

GenVue™
MAKING BUILDINGS ACTIVE

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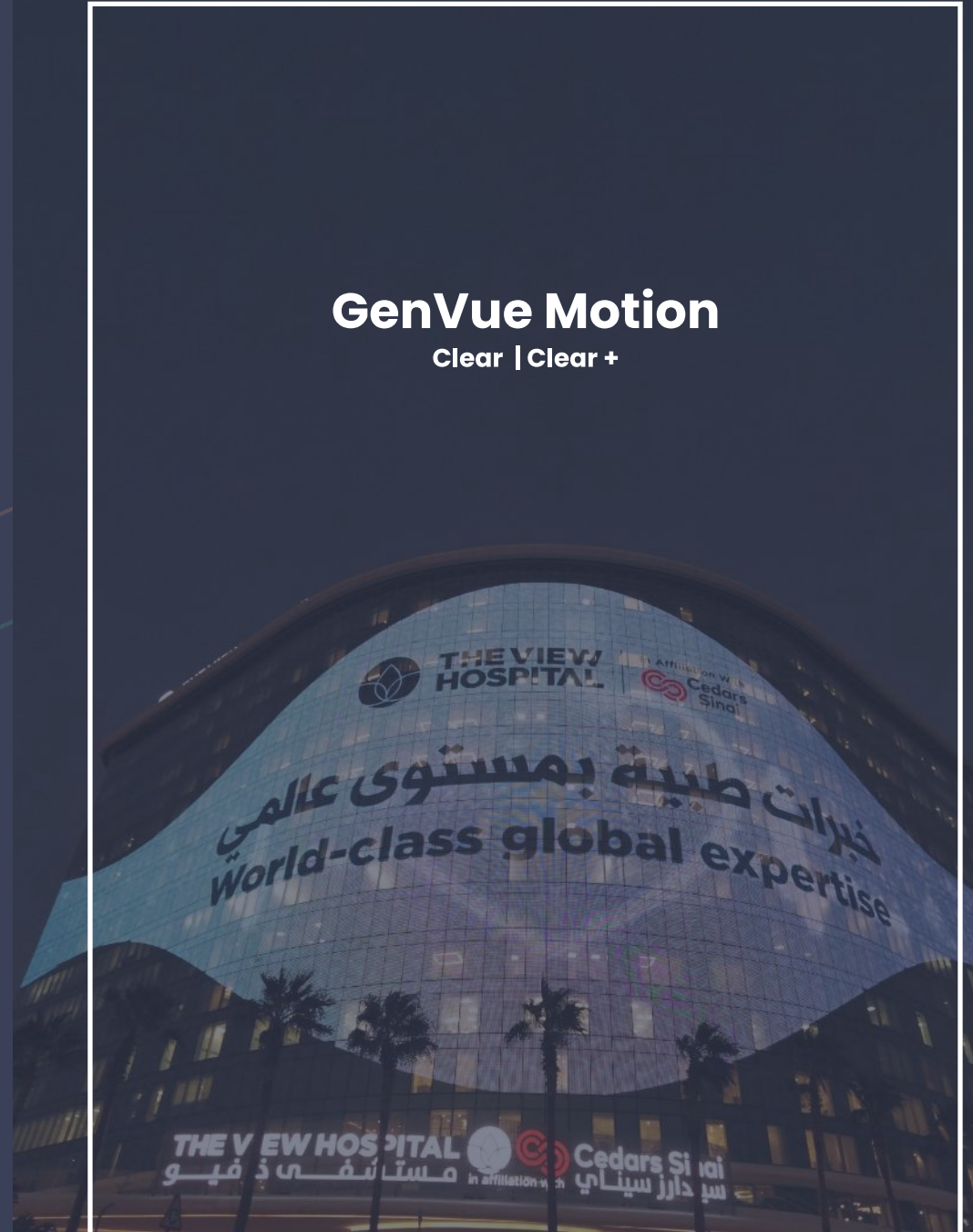
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GenVue Motion

Clear | Clear +



www.genvue.co.uk



The future is now

Vibrant digital beacons for modern cityscapes

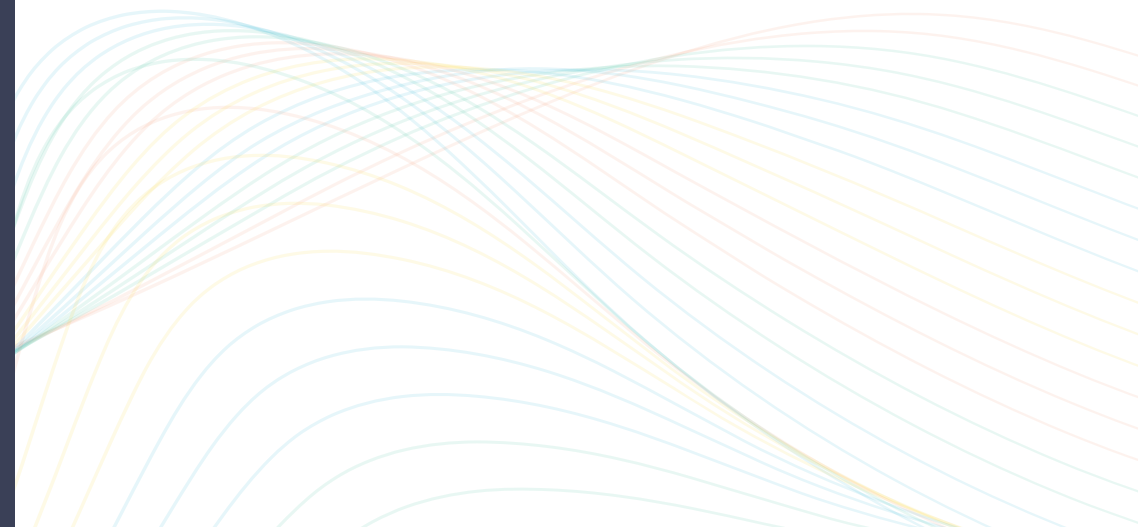
Transform your building into an iconic landmark. Amaze people with inspiring visuals. Engage them with interactive content such as games or live digital artworks. Through instantaneously customisable content, we enable you to turn glass façades into storytelling canvases of architectural proportions.

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 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.

Proud winners of many awards, including the British Glass Awards, we at Genvue are committed to supporting urban environments toward a brighter, more connected future.





GenVue Motion Digital Media Glass

GenVue Motion sets itself apart from previous-generation media façade systems by providing completely transparent glass that lets natural daylight pour in, enhancing 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 GenVue motion is the primary façade 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.



Genvue Motion Clear +

The most advanced digital media glass for modern architecture.





GenVue Motion Clear +

Crystal-Clear Transparency Meets Intelligent Design

Elevating Architectural Possibilities

GenVue Motion Clear+ represents the pinnacle of transparency and innovation in architectural glass. Engineered with unparalleled precision, it offers a 99.7% transparency rating, ensuring unobstructed views and maximum daylight penetration. Whether used as a window, façade, or feature wall, Clear+ seamlessly blends functionality with aesthetics, turning ordinary structures into extraordinary experiences.

Innovative LED Integration

At night, GenVue Motion Clear+ transforms into a mesmerising digital display, utilising embedded LED technology to project vivid imagery and dynamic content. The LEDs, protected within the laminated glass, guarantee exceptional durability, weather resistance, and an operational lifespan of up to 100,000 hours.

Why Choose Clear+?

- **Unrivalled Clarity** : Enjoy pristine, uninterrupted views during the day with fully transparent glass.
- **Digital Media Excellence** : Create captivating displays with high-definition visuals and 3D content capabilities.
- **Versatility in Application** : Ideal for luxury stores, commercial centres, and iconic architectural landmarks.
- **Energy Efficiency** : Designed with superior insulating properties, Clear+ helps reduce energy consumption.

Technical Highlights

- Fully customisable in size, shape, and visual light transmittance.
- Supports plug-and-play installation with seamless integration into curtain wall systems or existing façades.
- Interactive functionality enabled via app, computer, or USB control.

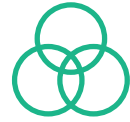
Transform Your Vision

GenVue Motion Clear+ isn't just glass—it's a medium for storytelling, a platform for creativity, and a catalyst for engagement. With Clear+, your building doesn't just stand—it inspires.

Technical Specifications

	P80	P60	P40	P30	P20	P10
Pixel Pitch	80mm x 80mm	60mm x 60mm	40mm x 40mm	30mm x 30mm	20mm x 20mm	10m x 10mm
Transparency	99%	99%	99%	99%	99%	90%
Brightness	5000 nits +	5000 nits +	3500 nits +	3000 nits +	2000 nits +	5000 nits +
Viewing Angle	140 degree	140 degree	140 degree	140 degree	140 degree	140 degree
Input Voltage	45 VDC	45 VDC	45 VDC	45 VDC	45 VDC	45 VDC
Power Consumption-Average	200 Watts/sqm	250 watts/sqm	270 watts/sqm	300 watts/sqm	400 watts/sqm	500 watts/sqm
Power Consumption-Maximum	200 Watts/sqm	250 watts/sqm	270 watts/sqm	300 watts/sqm	400 watts/sqm	500 watts/sqm
Storage Temperature	-40°C to +80°C	-40°C to +80°C	-40°C to +80°C	-40°C to +80°C	-40°C to +80°C	-40°C to +80°C
Operating Temperature	-20°C to +60°C	-20°C to +60°C	-20°C to +60°C	-20°C to +60°C	-20°C to +60°C	-20°C to +60°C
Weight/sqm	25kg/sqm	25kg/sqm	25kg/sqm	25kg/sqm	35kg/sqm	25kg/sqm
LEDType	Nichia/Osram	Nichia/Osram	Nichia/Osram	Nichia/Osram	Nichia/Osram	CE marked
Control System	Bespoke	Bespoke	Bespoke	Bespoke	Bespoke	Bespoke
Compatibility	All AV platforms	All AV platforms	All AV platforms	All AV platforms	All AV platforms	All AV platforms
Best Viewing Distance	80 meters	60 meters	40 meters	30 meters	20 meters	10 meters

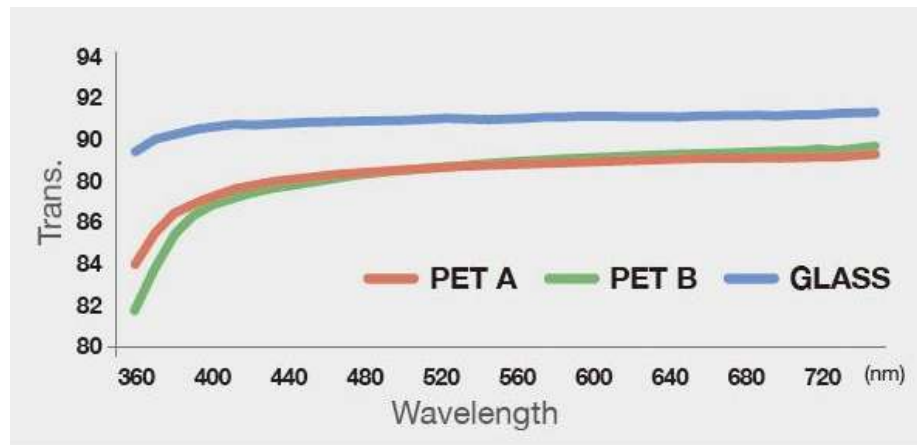
Superior Clarity & Transparency



The glass type transparent LED display offers unmatched clarity and high transparency compared to film type displays.

And experience content in its purest form, unobstructed by any limitations with its high resolution and extension.

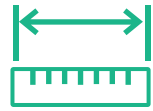
- Glass based substrate.
- Over 99.7% Opening aperture ratio : Thin wire design.
- Adjustable LED pitch, Minimum 4mm to 120mm
- Max 6000nit brightness available
- Rich color reproduction (CIE 1931 119%)



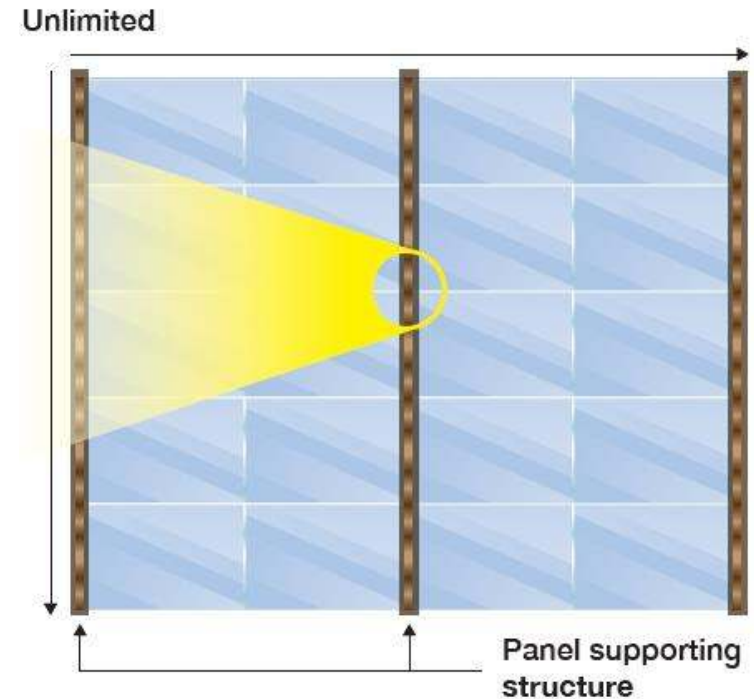
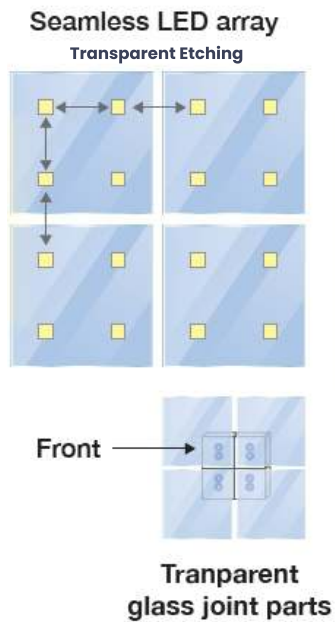
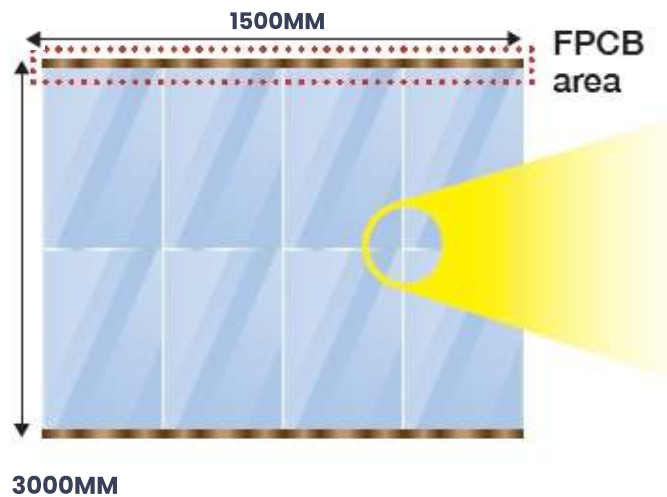
**Glass vs PET
Transmittance**



Versatility In Design & Size



Can be modulized with seamless LED array.



- Limited to 2400mm height
- Display area seamless

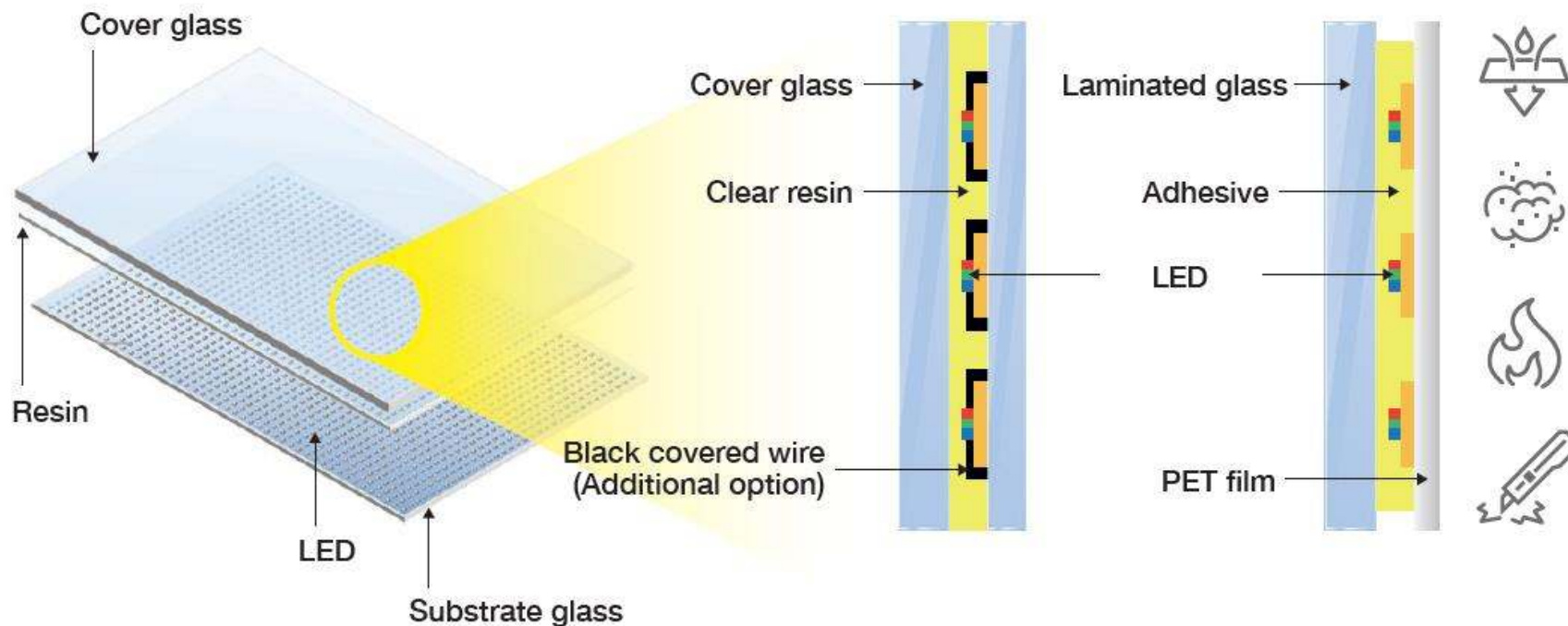
- Height and width can be expanded without limit
- Display area seamless
- Panel support structure exists

Durability & Longevity



One of the standout features of the glass type is its exceptional durability. Unlike film type displays that are susceptible to damage, the glass type ensures a longer lifespan and less maintenance.

- Strong resistance to physical damages : Scratched & Stamped & ripped damages.
- Free from chemical damages.
- Incombustible & flame-retardant : Preventing burning due to the overcurrent & verheat.
- Perfectly sealed edge : Dust / Water proof.
- Color deterioration free.
- Break free : Prevents shattering in case of breakage due to strong impact.
- Easy to clean.



Genvue Motion Clear

A smart glass solution for forward-thinking architecture.





GenVue Motion Clear

Advanced Transparency, Enhanced Creativity

Balancing Transparency with Performance

GenVue Motion Clear is a masterclass in innovation, offering the perfect balance of transparency and functionality. With a transparency rating of 80–85%, it delivers a harmonious blend of natural light transmission and vibrant digital media capabilities, ensuring every space feels connected to its surroundings while offering a bold canvas for digital expression.

Smart and Durable Design

The robust construction of GenVue Motion Clear ensures it meets the highest standards for architectural-grade glass. Embedded LED technology allows it to transform into a digital masterpiece at night, with electronics securely housed to protect against water ingress and environmental wear.

Why Choose Clear?

- **Enhanced Transparency** : Retain privacy while enjoying ample daylight.
- **Dynamic Displays** : Perfect for impactful yet subtle digital communication.
- **Architectural Flexibility** : Designed to fit effortlessly into new builds or retrofitted onto existing façades.
- **Sustainability** : Offers exceptional energy efficiency and durability, reducing overall maintenance needs.

Technical Highlights

- Customisable configurations tailored to your project's design vision.
- Available as part of an IGU for superior insulation and strength.
- Multiple mounting options, including double-skin façades and interior installations.

Reimagine Your Space

GenVue Motion Clear bridges the gap between design and technology. It's more than glass; it's a gateway to innovation, enabling architects and designers to redefine what's possible. With Clear, every structure gains a new dimension of creativity and sophistication.

Technical Specifications

	P20	P10	P8	P6	P4
Pixel Pitch	20mm x 20mm	10mm x 10mm	8mm x 8mm	6mm x 6mm	4mm x 4mm
Transparency	85%	80%	80%	80%	75%
Brightness	3500 nits +	5000 nits +	5000 nits +	5000 nits +	5000 nits +
Viewing Angle	160 degree	160 degree	160 degree	160 degree	160 degree
Input Voltage	45 VDC	45 VDC	45 VDC	45 VDC	45 VDC
Power Consumption- Average	150 Watts/sqm	200 Watts/sqm	250 Watts/sqm	250 Watts/sqm	250 Watts/sqm
Power Consumption- Maximum	400 Watts/sqm	650 watts/sqm	650 watts/sqm	750 watts/sqm	850 watts/sqm
Storage Temperature	-40°C to +80°C	-40°C to +80°C	-40°C to +80°C	-40°C to +80°C	-40°C to +80°C
Operating Temperature	-20°C to +55°C	-20°C to +55°C	-20°C to +55°C	-20°C to +55°C	-20°C to +55°C
Weight/sqm	25kg/sqm	25kg/sqm	25kg/sqm	25kg/sqm	25kg/sqm
LED Type	CE marked	CE marked	CE marked	CE marked	CE marked
Control System	Bespoke	Bespoke	Bespoke	Bespoke	Bespoke
Compatibility	All AV platforms	All AV platforms	All AV platforms	All AV platforms	All AV platforms
Best Viewing Distance	20 meters	10 meters	8 meters	6 meters	4meters

GenVue Motion Clear

A groundbreaking innovation, GenVue Motion Clear integrates precision manufacturing, advanced materials science, heat dissipation technology, system-integrated chip design, control systems, and cloud services. This cutting-edge solution is set to revolutionize industries with its innovative features and adaptability.

GenVue Motion Clear targets a diverse range of markets, including media production, urban lighting, modern building materials, and exhibition displays. Beyond being a breakthrough in display technology, it serves as a disruptive building material, unlocking new possibilities and paving the way for emerging market applications. Its unparalleled form and versatility open the door to endless opportunities across a variety of sectors.



Support customization



160° view angle



Now and future latest facade



HD +Up to 85% transparency



Support play 3D videos, Pictures, letter



See through display, Glass+ display+control box all in one



Easy for installation, Male+Female connect, plug and Play



Easy for operation, Intelligent control support APP , Computer, USB

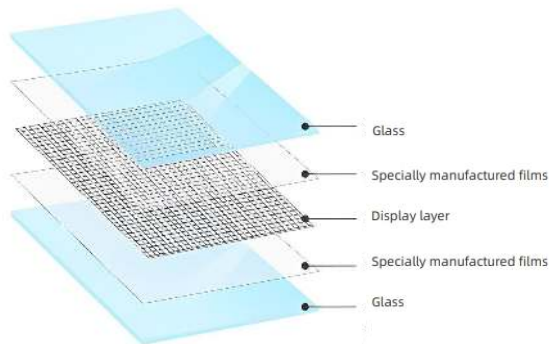


GenVue Motion Clear



With an integrated display chip and advanced control software, GenVue Motion Clear transforms glass into an interactive media platform. Tailored for luxury boutiques, commercial centres, and premium retail spaces, it offers a host of capabilities, including information sharing, brand elevation, enhanced visibility, and strengthened influence—turning every glance into a captivating visual experience.

Effortlessly adaptable, GenVue Motion Clear allows for dynamic content updates, supports seamless human-machine interaction, and adds a touch of intrigue to any environment. It's a sophisticated solution designed to inspire and elevate spaces, making them as engaging as they are innovative.



Note :

Color and thickness do not represent the actual situation, only for the convenience of illustration.

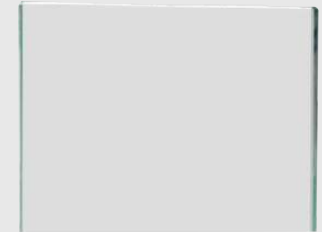
Display chip

Display chip, Control IC, Cooling system all in one with HD, lower carbon, longer life.



Glass

Adapted electronic grade glass which is customised for display, can choose partition glass, curtain wall, insulating glass.

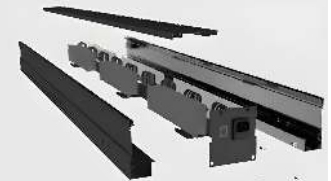


PCB

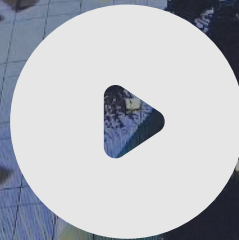
See through multi layer Integrated circuit board design makes more clear more transparency and less heat



Control system

Embedded with advanced display chips and control software, GenVue Motion Clear transforms façade glass into a dynamic media platform—sharing information, boosting property value, enhancing visibility, and amplifying influence.



Experience GenVue Motion: Innovation in Action



FW HOSPITAL  *Scan to watch GenVue Motion in action  Cedars Sinai

Why choose us?

1. Futureproof your brand

GenVue Motion is at the forefront of Media Façade Technologies, therefore positioning our clients as pioneers, spearheading innovation.

2. 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.

3. 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.

4. Maximise natural daylight

GenVue Motion 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.

5. 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

GenVue 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



High impact

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



99.75% transparent

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



Create

- Information and displays at airports, bus stops and railways.
- Art installations
- Engaging displays

Transform interiors

- Public waiting areas
- Offices
- Flooring
- Ceilings



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.

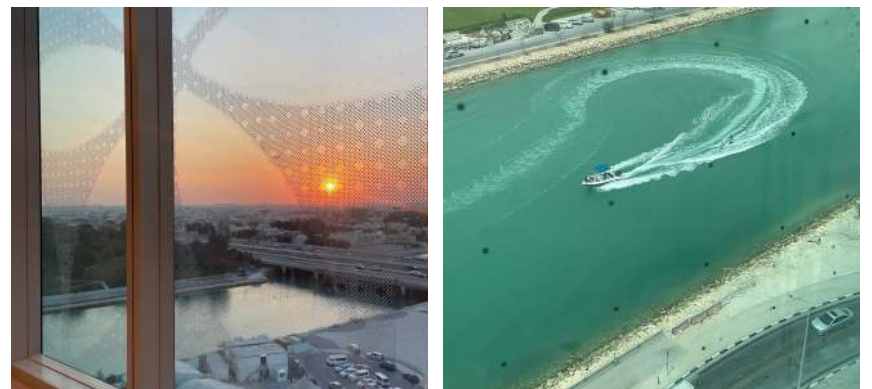


Case study

View Hospital

GenVue delivered a state-of-the-art 4,000-square-metre transparent LED media glass façade at View Hospital, showcasing our commitment to excellence. Despite complex dimensions and a tight schedule, we executed a flawless installation featuring over 625,000 LEDs with a consistent P80 LED pitch, resulting in dynamic, high-resolution visuals that elevate the building's profile.

Solution :	Genvue Motion Clear +
Size :	4,000 square metres of glass
Number of LEDs :	Over 625,000
Pitch of LEDs :	P80
Where :	View Hospital, Qatar
Installation time :	3 months





Case study

Tadmur HQ

At Tadmur HQ, GenVue delivered a high-performance LED media glass façade installation designed to enhance the building's modern image. Our team completed the project within a tight two-month timeframe, installing 250 square metres of glass using our innovative Motion Clear solution. Featuring over 250,000 LEDs with a P10 pitch, the installation ensures sharp, dynamic visuals that transform the façade into a vibrant digital display.

Solution :	GenVue Motion Clear
Size :	250 square metres of glass
Number of LEDs :	Over 250,000
Pitch of LEDs :	P10
Where :	Tadmur HQ, Doha, Qatar
Installation time :	2 months





Case study

Coex Convention & Exhibition Centre

GenVue 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.

Solution :	Genvue Motion Clear +
Size :	1,200 square meters of glass
Number of LEDs :	Over 300,000
Pitch of LEDs :	P60
Where :	Coex Convention & Exhibition Centre in, Seoul, South Korea
Installation time :	3 months



Case study

Dafza Bridge Link

GenVue enhanced the DAFZA Bridge Link in Dubai with a Motion Clear LED media glass installation, transforming the structure into a striking visual landmark. Covering 305 square metres, the installation features 81,300 LEDs with a P60 pitch, creating a seamless fusion of art, branding, and public engagement. Completed within one month, the project elevates the bridge into a dynamic advertising and artistic display, adding vibrancy to the cityscape while maintaining architectural transparency.

This installation redefines how public infrastructure can serve as a functional yet visually captivating space, providing a platform for advertising, cultural showcases, and immersive digital art in one of Dubai's key commercial zones.

Solution : GenVue Motion Clear +

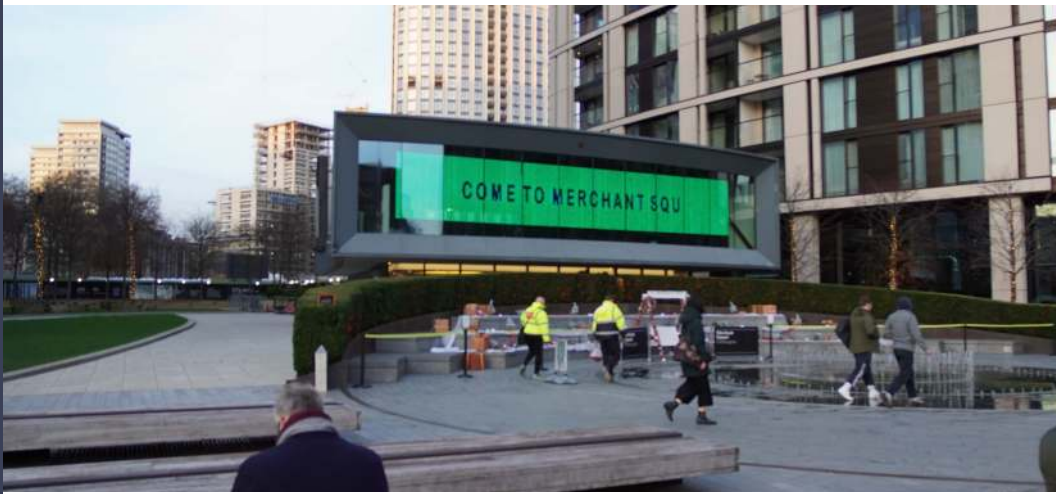
Size : 305 square meters of glass

Number of LEDs : Over 81,300

Pitch of LEDs : P60

Where : Dafza Bridge Link, Dubai

Installation time : 1 month



Case study

Merchant Square

GenVue enhanced public space utilisation at Merchant Square London with a Motion Clear LED media glass installation, seamlessly integrating technology into the urban environment. Covering 40 square metres and featuring 25,000 LEDs with a P40 pitch, the installation was completed in just three days.

Designed to serve as a versatile advertising and artistic platform, this installation transforms the space by displaying engaging visual content, creative brand messaging, and digital art while maintaining transparency. It adds a new dimension to the cityscape, blending modern aesthetics with functional media to create a dynamic and immersive public experience.

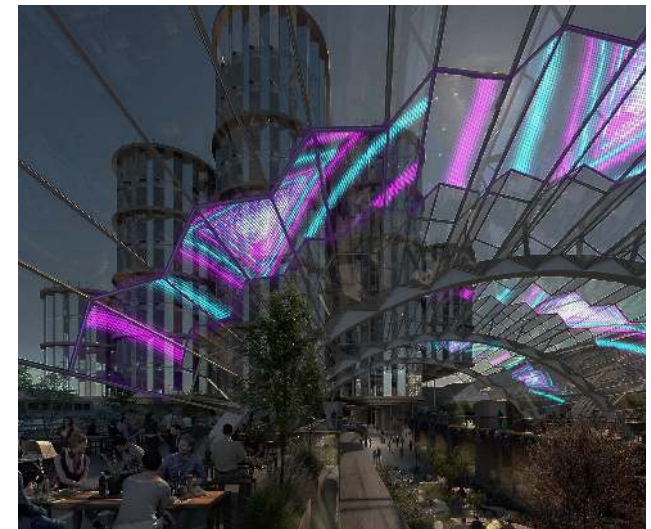
Solution :	GenVue Motion Clear +
Size :	40 square meters of glass
Number of LEDs :	Over 25,000
Pitch of LEDs :	P40
Where :	Merchant Square, London
Installation time :	3 days



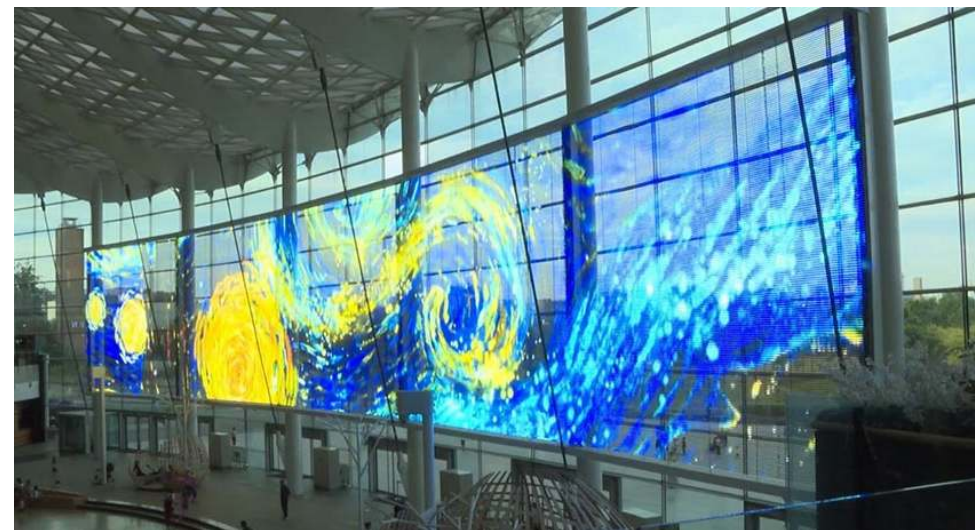
Applications



Applications



Applications



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 long will the LED last?

The lifetime of GenVue Clear and Clear+ 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.

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

How visible is the product in daytime?

GenVue media glass is like a normal window during the daytime and provides a splendid media facade in the evenings. We recommend that GenVue 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.

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

How much does it cost?

We will provide an estimate based on your requirements

Can you produce different shaped glass?

GenVue 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.

How visible are the LED units?

Each LED at 3mm x 3mm is almost indiscernible under normal viewing conditions from 3 metres distance.

Is it easily broken by physical shock?

GenVue laminated glass has passed physical shock and safety tests and has also obtained the

Certificates listed : CE, EN356, Ball drop test | EN12600, Pendulum test.

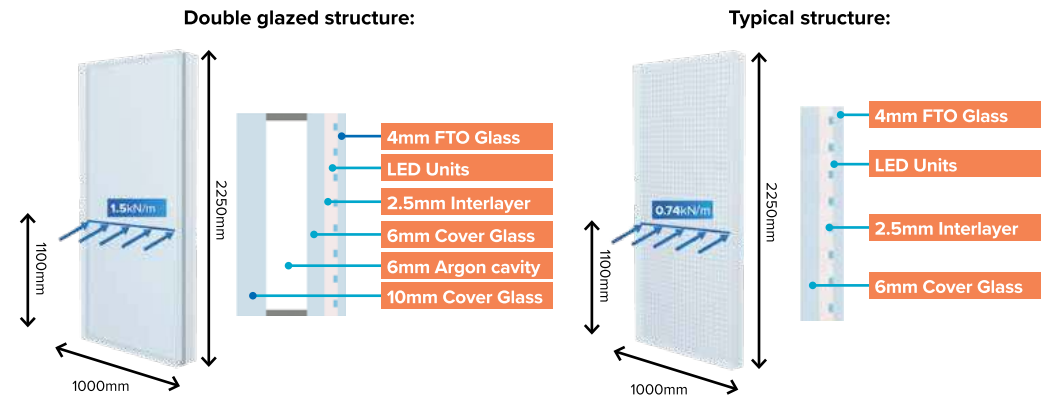
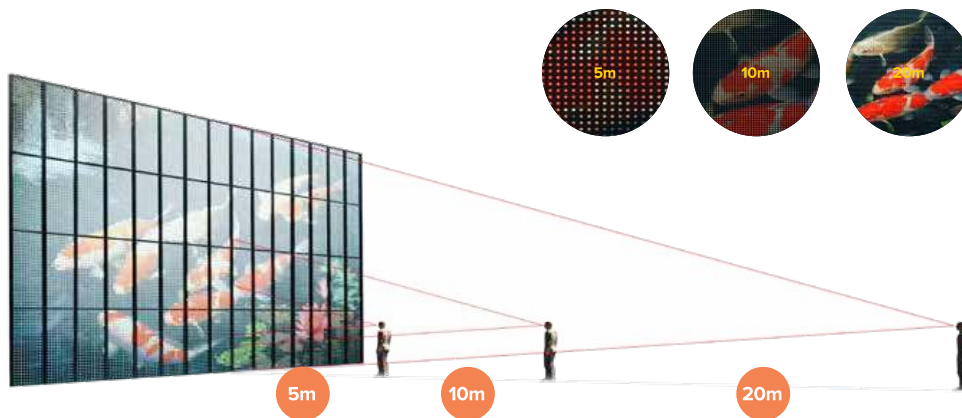
Will a media facade obey light pollution regulations?

We are able to adjust the brightness level, so it is easy to ensure that we remain within regulations.

Do you provide maintenance?

Yes, GSE offer a range of maintenance contract options.

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



SERVING GLOBALLY

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MAKING BUILDINGS ACTIVE

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