

Behind the Scenes: Discovering the Art Within



Background

Bringing the beauty of nature into interior spaces continues to be a growing trend. In healthcare environments, evidence-based design has shown that nature has a positive impact on health, healing and wellness. In our technology-centric indoor workplaces, a “glimpse outside” imparts a sense of calm and balance. And in transitional settings of all kinds, visual ties to the natural world help blur the lines between inside and out.

In line with this trend, as a manufacturer of architectural glass, we’ve found ourselves increasingly approached by architects and designers who want to bring nature into their projects using our ViViSpectra laminated glass with either photography they supply or that they ask us to supply. Initially these seemed like simple requests. But they’ve proven to be more difficult than they sound, especially for large-scale glass applications.

The Challenge

Readily available photography of an appropriate size, scale and resolution for use in large-scale glass applications is seriously lacking. Stock photography is often too small to achieve a high-definition end result. And custom or commissioned photography can be expensive and/or time-consuming to research, produce and acquire.

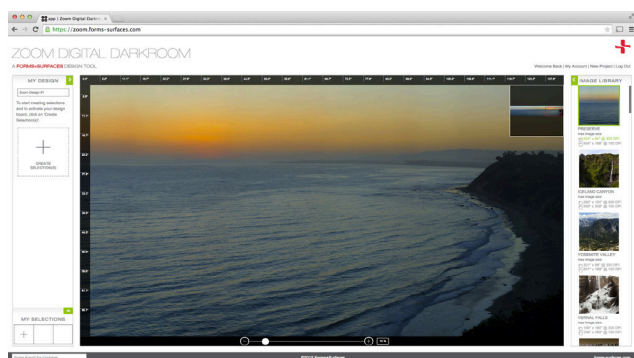
The Opportunity

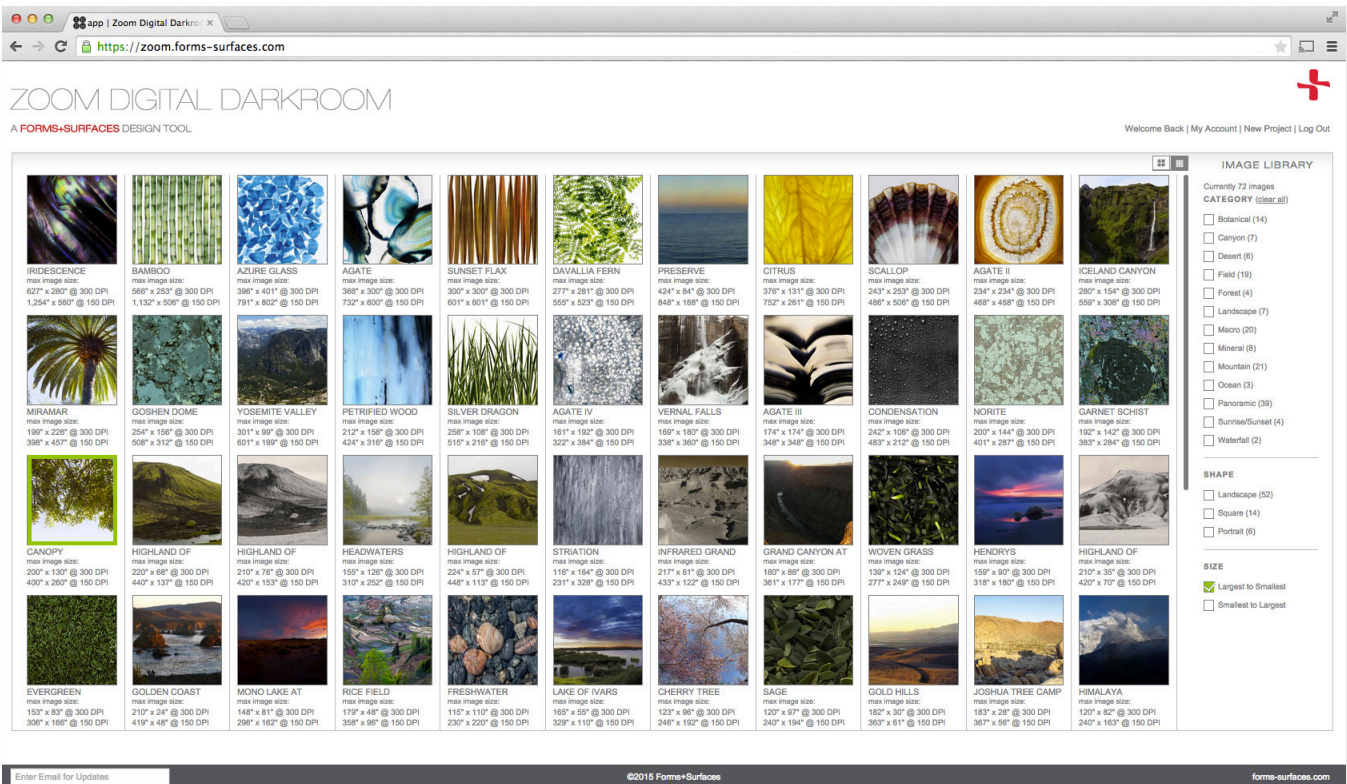
Not expecting requests to diminish, we took the challenge head-on: find a way to minimize frustration during the design and production process, and at the same time, exponentially expand our customers’ creative freedom.

We saw several interrelated opportunities: Build our own collection of large-scale photographic images of nature that could serve as interlayers for our Spectra glass. Create these images with sufficient size, scale and resolution to give our customers the creative flexibility they were seeking. And make it simple for customers to work with these images.

The Result: The Zoom Digital Darkroom & Zoom Images

The Zoom Digital Darkroom and the Zoom Image Library make it easier than ever for architects and designers to bring nature’s beauty to large-scale glass applications and transform public spaces with stunning high-resolution photography of the world around us.





Zoom Image Library

Created using sophisticated gigapixel image capturing equipment, Zoom images are the result of thousands of individual photographs that are stitched and stacked together to form a single large-scale, super-high-resolution photographic image. These images serve as interlayers for our Spectra laminated glass.

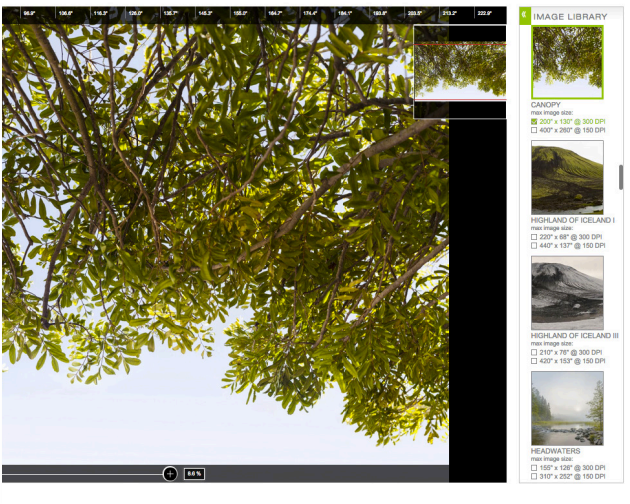
Because of their size and scale, Zoom images afford tremendous customization potential. Users can select specific areas within a full-size photo; use an image at its literal scale; or zoom in and out of an image to discover art within the bigger picture.

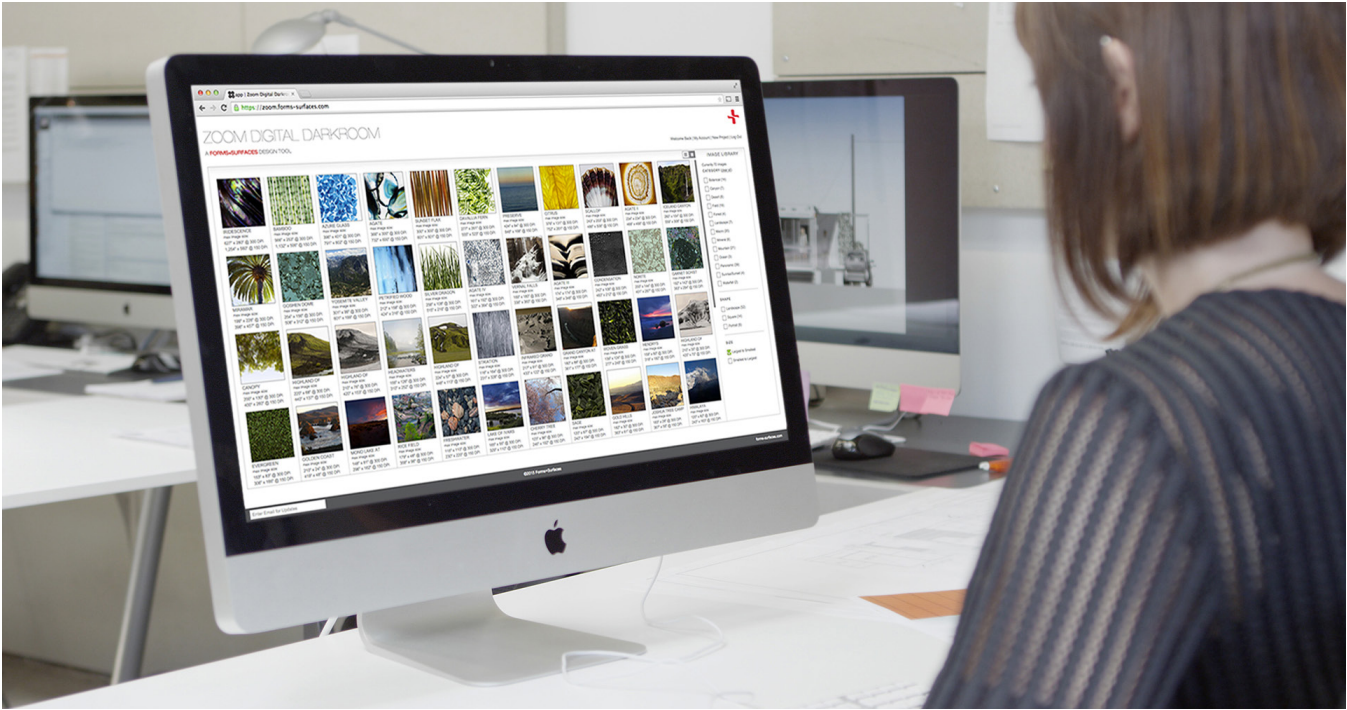


Offering breathtaking visual possibilities, our Zoom Image Library includes a growing collection of literal and abstract scenes: sweeping panoramic vistas, dramatic seascapes, vast mountain ranges, dappled forests, tranquil meadows, and intriguing close-up views of nature as you've never seen it before.

While each Zoom image has its own unique dimensions, all are available at resolutions of 300dpi and 150dpi to accommodate different viewing distances and end-use requirements.

Taking an actual example from our Zoom Image Library: a Zoom photo of 139" x 124" at 300dpi (or 277" x 249" at 150dpi) is significantly larger than most stock photography, which even at its largest, often tops out at around 24" x 36" at 300dpi. Consider the two options for use in a series of 32" x 68" wall panels, and you start getting a feel for the impressive potential of Zoom images.





The Zoom Digital Darkroom

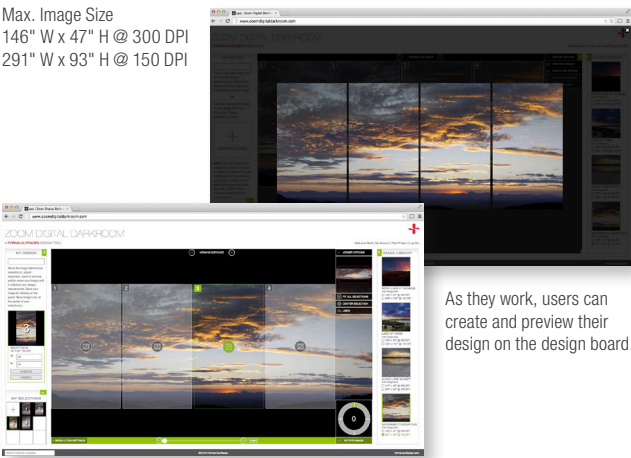
In tandem with building the Zoom Image Library, we developed the Zoom Digital Darkroom, a revolutionary online application housed on our website. Part interactive design studio, part curated photo library, the Zoom Digital Darkroom gives our customers access to the Zoom Image Library and provides the design tools they need to get creative with these images.

From within the app, users have many options: they can browse the Zoom Image Library and choose their photo(s); select specific areas within a full-size photo to use in their design; zoom in or out of an image to capture more detailed perspectives; rotate their image; and use the design board tools to create unique interpretations of the original scene.

Zoom Image: SACRAMENTO MOUNTAINS



Max. Image Size
146" W x 47" H @ 300 DPI
291" W x 93" H @ 150 DPI



As they work, users can create and preview their design on the design board.



| | | | |
|---|---|---|---|
| 48" W x 84" H 150 DPI 2% Zoom Ratio | 48" W x 84" H 150 DPI 2% Zoom Ratio | 48" W x 84" H 150 DPI 2% Zoom Ratio | 48" W x 84" H 150 DPI 2% Zoom Ratio |
|---|---|---|---|



The Zoom Digital Darkroom (Continued)

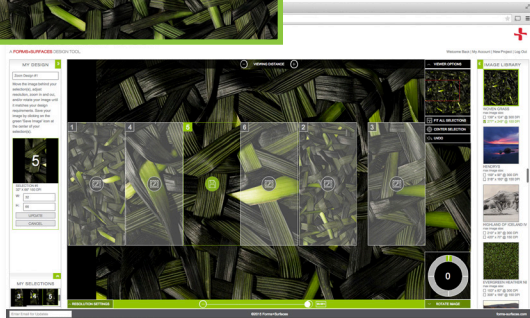
As comprehensive as it is intuitive, the Zoom Digital Darkroom allows users to explore ideas, save and download their work, manage projects, and request budget pricing – all from within a single application. There's no need for outside photographers, graphic artists, or other resources, and no need for separate programs like PhotoShop. With the Zoom Digital Darkroom, users can simply focus on the creative process.

The possibilities are astounding. Together, the Zoom Digital Darkroom, Zoom images, and our ViviSpectra glass make it easier than ever to bring nature's photographic beauty to large-scale glass applications. Add our Systems products – LightPlane Panels, Walls, Columns and Elevator Interiors – to the equation, and the potential is virtually endless.

Zoom Image: WOVEN GRASS



Max. Image Size
139" W x 124" H @ 300 DPI
277" W x 249" H @ 150 DPI



Users can select specific area(s) within a full-size image; define their element size(s); choose zoom ratio(s); and arrange elements to create their finished design.



32" W x 66" H
150 DPI
75% Zoom Ratio



32" W x 66" H
150 DPI
2% Zoom Ratio

32" W x 66" H
150 DPI
100% Zoom Ratio

32" W x 66" H
150 DPI
100% Zoom Ratio

32" W x 66" H
150 DPI
100% Zoom Ratio

32" W x 66" H
150 DPI
2% Zoom Ratio



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