

HAVER & BOECKER



# IMAGIC WEAVE® ID

MEDIALIZE YOUR IMAGINATION

V2.00





# IMAGIC WEAVE® THE ALL-IN-ONE SOLUTION

**IMAGIC WEAVE®** provides a union between architectural structure and lighting media. The creative possibilities of HAVER & BOECKER's durable stainless steel mesh together with state of the art LED profiles become **IMAGIC WEAVE®**, a woven wire mesh equipped with individually-addressable LEDs, which transforms building facades into unique, transparent screens for vivid, large-scale media.

The system provides a hugely diverse range of stainless steel cladding and LED profile options, that can broadcast videos for an endless range of advertising or creative applications.





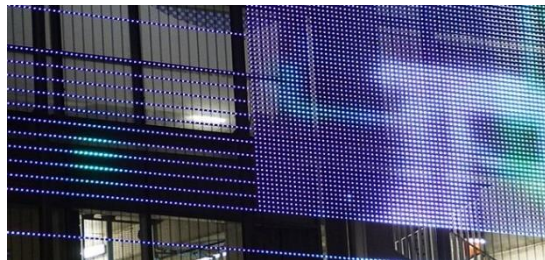
# What Is IMAGIC WEAVE®?







# References IMAGIC WEAVE®







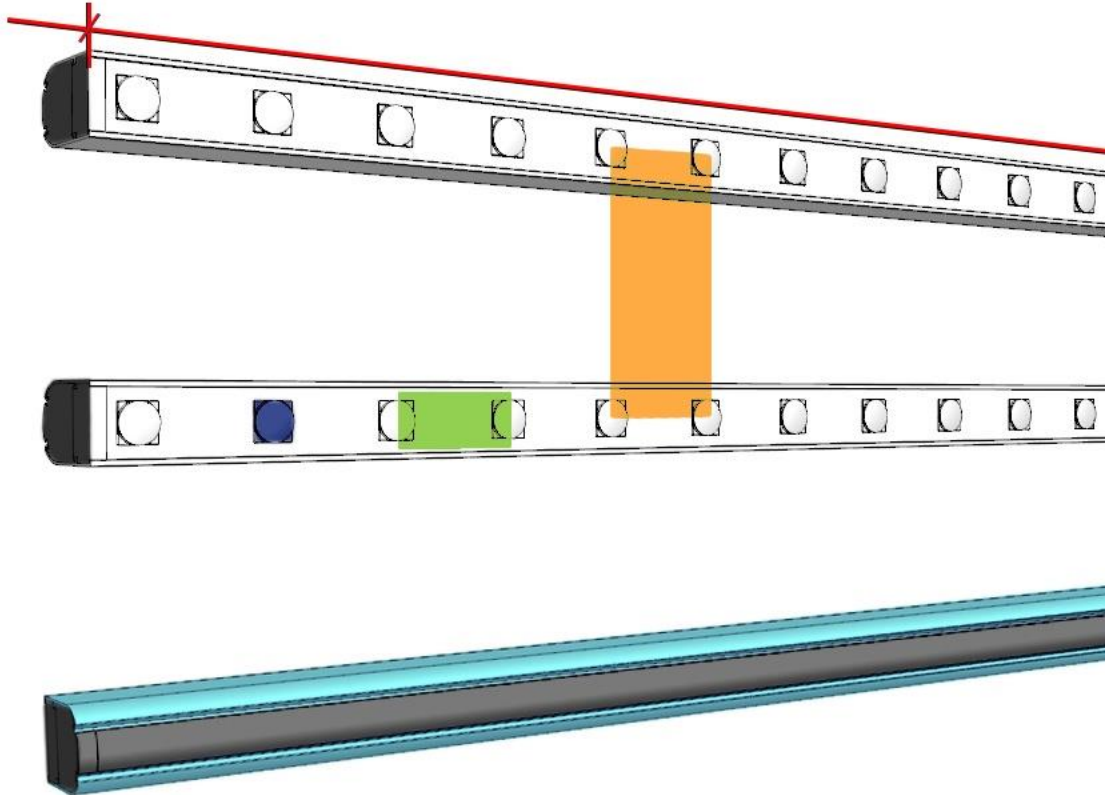
# Create Your Own Media Experience

**IMAGIC WEAVE®** is not only a media product from stock, it is an custom-made media solution which will be designed to meet the needs of each individual media facade project.

The choice of LED pixel pitch, LED lens as well as various colouring options creates a media experience with specific **brightness, resolution, transparency** and **visual appearance**.



# LED Profile Individuality – It's Up To You:



LED profile length

LED pitch between the profiles

LED pitch in profile

LED lens / beam angle

LED profile clip on cover

LED profile colour





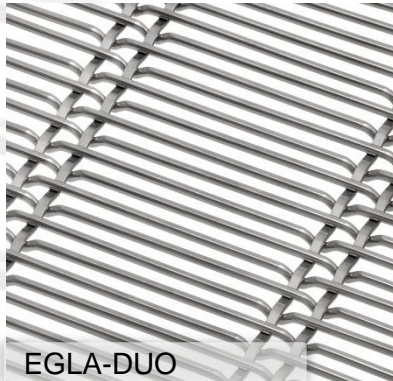
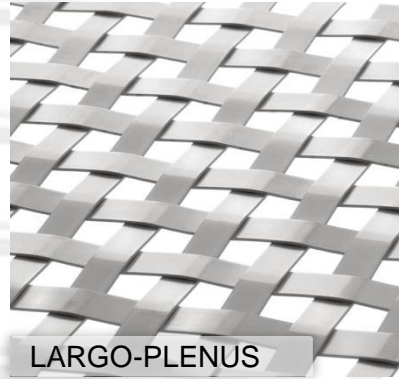
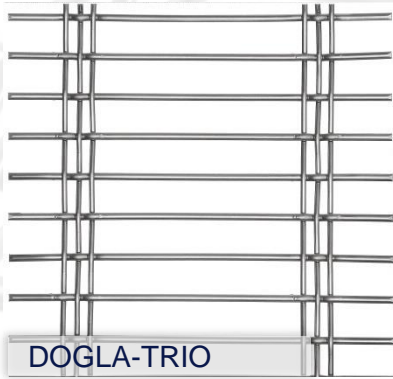
# Create Your Own Mesh Pattern

**HAVER & BOECKER** offers a wide range of architectural wire meshes suitable to withstand severe environmental impacts. The large variety of mesh types can visually enhance buildings giving individual character. Depending on the light and viewing angles the material appears transparent or closed.

The choice of horizontal weft and vertical warp wires as well as the type of weave create different mesh geometries with specific **optics, light effects** and **transparencies**.



# Mesh Individuality – It's Up To You:



mesh width

mesh length

mesh design

mesh colour

mesh transparency



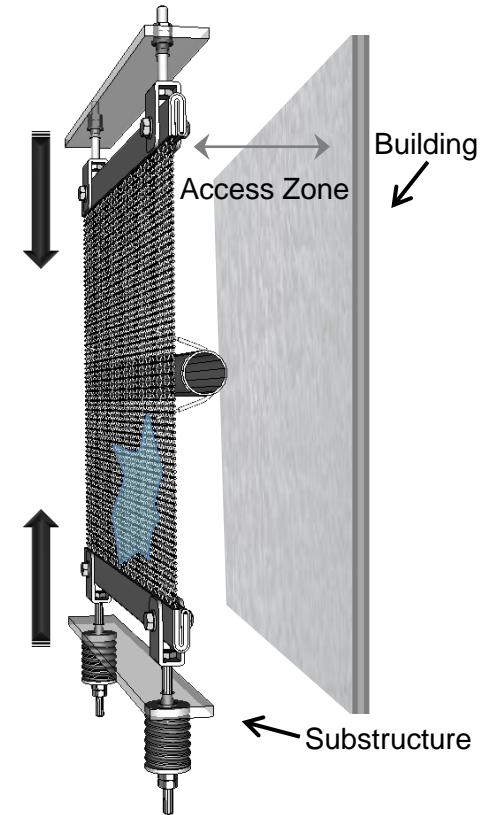


# Substructure

Architectural mesh elements can usually be **tensioned** vertically covering the full height of your building. This requires a solid substructure on the upper and lower front which has to be capable of withstanding the resulting loads (considering e.g. wind and ice impacts).

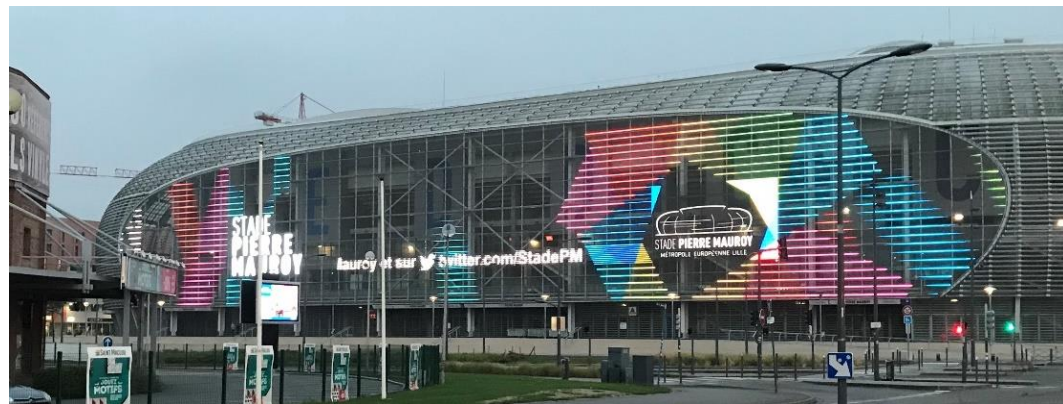
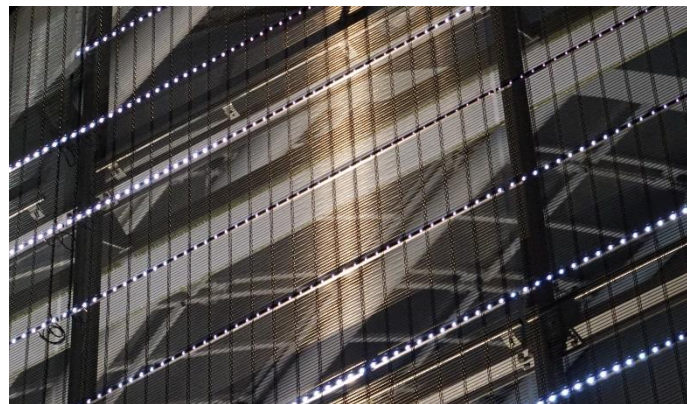
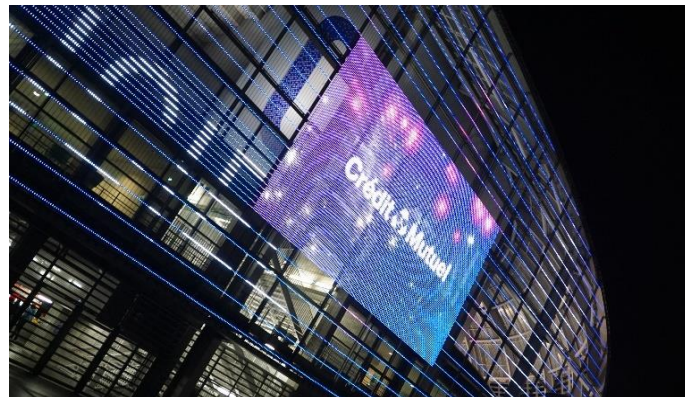
These **loads** have to be calculated based on the individual requirements of each project and exceed by far the loads of the pure static weight only.

To reduce the deflection of mesh as well as the resulting loads for the substructure, intermediate fixings are usually required **at each floor** (approx. every 3-4 meter of height).



\* (upon request) depends on project specific and local conditions

# 24hrs Transformation







# LED Profiles Wherever Needed

The wire mesh elements and LED profiles are produced in various sizes to meet project-specific requirements. Due to the flexible mounting system even the largest areas can easily be covered, e.g. combining different **IMAGIC WEAVE®** pixel pitches or the façade will be equipped partially only.

The clip system also allows LED configurations to be added to the mesh after initial installation, therefore enabling upgrades to **HAVER & BOECKER** mesh facades which have not originally been equipped with LED profiles.

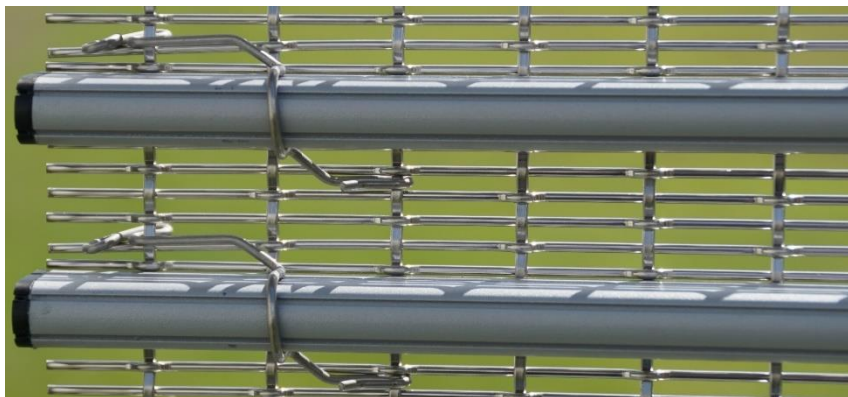




# Clips System

Linear LED configurations are easily attached to the architectural wire steel mesh using a clip system from the back of the structure, allowing simple installation and maintenance of the LED units.

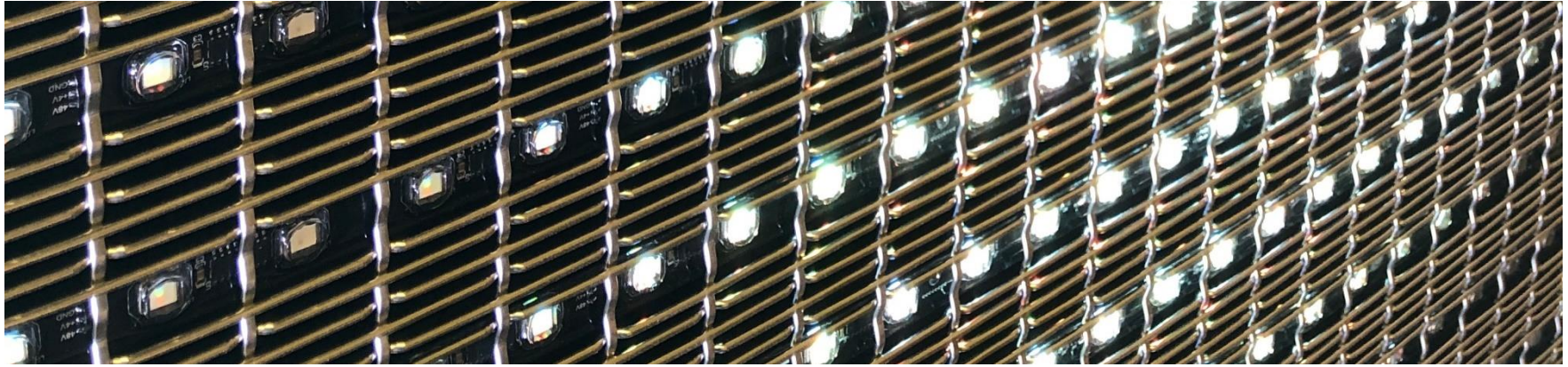
Vertical pixel pitches start from 30 mm and can be increased in increments of e.g. 5mm.







# LED Profile At A Glance



- The **IP67-rated** LED profile system is suitable for both outdoor and indoor environments
- The range of LED profiles can offer brightness options **>10000 cd/m2** suitable for day, evening and night-time viewing.
- Horizontal LED pitch is **25 mm, 50 mm**, other upon request
- The thermal operating range is between **-30 °C / + 60 °C** allowing project installation on a worldwide level.
- The maximum LED profile length of **3 meters** is designed in conjunction with the mesh width.
- Each slim LED profile has a height of only **14 mm**, and a depth **21 mm**.
- Beam angle **120° x 120°** (adjustable by lenses)
- LED Type **Cree SMD** RGB LED.
- Click-on **Design Cover**
- Changeable **housing** colour



# General Specification

- There is no limit in the **total screen size**
- The **dimensions** of each individual mesh element is free selectable and have a max. width of 3 meter and a max. length of 30 meter (other dimensions upon request)
- The **transparency** varies, depending on LED resolution and mesh type, from 20% to 75%
- **Viewing distance** always depends on the shown content, overall size, surrounding brightness and personal expectation but is starting from 15 meter and can reach several kilometer
- The **video server** is an art-net based solution which can communicate with our **C4 controller** (either installed inside or outside). The **PSUs** as well can be installed in different locations to follow project specific conditions
- Stainless steel is the preferred basic material for the **wire mesh** and the **clips**
- The **weight** of the system is negligible as the tension load of the wire mesh is in general higher than the dead load itself. It varies, depending on mesh type and LED resolution, from 8 to 20 kg/m<sup>2</sup>

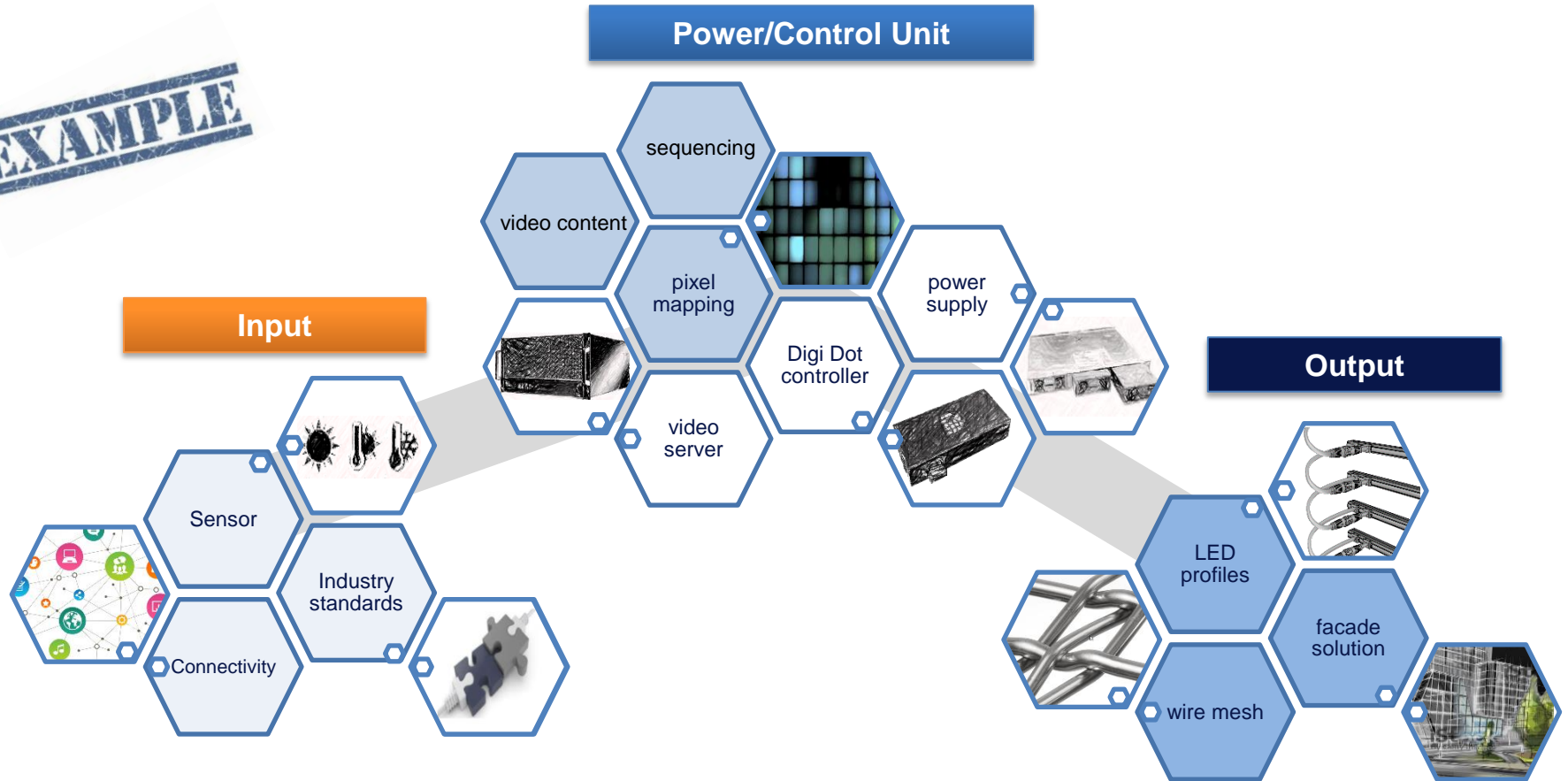






# Schematic System Setup

**EXAMPLE**





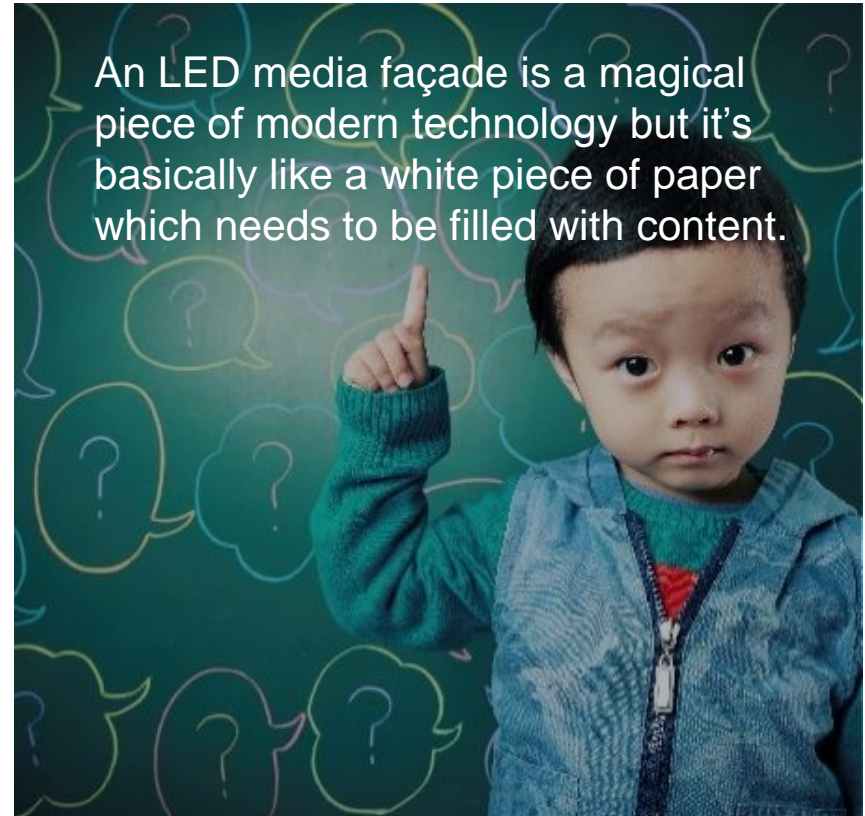
# Video Content Is A Core

## Start the content process with the following questions

- What kind of content might be interesting for the surrounding of your building?
- How long and how frequently will your audience look to your media façade?
- What stories should be told?
- Does the ratio of standard video content (e.g. 16:9) match to the design of your building, or would it be worth to use a special ratio?
- Do you have a company who can create video content for you?
- Can we be helpful with video content?

## Here are some general possibilities

- Special promotions
  - Seasonal celebrations
  - Convey messages
  - Reinforce a brand
  - Create an atmosphere
  - Advertising messages
- (Return On Investment)







# Scope Of Supply & Services

Our specialists offer worldwide support at every stage of planning - from concept right through to implementation:

- “Ready to install” wire mesh elements for the attachment to a suitable on-site substructure
- Static calculation of the maximum loads resulting from the mesh, taking into account local conditions
- LED-profiles including clip system
- Lead cables (combining power and data) to the LED profiles
- Power Supplies, Video Controller and Video Server completely preassembled in “ready to install” 19 inch racks
- On-site support including installation drawings, programming and training
- Commissioning verification
- Spare parts
- 5 years warranty

Remark: We are happy to discuss project specific extensions of the scope above.





# Additional Mesh Design Options: Mesh Painting

It is possible to apply graphical designs to stainless steel mesh to meet most specific requirements. In addition to RAL colors, there are also numerous metallic colors available, making the creative possibilities almost limitless. Multi-colored designs can also be applied.







# Additional Mesh Design Options: Mesh Illumination



Using high output LED liner to wash entire facades with colour or white light.

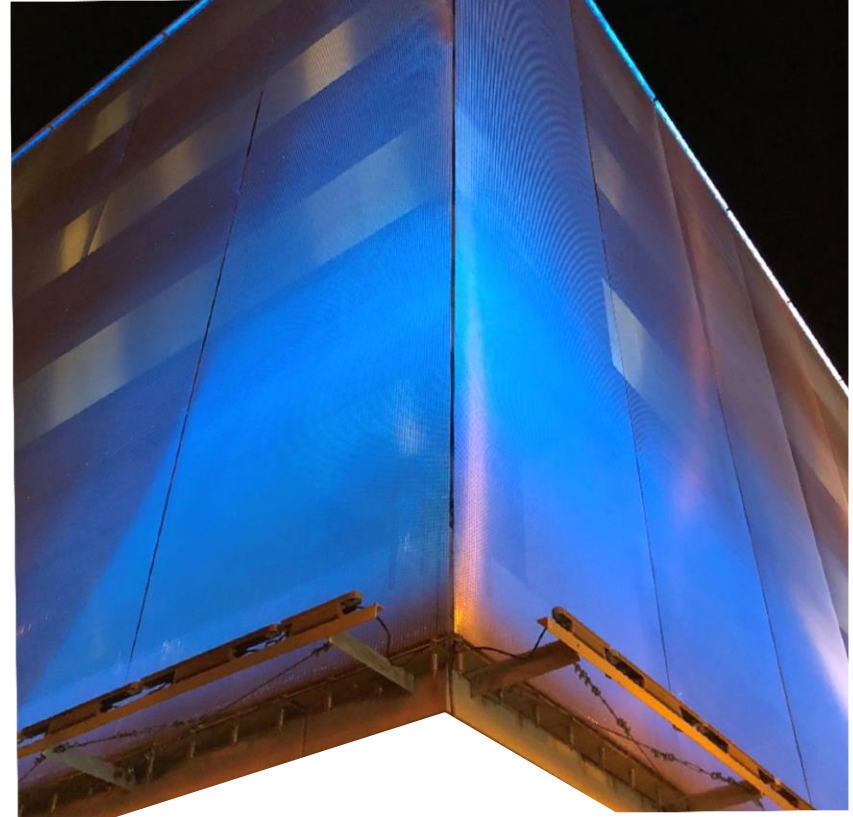
This can be used in conjunction with an IMAGIC WEAVE® display or on a standalone basis.





# Mesh Illumination At A Glance

- The **illumination height** depends on the distance in between the mesh façade and the LED liner, the chosen mesh type and the power rating of the LED liner itself. Typically are heights of 15 – 25 meter achievable.
- The **power and control solution** can be either combined with an IMAGIC WEAVE® media facade or can work on a standalone basis.
- The wire mesh façade transforms at night once the **colourful or white** LED's bring the façade with illumination to life.
- The powerful LED liner are positioned at the **bottom of the facade** and can be installed partially or completely across the width.
- A **distance** of approx. 400 - 700 mm ensures a homogenous illumination over the full height of the façade.
- While a regular façade cladding is just illumination straight upwards, in darkness a seemingly static mesh facade is transformed into a dynamic wall of light, which appears to **move harmoniously** with the position and movement of the viewer.







# Your Contact To Us

We believe that the phrase “complete solutions” encompasses more than just a product portfolio; the solution starts with the first creative spark. Our team of outstanding professionals, together with our global network, will guide you through each project phase. From the first creative ideas to post-installation, our worldwide project management, planning, and support services are yours throughout the process, selecting and realizing the best system to communicate your vision. We invite you to partner with us for your next fantastic media façade project.

**HAVER & BOECKER**

**DIE DRAHTWEBER**

Ennigerloher Straße 64 • 59302 Oelde • Germany

+49 2522 30-684 • [info@imagicweave.com](mailto:info@imagicweave.com) • [www.imagicweave.com](http://www.imagicweave.com)