



G-Smatt's smart glass tunnel. High res image available on request

G-Smatt installs smart glass tunnel for 'Who's Who in events'

Oxford based G-Smatt recently show cased its innovative, smart glass to the local events industry when it installed its smart glass tunnel at a networking event, hosted by monocom at MINI Plant Oxford. The tunnel, which is formed from G-Smatt's interactive, media glass measured 2.25m wide by 6.3m long, and 2.5m tall and provided a stunning centre piece for the evening event which was attended by approximately 70 people from corporates including John Lewis, HSBC, Niensens, The Dorchester Group and representatives of local events management, audio visual, catering and photography businesses. The company also delivered a short presentation on the future of architectural media glass.

Leo McDowell-Benton, Director of Sales for G-Smatt Europe, explains more: " We knew in advance some of the companies that would be attending so were able to incorporate logos from many of them, including Oxford Fine Dining, monocom and MINI into the dynamic display. We were also able to display a red MINI car and guests were able to get involved by playing on a prototype of our new interactive Bubble game."

"Being able to show case BMW/MINI's event space and the interactive media glass made this a very special evening for us. Event people see a lot of clever, eye catching promotions so to generate a 'Wow' from nearly every one of our attendees was a great endorsement for the G-Smatt media glass tunnel. We certainly hope to work with them again in the future both in Oxford and further afield, and I'm sure that others in the room will have gone away wondering how they can incorporate this amazing technology into one of their events;" said Chris Jones, from Boys and Girls Promotions, who organised the event.

Speaking on behalf of the Events Team at Plant Oxford, Linn Bargstedt, Project Manager at monocom, was only too happy to say, "that they we would be delighted to collaborate with G-Smatt in the future!"

Company Profile

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. 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 and received the LCA 2017 Award for Technological Innovation of the Year.

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

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