

24-Vue Two Way Vision Recommendations

13 September 2016

Below is a list of our recommendations for printing and installing 24-Vue. Please note, even though 24-Vue is a day/night perforated film, it is essentially a backlit vinyl. This means that the printed image will be visible from both directions, from the outside and from inside. Therefore 24-Vue is a **two way vision** film, not one way vision.

IMPORTANT: Performing a test prior to actual production can minimise costly errors and help to ensure the success of your project.

1. Recommended Applications. 24-Vue is intended for building windows that are well lit 24 hours per day, such as fast food outlets, petrol stations, car dealerships and convenience stores.
2. Double print. Print the CMYK layer twice, sometimes called overprint in RIP software. In our tests, we have found that when the graphics is printed twice, two layers of ink provides richer colour and more “pop” which is generally needed for backlit type applications.
3. For optimum day and night viewing, mount on exterior side of window. If interior mounted, during the day the glass reflections may be significant, making it difficult to see the printed graphics. Therefore, we recommend to apply the film on the exterior side of the windows to minimise the effect of glass reflections.
4. For optimum day and night viewing, mount on external building windows. Do not install onto internal building windows, such as office walls, shop windows inside a shopping centre etc. This is because the light sources inside the shop/office and outside are approximately equal in brightness, which cancels out the backlit effect required to see the printed graphics. When 24-Vue is mounted on an external window, which is exposed to the sun during the day, the sun will act as the front light source, which will aid in seeing the printed graphics during the day.
5. Backlit at night, frontlit during the day. At night, the back lighting needs to be of greater strength than the front lighting. Vice versa during the day, the front lighting needs to be stronger than the back lighting. During the day, the sun will act as the frontlit light source. At night, the internal building lights behind the window will act as the backlit source. During the day, the sun is a greater light source compared to shop/office lights inside and at night, the inside shop/office lights will be brighter than the moon or street lights.
6. For optimum night viewing, use a proper backlit source. with cool white colour and new lights and sufficient number of lights. There are different types of lights, such as fluorescent, candescent, LED, energy saving bulbs etc. In our testing, we found that new cool white fluorescent lights to be sufficient to act as a back light source for 24-Vue. Old fluorescent lights or warm coloured lighting is less effective. So the lighting needs to be indirect and bright/strong. It is not recommended for the internal lighting to shine directly onto the graphics, as this will wash out the colours making it hard to see from the external side.
7. Avoid tinted windows.
8. Do not overlaminate.
9. Use lighter colours in the artwork, avoid dark colours. Dark colours such as forest greens, navies, browns, charcoals and black do not transmit light very well. Yellows, oranges, reds, pinks, light greens, blues and white transmit the light well. Below are photos of 24-Vue applied to a shop window. The photos show the views from the outside and inside at day time and at night, for comparison purposes. It should be noted that the lighter colours in the Spring Valley juice graphic is more easily seen compared to the darker background colours of the Oak milk graphic.

Day vs Night and Inside vs Outside Comparison Photos



Notes:

- A. Graphics double printed and applied to the exterior side of the windows in all photos.
- B. 6 months old cool white fluorescent lights inside the shop. A pair of fluorescent tubes every 2m with diffuser lens across the shop frontage, running perpendicular to the windows, starting approximately 1.2m from the window.
- C. One energy saver bulb within a light cover mounted above footpath under awning on external side of windows.
- D. Photos taken on 31/8/16. Day time photos taken around 10:15am. Night time photos taken around 7pm. Shop windows face due west.
- E. Standard plate glass windows with no tinting.
- F. Graphics printed on Mimaki JV33-160, ES3 ink