

# DESIGN

## LED Façade Display **SSG® Media Façade**



Klubhaus St Pauli, Hamburg, Germany



SSG® Media Façade is the seamless integration of LEDs directly within an insulating glass unit to create a LED screen. This technique enables the possibility of having a media screen without the need for any additional support structures which may affect the entire structure and disrupt the architectural design of the building. The LEDs will appear transparent when they are switched off and the glass reverts to being completely see-through again. The insulation property of the

double-glazed unit is also retained. A combination of factors is made possible such as maximum transparency, hassle free cleaning and no structural issues.

This modern technique allows information or advertising message to be displayed on the façade through the lighting up of the LEDs. Such information can be changed from time to time without the need to replace and rearrange the LEDs, proving it to be user friendly.

### SPECIFICATIONS : Production Sizes

Maximum Size (W/mm x H/mm)	2,700 x 3,500	
Transparency	Pixel Pitch (mm)	Transparency (%)
	20	80
	40	90
	60	93
80	95	
No. of Colours	1 billion (10 bit)	
Power Consumption	0.12 - 0.15 W/pixel	

### PRODUCT FEATURES

#### HEAT INSULATION

The insulating glass unit protects and increase the lifespan of the LEDs while reducing thermal heat transmission into the building.

#### MODERN DESIGN

Since LEDs are directly placed within the insulating glass unit, there will be no negative effects on the overall structure of the building.

### USES AND APPLICATIONS

- Building façade