

PRESS RELEASE

For Immediate Release

Seloy Live glass tech creates mood to boost food flavours

Adjustable transparency glass used in pilot restaurant

Seloy Live, manufacturer of innovative interactive glass is proud to announce that its 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.

The facility welcomes businesses to implement and study solutions in a real-life consumption and operating environment. As well as SHADE, the restaurant is equipped with modern consumer research technologies such as a depth sensor system, and IoT platform, enabling data collection and integration from multiple sources. The physical and digital infrastructure is modifiable and designed for easy implementation of various technological solutions in both dining hall and kitchen.

A co-project orchestrated by VTT (Technical Research Centre of Finland), Fazer (makers of the world-famous Fazer Blue chocolate) and IBM, crEATe has a mission is to develop vitality-enhancing, personalised and sustainable food and eating solutions that are meaningful to consumers, clients and communities. By applying new technologies and business models, the innovation ecosystem facilitates the development of new solutions, and is available for partners interested in opportunities around food and eating. A launch event took place on January 24th.

"Technology has its own role to play in the development of future food services and solutions," says Tomi Lehikoinen, Client Executive of the Retail Industry at IBM Finland. "IBM's goals in respect of the innovation ecosystem include finding new concepts with the help of intelligent solutions that can be implemented by means of artificial intelligence, analytics, IoT solutions and blockchain technologies."

"We're honoured to be a part of this innovative food ecosystem," says Seloy Live COO Jukka Vänskä. "Our SHADE solution is perfect for helping to create the necessary atmosphere for what is an excellent experiment in testing how digital can influence mood and ultimately taste!"

Seloy 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.

Seloy Live is exhibiting at ISE 2019 (8-A380, taking place at the Amsterdam RAI from 5-8 February.

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

RELEASE ENDS

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About Seloy Live

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

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

About Seloy Live's products

*Seloy Live's **SENSE** is a state-of-the-art combination of a transparent insulating glass unit and interactive touch technology. 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 5-9-ms.*

*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 Seloy 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.*

*Seloy 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 high quality 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 5-9-ms, and is also available without touch functionality.*

*Seloy 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, and public buildings, SHADE can also be integrated with touch and interactivity, when in opaque mode, functioning as both glass and interactive projection surface.*

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