

PRESS RELEASE

For Immediate Release

Seloy Live antibacterial surface heads up ISE 2019 showcase

Award-winning exhibitor set to wow exhibitors

Seloy Live, manufacturer renowned ‘Supercharged’ touch windows, is upping the ante yet again at this year’s ISE, following last year’s Best Of Show award for its **SENSE** interactive solution and runner-up status in the annual Stand Design Awards awards. ISE 2019 takes place at the Amsterdam RAI from 5-8 February.

Now based in Hall 8 (8-A380), Seloy Live will again demonstrate its unique interactive glass, now protected against bacteria, viruses and fungi – [see press release](#) – in a beautifully designed and realised booth environment. Four interactive solutions – two **SENSE** and two **SHINE** glass displays and accompanying projectors – will showcase the technology via stunning applications from booth partner Immersive Studio (*running on Ventuz Technology* – [see booth 8-K330](#)) and Seloy Live’s own ‘Emoji Feedback’ app.

SENSE is a state-of-the-art combination of a transparent insulating glass unit and interactive touch foil surface – enabling it to also function as a regular window when switched off. It’s available in any size up to 3m x 6m for indoor and outdoor use, with ‘true zero’ bezels (in other words, there are none!) and boasts a touch response rate of 5-9ms.

SHINE is a customised mirror solution product that augments existing professional displays of any size – a unique proposition. When the display device is switched off, **SHINE** functions and looks just like a regular mirror, but when the device is switched on, its content is clearly visible. The product’s semi-transparent mirrored glass can support up to 100 touch points with a response rate of 5-9ms, and is also available without touch functionality.

“We’re very excited about ISE 2019, and our move to Hall 8,” says Jukka Vänskä, Seloy Live COO. “Our interactive touch window/glass technology is unique and there’s nothing in the world to match it. Our exhibition partners, Immersive Studio, have done a great job with the applications, and we’re confident that our stand is our most immersive yet!”

Seloy Live’s **SENSE** was installed as the [world’s first ever see-through, touch-screen storefront](#) in the Kalevala Jewellery flagship store in Helsinki in 2017, and was utilised as part of a high-tech immersive popup London event for the Paramount Pictures release of *Ghost in the Shell* in the same year.

The company's **SHADE** electronically adjustable transparency glass technology is being utilised as part of the crEATe innovation ecosystem and 'TestEat' research and innovation pilot project restaurant, within IBM's headquarters in Munkkiniemi, Helsinki, Finland. **SHADE** glass is integrated as part of a 'mood creating' experience that is designed to discover whether suitable digital content can help to improve food flavours as a result of positive effects on the mood of customers.

For further information on Selay Live, please visit <http://www.seloylive.com/>

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About Selay Live

Selay Live Ltd is a new venture from parent company Selay Oy. Established in March 2016, Selay Live's core business is focused on interactive glass and related products and services. Selay Oy is one of the largest manufacturers of glass elements in Finland with €8m of annual sales revenue. Selay is a pioneer in manufacturing insulating glass units with decades of knowhow in glass, windows and their derivative products.

<http://www.seloylive.com/>

<http://www.seloy.fi/>

About Selay Live's products

*Selay Live's **SENSE** is a state-of-the-art combination of a transparent insulating glass unit and interactive touch foil surface. Available in any size up to 3m x 6m for indoor and outdoor use, with 'true zero' bezels (in other words, there are none!), SENSE boasts a touch response rate of 5-9ms.*

*With interactivity secure within the glass – and customisable to work across some or all of the total available area – SENSE is protected from vandalism and weather, and can be washed just like a regular window. Thermal insulation, sound reduction, fire protection and theft resistance functionality are all supported by Selay Live, and can all be built in to the design phase if required. A non-interactive version with projection only, called **SCENE**, is also available.*

*Selay Live **SHINE** is a customised mirror solution product that augments existing professional displays of any size – a unique proposition. When the display device is switched off, SHINE functions and looks just like a regular mirror, but when the device is switched on, its content is clearly visible through SHINE. The product's semi-transparent mirrored glass can support up to 100 touch points with a response rate of 5-9ms, and is also available without touch functionality.*

*Selay Live **SHADE** boasts electronically adjustable transparency via a separate circuit breaker, allowing the user to toggle between transparent glass and non-transparent opaque – whilst a transparency dimmer function can also support up to six different opaque colour options. Ideal for meeting rooms, SHADE can also be integrated with touch and interactivity, when in opaque mode, functioning as both glass and interactive projection surface.*

<http://www.seloylive.com/>