

PRESS RELEASE

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High res images available on request

LCA Award

The Showman's Show

Two wins in two weeks for G-Smatt Europe

- **Technological Innovation award at London Construction Awards 2017**

Less than three months after its launch, G-Smatt Europe, the developer of smart glass for media solutions, has been presented with two coveted awards. The first came at The Showman's Show where alongside the first installation of the glass seen by the UK events industry, the company received Best Exhibition Hall stand. The following week the company's unique offering was recognised when, at the London Construction Awards, Orhan and his team were declared winners of the Technological Innovation of the Year category.

This was the third year that the London Construction Awards have been presented, as part of the London Build Expo. Software and technology are having an increasing influence on the construction industry and this award celebrated the importance of technological innovation for this key sector of the wider economy. Once installed, buildings with a media glass facade can be used to display artwork, promote a brand, interact with the immediate community, and integrate with smart city infrastructure for information sharing.

"We are very a young company and we really didn't expect to gain such recognition at such an early stage in our development but we are thrilled that our innovative approach has been acknowledged by the construction industry," said Orhan Ertughrul, European Vice President, G-Smatt Europe. "The team has worked so hard to make both these exhibitions a success. Constructing a two tier, glass and steel structure on the second floor of the Olympia exhibition hall was no mean

achievement but it was worth it as our stand formed a centrepiece for London Build 2017 and it really showcased our capabilities."

"Having an innovative business like G-Smatt showcasing its new product in such style is exactly what the Showman's Show is all about. It was really pleasing to see them maximising their presence with a creative exhibition stand which was quickly recognised by this year's stand judge in the Exhibition Hall. They were awarded 1st prize for the best stand, commenting on the excellent display of the product and how engaging the team was with our visitors," said Jeremy Lance, director of the show. G-Smatt had installed two full panels of the glass in the side of the entrance marquee, allowing all visitors to witness its capabilities.

Background

G-SMATT is a Korean company that produces an innovative digital smart glass product. Launched in 2013 the company now has offices in five countries and an annual turnover of about \$125m. The company believes in the transformation of the digital city scape with compelling architectural media and interactivity. Its innovative, building grade, laminated media glass provides full transparency and rich media capability. This allows developers and architects to provide a new way for people to experience and enjoy their buildings and the surrounding urban spaces without compromising on the aesthetic beauty of their original design. In the new world of the Internet of Things it also allows for unparalleled connectivity and integration, a key in the development of the smart city. G-SMATT produces both architectural and exhibition products.

For more information & video links <https://www.g-smatteurope.com/products/events>

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