

Transparent Media Facades

Mediamesh® and Illumesh® - Designed for Architects

GKD is the worldwide leader in the design and manufacture of custom woven wire products for architecture. We developed Mediamesh, a product that enables any indoor or outdoor facade of any size and shape and form to be transformed into a media facade. Thousands of energy saving LEDs transforms Mediamesh into a larger than life display of everything from branding graphics to video, from live broadcasts to conceptual art.

Construction

Mediamesh is constructed with 316 series stainless steel metal fabric and thus features all the qualities of woven metal. This includes transparency, flexibility and security. Mediamesh is a non structural material that can clad any surface or structure. Mediamesh LEDs function in both day and night. Mediamesh can be integrated with new construction, or can be retrofitted onto existing structures. Mediamesh is also the only media facade material that can be used over windows, permitting occupants to enjoy light and views, while simultaneously providing viewers outside with a *powerful* message.

Our Media Façade offering includes two standard products: Mediamesh and Illumesh. Both have been engineered and manufactured to exacting German standards. Since its introduction, Mediamesh has been embraced by the architectural community for its versatility and ability to enhance a facade.

Design Services

From the beginning discussion of concepts, our design team will determine product details based on your particular project needs. Location, light intensity, day / night operation, viewing distances, types of graphics and media objectives are a few of the influencing factors in determining the configuration of the metal fabric.

GKD has long been an established name in the Architectural fabrics community. Utilizing our in house engineering staff we are able to provide complete solutions to our customer. GKD will *design, engineer, fabricate and install* a complete system; making us truly a full service solution for your project. We strive to integrate with Architects and Designers to deliver complete architectural solutions.

Installation Services

GKD provides installation for the Media Façade products for **every** project. Our installation team acquires all permits and contracts with local trades as required; offering the customer a simple, single point of contact. We stay with the customer before, during and after the actual installation.

Maintenance Services

Maintenance of the Media Façade is very infrequent and typically requires minimal effort. The Media façade itself requires a simple mechanical washing to keep our system clean from natural contaminants and to maintain the brightness of the display. This usually includes a mild soapy cleaner, a pressure washer and a soft bristle brush. Specific instructions are provided for your display.

LED life is typically estimated in the 10 year / 85,000 hour range. Factors such as heat, operating intensity, corrosives, and operating durations have an effect. It is generally not necessary to perform maintenance on the LED tubes on a short term basis. However, GKD is available to inspect and service your façade should you require it.

Warranty

GKD offers a complete warranty on all parts and components for the first year of installation. Additional coverage terms are available up to 5 years from realization of the project.

Product Benefits

Transparency

- Digital media platform with up to 60% transparency
- Views of the building's unique architectural elements
- Viewing from within the building to the outside
- Daylight and ventilation to the building surfaces

Huge Format

- Average installations approximately (4) times the size of standard roadside billboards or larger – some installations will be over 20,000 SF
- Larger format - longer and broader viewing range and greater message rotation/DEC
- Supports multiple advertisers simultaneously (on same display) without compromising graphic quality of the message
- Exciting media presentation will draw attention and transform building into a media icon

Flexibility, Durability and Easy Maintenance

- Easily installed over any building surface, including glass
- Conforms to a buildings unique shape/design
- Withstands hurricane force winds, frigid cold and searing heat
- Easy access for service and maintenance

Digital Electronic Format / LED

- Allows for unlimited number of message delivery options
- Rotational and changing messages – advertiser can respond quickly to market conditions, promotions, news, weather and spontaneous message delivery
- Real-time message delivery for live event delivery
- Premium advertising packages can be designed for specific time of day/week/season – additional programs for long term advertisers and short term/high impact programs
- Civic messaging – National Emergency, Amber Alerts, traffic or weather conditions
- Bold performance during the day and night
- Long performance life of high quality LED's in the 85,000 hour / 10 year range

Sustainability

- Uses as much as 80% less electricity than LED boards.
- Automatic LED Luminance Control automatically adjusts light intensity from light to dark conditions for proper viewing and significant
- Mesh provides passive insulation from sun
- Only need to replace LED lights after useful life, re-use stainless steel mesh

Visual Appeal

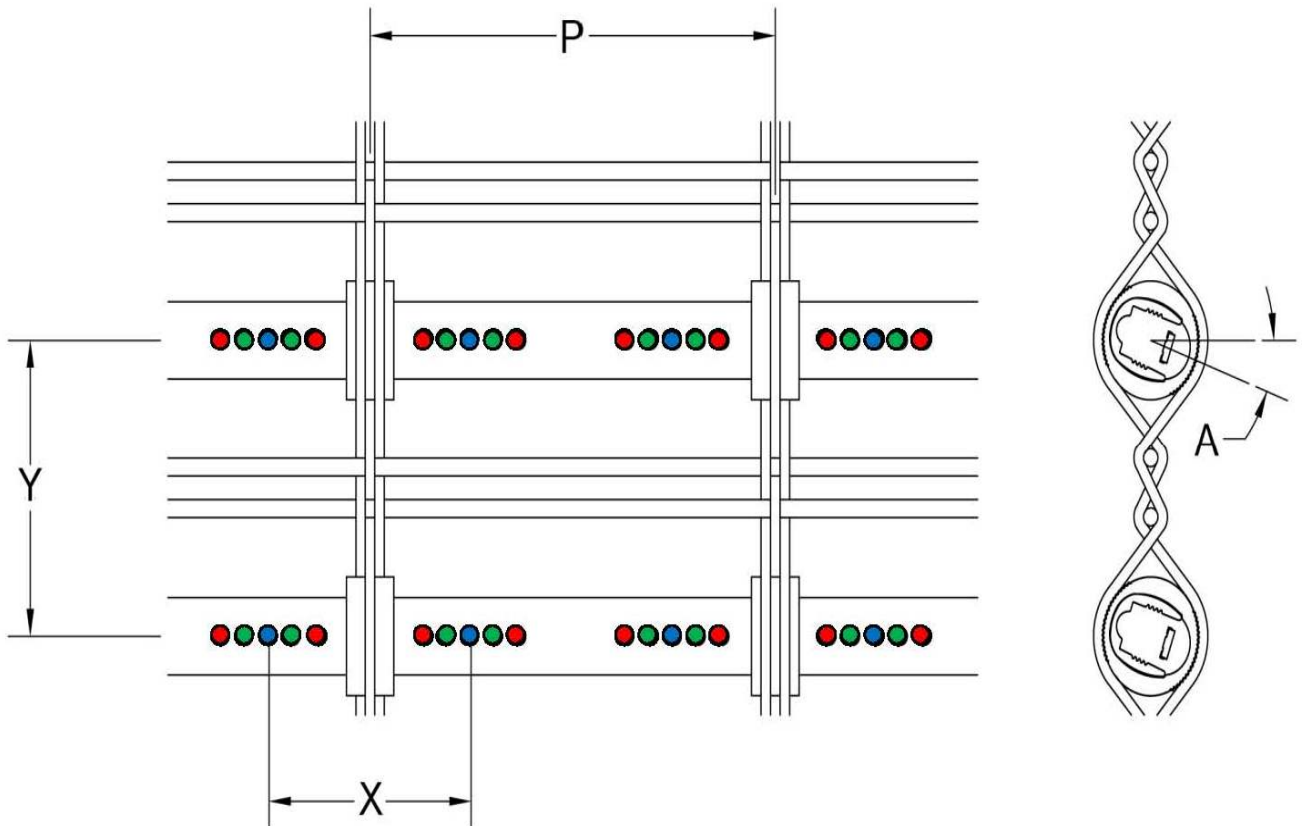
- Images appear to float on the surface of the building
- Visual experience is fun, alive and delightful
- Visual presentation creates curiosity and engages
- Powerful motion graphics and color
- Elegant advertiser branding

Standard Specification Range

(Customized for each application)

Base Metal Fabric – Tigris Design

<u>Specification</u>	<u>Vertical LED Pitch</u>	<u>Horizontal LED Pitch</u>	<u>NIT m²</u>	<u>Open Area</u>	<u>Viewing Distance</u>	<u>Weight lbs per ft²</u>	<u>Rods Between LED Tubes</u>
V4 x H4.25	40 mm	42.5 mm	5880	55.4%	32 meters	1.95	1
V5 x H4.25	50 mm	42.5 mm	4700	57.3%	35 meters	1.83	2
V6 x H4.25	60 mm	42.5 mm	3910	58.6%	38 meters	1.74	3
V4 x H5.0	40 mm	50 mm	5000	56.2%	37 meters	1.9	1
V5 x H5.0	50 mm	50 mm	4000	58.1%	40 meters	1.77	2
V6 x H5.0	60 mm	50 mm	3320	59.4%	43 meters	1.7	3



P = cable pitch
 X = horizontal pixel spacing
 Y = vertical pixel spacing
 A = Angle of LED tube