

CASE STUDY THREE: GREENLIGHT GLASS

HOW GREENLIGHT GLASS IS WINNING THE GAME BY MAKING THE RULES



THE BRIEF

New products present unique challenges. Who's the audience? How confused will they be? What do we call the bloody thing? While GlassX already had a name, it didn't have a succinct description. What exactly was it? We were tasked with taking this extremely complicated product, and distilling it into an easily digestible consumer message.

Thermodynamic Glazing.

THE BIG IDEA

GlassX is four panes of glass, containing a prism which reflects solar radiation in summer months, allowing it to pass in winter months. It also contains a Phase Change Material (PCM) that absorbs heat during the day, and releases it at night. It's more energy efficient than any other wall system in the world, allowing buildings to reduce their heating and cooling loads by 30-50%. It's also translucent, so spaces can be filled with natural light.

A simple description. But that kind of simplicity had to be gleaned from hundreds of pages of schematics and technical papers, and mile-long eMail threads. But could we get simpler? It seemed best to us to define the product category. What is the essence of GlassX? Well, it is glazing (a wall made of glass) that has remarkable thermodynamic properties. Thermodynamic Glazing. It seems so obvious. It might even sound like something you swear you've heard before. It's not. jib strategic invented the term.

Good design takes the complex and disjointed, and yields something simple and harmonious. The goal is to create something that seems to be brand new and yet, somehow, timeless. This balance of **the familiar and unfamiliar** is essential to getting noticed, and being remembered.

THE BREAKDOWN

It should be no surprise that GlassX is on the first page of Google for Thermodynamic Glazing, since we coined the term! Armed with a succinct product description, sleek video, and a slew of other sexy marketing materials, expect to hear the words "thermodynamic" glazing and "GlassX" pop up soon at a water cooler near you.

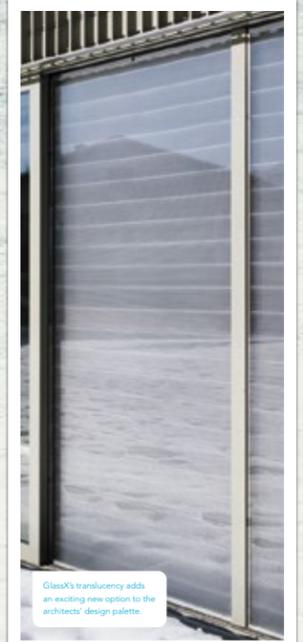
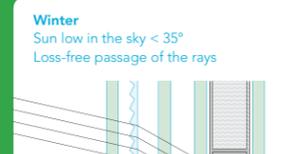
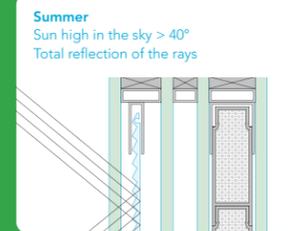
How GlassX works.

At the heart of GlassX is its Phase Change Material (PCM). As ambient temperatures rise, the PCM changes phases from solid to liquid. As the environment cools, the PCM solidifies, releasing the latent heat it's stored.

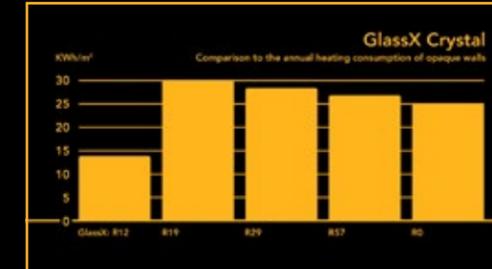
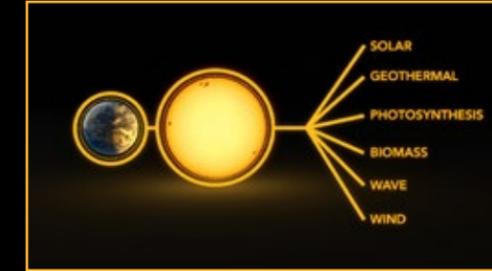
The PCM core of GlassX is comprised of salt hydrates, hermetically sealed in clear polycarbonate. It has a latent thermal storage of up to 376Btu/ft², which means on average, 8-14 hours before heat is transferred. This thermal storage has two effects; shifting peak energy demand later into the night when temperatures typically fall off, and reducing average interior room temperatures by 5-9°C, drastically reducing the need for air conditioning. Conversely, in winter, GlassX maximizes solar gains, charging up the PCM core, allowing it to radiate throughout the night as it solidifies.

How does GlassX know what season it is? Thanks to its prismatic later, GlassX reflects summer solar radiation (>40°) but allows winter solar radiation to pass (<35°), in effect creating a variable g-value.

Completing the all-in-one passive solar design is quadruple insulated glazing with inert gas and low-e coatings, which provides insulation equivalent to that of an R12 wall.



PHASE CHANGE MATERIAL



If content is King, video is Prince

Using video, in the span of 30-60 seconds, you're able to transfer an entire website's worth of content into the minds of your viewers. Kinda like when Neo learns how to do kung fu in the Matrix.

Videos are easy to eMail around or pull up at a tradeshow. Video will also give your page a bump in search engine rankings. But most importantly, a good video is memorable. Digestible.