across 38 markets around the world.

The displays in the Canadian stores were arranged in portrait mode, consisting of two rows of seven displays each facing the store entrance. The array alternated between images of models wearing selections from Bestseller's fashion line, with the images periodically disappearing to reveal mannequins outfitted in more Bestseller offerings.

The "wow" factor generated by the array helped drive an 11 percent increase in traffic flow in the stores.

In another deployment; Axis4 deployed interactive transparent displays in Aubainerie clothing stores in the towns of Saint-Jean-sur-Richelieu and Greenfield Park, Quebec. Aubainerie is a leader in trendy family fashion with stores in all of the province's major cities.

Each display generates a customer engagement an average of once every 21 minutes.

Thanks to those and other results, in 2016 Axis4 designed and integrated the world's biggest transparent LCD array in a Sport Chek store in Toronto's Eaton Centre. Sport Chek is Canada's largest retailer of sporting clothing and sports equipment. Eaton Centre is a celebrated Canadian landmark home to more than 250 retailers, restaurants and services in the heart of the country's most populous city.

The array is comprised of 20 55-inch displays, with these arranged in two rows of 10 mall-facing displays mounted in portrait mode, creating a V-shaped immersive experience that draws in and engages shoppers. Early results indicate that this deployment is as powerful as Axis4's previous efforts.

## Looking behind the magic

Although the technology behind transparent displays seems futuristic, in fact it has been around for several years. And while it may seem magical, it's actually relatively simple.

Transparent displays of the type deployed by Axis4 are based on conventional backlit LCD displays without the backlight and with some enhancements to improve image quality the transmission of light through the screen. Transparent displays offer the same features as conventional LCD displays, including interactivity, remote management capabilities and the ability to display full-motion video.

Axis4 markets its transparent display solution as CrystalFrame interactive glass, powered by Crystal-OS management software for over-the-air interactive, native application broadcasting, allowing for content to be scheduled and updated remotely.



Axis4 Media's interactive glass solution offers an attraction that catches the eye and, by doing so, creates interest toward its interactive contents. Other benefits associated with the adoption of the CrystalFrame interactive glass include the opportunity to directly expose and engage target audiences to specific messages and actions using applications such as touchscreens, Web cams, motion detectors, audio systems and more.

## Seeing the opportunities

Adding a CrystalFrame to any offer creates an interaction on two different levels. The first interaction occurs between the product or object placed behind the video membrane and the contents presented on the interactive glass. The second interaction occurs between the offer itself, the brand image promoted by the transparent contents broadcast on the CrystalFrame and the target audiences to which these contents are directed. This is why content is key in CrystalFrame.

The CrystalFrame interactive glass allows for the adaptation of transparent content according to the specific features of the locations where they're positioned, offering the opportunity to bring static elements such as objects and images to life and to make them dynamic and attractive.

At the end of the day, transparency can serve as an added value to any offer a company has to display and represents true growth potential in terms of visibility for any company, brand, product, service or idea.

## Tips for success with transparent displays

To get the maximum impact from a transparent display, video content must not fight with the products behind the display. Instead, the content needs to enhance those products. Video content must work with what's behind.

### Some things to remember about how content appears on a transparent display:

- White is transparent.
- Black is opaque.
- Grey shades and colors are translucent.

### What does work:

- Opaque content on a white background.
- Transparent content on an opaque background.
- Bright background colors with transparent content.
- White-to-black or black-to-white animated transitions (motion design).
  - A white circle on a black background is a “see-through hole.” Use opacity to segment messages.
  - Animated reveals from black to white can be a stunning effect.
  - Position logos and copy above and around mannequins to avoid conflicts.
  - Keep your black and white contrast at 100%.
  - Boost saturation and brightness a bit more than usual.

### What doesn't work well:

- Translucent content on transparent background.
- Translucent content over mannequins with dark clothing.
- Non-contrasted black & white content.

### Why a well-lit white panel is needed behind a transparent LCD:

- CrystalFrame transparent LCD doesn't produce light by itself, it lets ambient light go through it like a passive filter.
- Since CrystalFrame become transparent when white content is displayed, a well-lit white board is needed behind the transparent LCD to achieve enough brightness and for viewers to be able to see content.
- Make it as bright as possible by adding LED strips focused on the back panel.

### Factors to consider:

- Location & positioning (Inside the store, facing the entrance, no direct sunlight).
- Content strategy that works well with what's behind the transparent display.
- Power, data & ventilation requirements.
- How to access inside the light box to change mannequins or objects behind the glass.
- How ambient lighting can affect resulting brightness.

## About the sponsor:

*Driven by innovation, flexibility and interactivity, Axis4 Media creates new opportunities in the field of digital signage by offering integrated solutions using transparent technologies and displays. From the conceptualization of transparent stations to the design of interactive applications and their integration on transparent displays, Axis4 Media does it all when it comes to transparent digital signage. Axis4 Media's unique all-in-one transparent solution creates new place-based advertising spaces where it matters most, boosts visibility, builds engaging brand experiences and increases storytelling opportunities in the field therefore empowering companies, brands and products of all kinds.*

<http://www.axis4media.ca/>