



Case study

Rear Projection Switchable Glass Window Display



Mayfair luxury jewellers, Anil Arjandas, created a dazzling window display to outshine the competition for Christmas shoppers and provide advertising outside store hours. Self-Adhesive Rear Projection Switchable Film produced an exceptionally high-quality image and outstanding reliability switching from frosted to clear.

Our brief

Anil Arjandas is a high-end jeweller that has aimed to reinterpret the world of luxury jewellery since its establishment in 2000. This luxurious store wanted to create an attention-grabbing visual merchandising display to make a lasting impression on a prosperous audience enjoying the busy nightlife in Mayfair, an affluent area of London teeming with upscale hotels, restaurants and expensive brands. The solution needed to be of the highest quality to be in-keeping with the exclusive, elegant feel of the brand.

We were asked to provide a switchable solution for their shop front glazing that by day would leave the window completely clear, allowing passers-by to see the brand's unique pieces, featuring their trademark sparkling brown and black diamonds, and at night, would transform the window into an opaque blank canvas, onto which they could project their advert on a loop.



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Our solution

Following detailed site survey, our design team chose Pro Display's Switchable Film coupled with an Epson Ultra Short Throw projector.

The next-generation switchable smart technology works on an electrical principle transforming from frosted glass to clear with a simple press of a button and delivered:

- A completely clear window display to attract customers into the store during the daytime
- A high-quality projection surface to project an HD video advert onto at night
- An eye-catching, yet elegant, advertising space
- Privacy glass - added benefit of protecting the view of the valuable products inside the store outside of opening times



Project facts

Client

Anil Arjandas Jewellers

Site

Mayfair shop front

Screen

Self-Adhesive Rear Projection Switchable Film to fill shop front glazing with an image of 2150 x 1344mm positioned centrally

Projector

Epson EB-1460Ui UST 3LCD 4400 lumens WUXGA 16:10 projector, with 0.27 – 0.37 lens, mounted on shelf positioned behind the window

Installation

Bespoke application by Visual Displays