

AGC Develops the World's First Technology for Embedding Transparent Displays in Window Glass

Tokyo, May 15, 2019—AGC, a world-leading manufacturer of glass, chemicals and high-tech materials, has succeeded in developing the world's first technology for embedding transparent displays into window glass. The advent of this technology will make it possible to display information superimposed over the view through the window.



Powered OFF



Powered ON

In 2013, AGC developed *infolge*TM, a product with distinct advantages including outstanding visibility and a design that appears to float in mid-air. Today this product is being used as digital signage in buildings, airports, shopping malls and a variety of other locations.

By combining AGC's multi-layered glass production technology with *infolge*TM, the company has succeeded in embedding a transparent display into window glass. This innovative glass looks like normal window glass when powered off; but once powered on, it allows images to be displayed right on the window glass. By using this technology, everyday windows are transformed into a platform for displaying information, allowing all manner of information, such as traveler information, to be shown in real time while superimposed on the view through the window. These will later serve as more than simply displays, as the company has future plans to add touch-control and other new interactive features which will allow users to get a variety of information from the windows. To facilitate their adoption in a wide variety of windows in the future—including tourist attractions, museums, trains and buses, AGC is continuing R&D efforts aimed at the product's practical applications.

Under its *AGC plus* management policy, the AGC Group has made a commitment to create products that add various pluses for stakeholders. Pluses for society include 'safety', 'security', and 'comfort', while pluses for customers include 'new value' and 'functionality'. Through continued application of its innovative glass signage, AGC is dedicated pursuing technological innovations that allow it to continue providing products that add new value and exceed customers' expectations.

MEDIA INQUIRIES

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*The company changed its name from Asahi Glass Co., Ltd. to AGC Inc. on July 1, 2018.

*Handling of personal information is governed by our privacy policy.

REFERENCE

■ About the AGC Group

AGC Inc.(Headquarters: Tokyo, President & CEO: Takuya Shimamura) is the parent company of the AGC Group, a world-leading glass solution provider and supplier of flat, automotive and display glass, chemicals, ceramics and other high-tech materials and components. Based on more than a century of technical innovation, the AGC Group has developed a wide range of cutting-edge products. The AGC Group employs some 50,000 people worldwide and generates annual sales of approximately 1.5 trillion Japanese yen through business in about 30 countries. For more information, please visit www.agc.com/en

■ R&D efforts are underway to pursue the adoption of AGC inoverre™ in highly demanding use-environments such as trains.



Concept image of in-train installation

- (1) PARTITION series (scheduled for July 2019 production and sales)
Intended for train interiors, images can be displayed on both sides of the glass.
- (2) Lightweight large widescreen type (under development)
The conventional method of using multiple above-door displays can now be integrated into a single screen that displays info seamlessly.
- (3) Train window bar-type (under development)
Embedding a large widescreen into the upper area of train window glass allows information to be displayed without obstructing the outside view.
- (4) Train window transparent-type (under development)
Embedding a large widescreen into the window glass allows information to be displayed without obstructing the outside view.

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