

# Interior One Way Vision

Australia

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

## Interior Mounted One Way Vision

Clear Focus One Way Vision have multiple perforated vinyl films that can be mounted to the interior side of glass windows. All our interior mounted films have different purposes and sign making production methods, so it is important to understand their properties and choose the appropriate film for the job.

## Overview


In the table below is an overview of the interior mounted perforated One Way Vision films, summarising their various attributes and features. This will help in assessing which film is most appropriate for your application needs.

Product	White Ink Required	Size Limit	Expected Life	Viewable Day/Night	Installer Required	Re-useable	Life Cycle Cost
<b>24-Vue</b>	No	No limit	1 year	Day and Night (inside lights must be on)	Yes	No	Moderate
<b>BannerVue + OptiTape</b>	No	Either 1.3m wide or high	3 years	Day only	No (less than 1 sqm)	Conditional	Best value
<b>ClearVue Interior</b>	Yes	No limit	2 years	Day only	Yes	No	Film plus 3 layers of Ink
<b>PosterVue</b>	No	Max 1 sqm	3 months	Day only	No	Yes	Moderate
<b>RetailVue + OptiTape</b>	No	Either 1.3m wide or high	3 years	Day only	No (less than 1 sqm)	No	Best value
<b>SunSecure + PVSee</b>	No	No limit	3 years	Day only	Yes	Conditional	2 x Films

\* BannerVue and RetailVue are not re-useable, however, if the following steps are taken, then it can be re-used. Design in the artwork a 25mm black border area around all edges, cut OptiTape into 25mm strips and apply to film. To re-use, remove the OptiTape, then when ready to re-install, apply new 25mm OptiTape onto the black border areas and then apply to window.

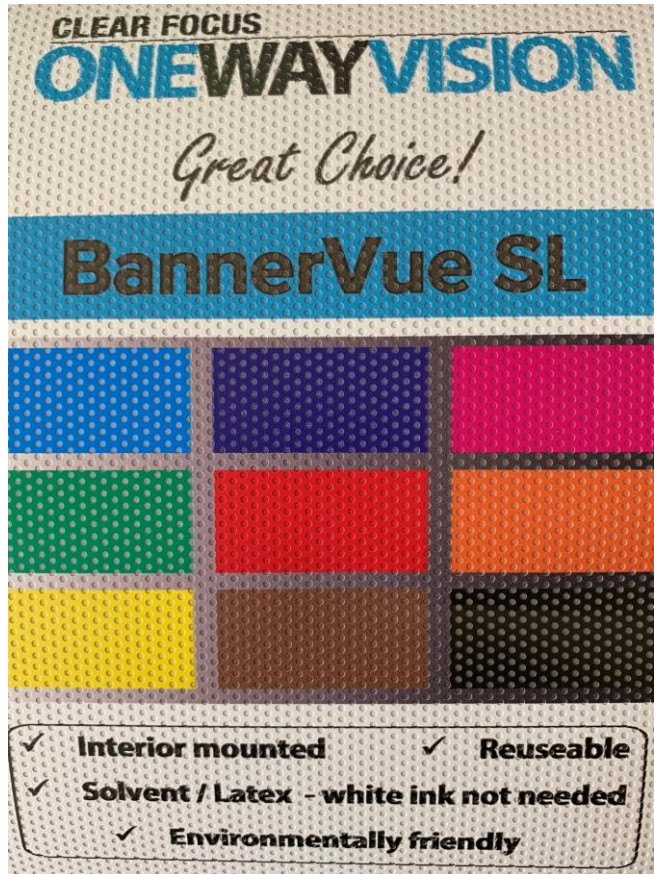
## 24-Vue

This film is ideal for scenarios where the customer needs an internal film in which the printed graphics can be seen during the day and at night, as well as from the outside and inside. It is a two-way vision film, where people on the inside can see out and at same time see the printed image.

Features	Benefits
<ul style="list-style-type: none"> <li>• Perforated translucent white lightbox film with an adhesive layer on one side.</li> <li>• Small 1.4mm holes and 30% open area.</li> <li>• Printed image is viewable from both sides.</li> </ul>  <p style="text-align: center;">At Night</p>	<ul style="list-style-type: none"> <li>• Printed image lights up at night when the inside shop/office lights are on.</li> <li>• Can be applied to the interior or exterior side of windows.</li> <li>• Better value as window advertising is 24 hours per day.</li> </ul> <p>Note: Please refer to the 24-Vue Recommendations Fact Sheet for further important information about printing and installing this film.</p>

## BannerVue


As the name suggests, this One Way Vision film is designed to be used as a banner, such as point of purchase/sale (POP/POS) promotional campaigns. This has several advantages over traditional One Way Vision and posters in general.

Features	Benefits
<ul style="list-style-type: none"> <li>Made from PET polyester</li> <li>No adhesive</li> <li>White printable side, black on opposite side</li> </ul>  <p>Note: Not suitable for windows wider than 1.3 metres, as not recommended to overlap if wider.</p>	<ul style="list-style-type: none"> <li>Easy to apply to a window for novices, professional installer not required. No special tools required.</li> <li>Vandal proof, as it is interior mounted.</li> <li>Safe for the environment, as it can be recycled.</li> <li>Slow to fade, no cleaning required after install.</li> <li>Stays flat and rigid – does not rip, tear or stretch.</li> <li>Heavy duty. Roll up and store in cupboard. No expiry date or shelf life because no adhesive.</li> <li>Re-positionable during install</li> <li>Standard wide format printers (eco-solvent), can be used to print on the film, no need to print white.</li> <li>Can be applied to inside of refrigerated glass doors. This utilises extra advertising space for shop owners to sell to advertisers.</li> </ul>

## ClearVue Interior


This One Way Vision film is a perforated clear film. Just like any clear film, when applied to the interior side of a window, white needs to be placed behind it in order for the inks to be fully seen. Ink is normally translucent, so without the white, it will be difficult to see the printed image.

For solid (non-perforated) clear vinyl, sign makers usually laminate a white vinyl behind the clear vinyl. However, people inside will not be able to see through this. Hence the need for a product like ClearVue Interior. The clear film is perforated and when overprinted with a layer of white ink after the coloured ink (CMYK) has been printed first, due to the holes in the film, people inside will be able to see out, and people outside will see the printed image due to the white ink backing up behind the colour ink.

Features	Benefits
<ul style="list-style-type: none"><li>• Perforated polymeric clear vinyl</li><li>• Adhesive on one side, print on non-adhesive side</li><li>• Print CMYK layer in reverse mirror</li><li>• Overprint white then optionally overprint black</li><li>• 1.5mm hole size and 30% open area</li></ul> 	<ul style="list-style-type: none"><li>• At least 2 years expected life when applied to interior side of a window.</li></ul>

## PosterVue


As the name suggests, this One Way Vision film is designed to be used as a poster. This has several advantages over traditional One Way Vision and posters in general.

Features	Benefits
<ul style="list-style-type: none"> <li>Twice as thick as normal one way vision film</li> <li>No adhesive</li> <li>White printable side, black on opposite side</li> </ul>  <p>Note: Not suitable for windows larger than one square metre or application to full sun windows.</p>	<ul style="list-style-type: none"> <li>Ideal for standard poster sizes from A4 to A0, up to 1 square metre.</li> <li>Easy to apply to a window for novices, professional installer not required. No special tools required.</li> <li>Heavy duty. Roll up and store in cupboard. No expiry date or shelf life because no adhesive.</li> <li>Re-positionable</li> <li>Removable</li> <li>Re-useable</li> <li>Apply, leave on window for 3 months, remove, store for 1 year, apply, leave on window for 3 months, repeat annually.</li> <li>Can be applied to exterior or interior side of window with printed graphics facing out, just like a normal poster.</li> <li>Use single sided or double sided clear tape.</li> <li>Standard wide format printers (eco-solvent), can be used to print on the film, no need to print white.</li> <li>Can be applied to inside of refrigerated glass doors. This utilises extra advertising space for shop owners to sell to advertisers.</li> </ul>




## RetailVue

As the name suggests, this One Way Vision film is designed to be used in a retail environment, such as point of purchase/sale (POP/POS) promotional campaigns. This has several advantages over traditional One Way Vision and posters in general.

Features	Benefits
<ul style="list-style-type: none"> <li>Made from PET polyester</li> <li>No adhesive</li> <li>White printable side, white on opposite side</li> </ul>  <p>Note: Not suitable for windows wider than 1.3 metres, as not recommended to overlap if wider.</p>	<ul style="list-style-type: none"> <li>Easy to apply to a window for novices, professional installer not required. No special tools required.</li> <li>Vandal proof, as it is interior mounted.</li> <li>Safe for the environment, as it can be recycled.</li> <li>Slow to fade, no cleaning required after install.</li> <li>Stays flat and rigid – does not rip, tear or stretch.</li> <li>Heavy duty. Roll up and store in cupboard. No expiry date or shelf life because no adhesive.</li> <li>Re-positionable during install</li> <li>Standard wide format printers (eco-solvent), can be used to print on the film, no need to print white.</li> <li>Can be applied to inside of refrigerated glass doors. This utilises extra advertising space for shop owners to sell to advertisers.</li> </ul>

## SunSecure and PVSee

SunSecure is designed to reduce heat at the glass inside surface and to make it private for people inside from outside prying eyes. There is a black side and a white side like normal one way vision, but the adhesive is on the white side. Therefore, it is not possible to print on SunSecure. However, a printed image can still be seen if the sign maker prints onto a clear vinyl first in reverse mirror format, applies it to the inside surface of the glass window/door, then backs it up with SunSecure. As the ink will be spanning the holes, a crystal clear result is not possible, nevertheless people inside can still be able to see out through the holes and translucent ink, albeit in a reduced capacity.

Features	Benefits
<ul style="list-style-type: none"> <li>Perforated polymeric clear vinyl (PV-See)</li> <li>Adhesive on white side, attach white side to glass (SunSecure)</li> <li>Small 1.5mm holes and 35% open area.</li> </ul> 	<ul style="list-style-type: none"> <li>At least 3 years expected life when applied to interior side of a window.</li> <li>Lower cooling energy costs as up to 50% of the heat is reduced at the surface of the glass.</li> <li>Secure as prying eyes from the outside cannot readily see in during the day time. Allows people inside to have the curtains or blinds open but no one can see in.</li> <li>For sign makers who do not have the ability to print white, this is a good solution.</li> <li>Printing onto a clear film is optional, only needed in the end user wants digitally printed graphics. Otherwise coloured cut vinyl can be used.</li> </ul>

## Notes

1. **GLASS REFLECTIONS.** Please note, any type of signage, whether it is One Way Vision, paper poster or a solid vinyl sticker, when applied to the interior side of a window, people will see the reflections in the glass from the outside scenery. Even if there was no signage on the inside of the window, there will be reflections. Even on cloudy days. Interior mounted signage will not stop reflections in the glass.
2. **WINDOW TINTING.** Please note, window tinting will affect the colours of any signage applied to the interior side of a tinted window. It may even be difficult to see the signage due to the tint level being dark or mirror like. Therefore, we recommend not to apply One Way Vision on the interior side of tinted windows.