

ad notam[®]
HIDDEN TECHNOLOGIES



EN

CORPORATE & DIGITAL SIGNAGE

AD NOTAM - HIDDEN TECHNOLOGIES

ad notam MIRROR IMAGE - Technology becomes invisible

MIRROR IMAGE is the monitor system by ad notam designed and certified especially and exclusively to be installed with customized glass and mirror surfaces. Whether behind a crystal mirror or a Magic Mirror, MIRROR IMAGE turns a standard mirror into an „infotainment“ mirror communicating with its surroundings, meeting the highest standards in image quality and glass design.

All ad notam monitor systems are custom-engineered display technology. They are exclusively designed to overcome the unique challenges of operating in ventilation deprived environments and to allow easy and adjustable mounting. The elaborate unique mounting systems accompanying all ad notam products are distinctively designed to suit all types of placements behind any glass surfaces.

MIRROR IMAGE technology is patent protected.

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HIDDEN TECHNOLOGIES

Monitor System



TAILORED PRODUCTS

Design your own

All ad notam products are customized to your individual desires. ad notam offers the unique option of smoothly merging custom-made glass with a multimedia monitor system in order to attain brilliant, crystal-clear images that look like they spring directly out of the glass.

The ad notam configurator is a software tool that helps you to individually organize your own tailored creation in a few simple steps. The configurator is similar in design to a car configurator with almost endless customization options. It combines the components of glass or mirror, monitor and mounting system, illumination as well as a wide range of accessories – starting from the installation situation up to when the monitor is mounted on

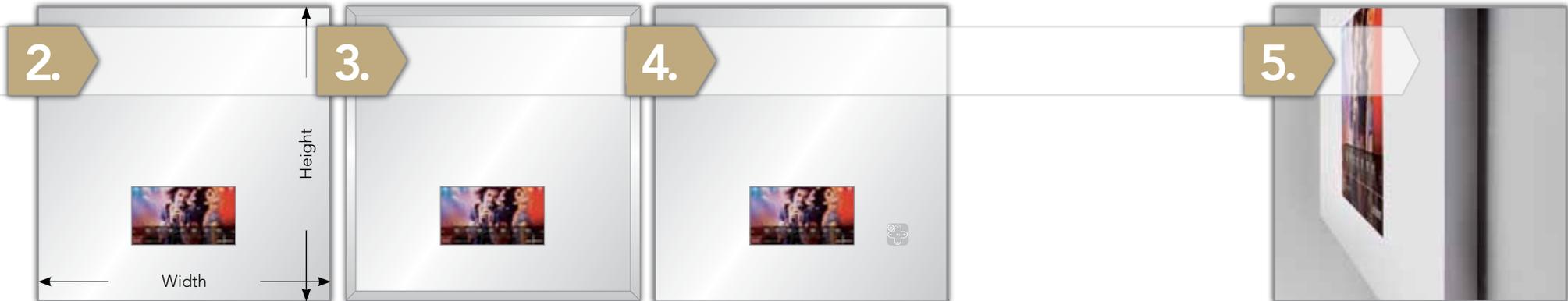
the rear side of the glass or mirror. In the end you get your own unique product, made by ad notam. Always custom-made to suit your high standard indicating a bill of materials and shop drawings. You are welcome to configure your personalized creation at your own time on our website:

www.ad-notam.com/configurator

Glass or Mirror Type and Size Options

Accessories

Your Tailored Product



visit the ad notam configurator:
www.ad-notam.com/configurator

THE PRODUCT LINES

The choice is yours

ad notam is a celebrated inventor, pioneer, and leader in the LED Mirror TV industry. The product lines are the integration of the ad notam LED behind a glass or mirror surface. Beginning with the stylish slick look of glass and following with the only LED monitor systems which are factory calibrated for integration behind glass, the end result is sure to mesmerize your senses.

The basic models of the product lines offer a user-friendly alternative to custom products offered by ad notam. Whether you are looking for an upgrade of your existing environment or designing a completely new one, the elegant ad notam solutions are sure to elevate your TV experience to a whole new level.

ad notam has established distribution channels in over 60 countries all around the world and services many more countries via the headquarters in Germany with support from the regional headquarters in New York, Singapore and Dubai. From showroom-based sales and customized solutions via our regional authorized ad notam dealer network, through retail channels featuring the ad notam standard lines, ad notam is a recognized world brand with a reputation of ingenuity and unparalleled quality. ad notam is the only manufacturer of Mirror TVs that has established, maintains, and offers a localized, country-based, distribution network for the past decade. The ad notam global distribution network is formed primarily by localized showroom based companies. This hands-on service system allows for greater personalization of the ad notam brand with no language or culture barriers.

Mirror TV



Recessed TV



Image TV



Lighted Mirror TV



Lighted Mirror



Glass & Mirror



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4

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Want your customer's immediate attention?

ad notam offers a most dramatic new way to engage your customer. Whether it is an individually customized solution or a basic model of our product lines, each unit is the epitome of innovative style and elegance. ad notam products are an impressive and elegant way to install a multipurpose communications unit in corporate and public environments. Use it to entertain, to inform and/or to present your marketing activities on a brilliant, flexible, high quality platform. Emphasize your high quality standards by using ad notam products to display them.

In the corporate and digital signage field there are a lot of potential clients and application areas for ad notam products, that enhance your message with your corporate identity in a subtle, sophisticated manner. The target group contains public institutions, corporations, hairdressers, exhibition centers, stadiums, the retail, airports and shopping centers as well as contractors, property developers and prefabricators, the medical sector, yachts and cruiseliners.



CLIENTS

Museums
Government Buildings
Town Halls
Corporations
Organizations
Banking
Automobile
Fashion
Cosmetics
Jewelry
Department Stores
Opticians
Branded Companies
Architects
Interior Designers
AV Consultants
Medical Scientists
Private Clinics
Shipowning Companies
Shipyards
Shipbuilders

APPLICATION AREAS

Restroom
In-Store
Shop Window
Showroom
Lobby
Signage
Conference Room
Board Room
Lounge
Dressing Room
Waiting Room
Operating Room (OR)
Elevator

MUSEUMS
GOVERNMENT
BUILDINGS
TOWN HALLS
CORPORATIONS
ORGANIZATIONS



LOBBY, Recessed TV (26.0")

CORPORATE & DIGITAL SIGNAGE

PUBLIC INSTITUTIONS / CORPORATIONS

Set a grand stage for your messages

The sophisticated ad notam solutions act as an elegant and attention getting communications tool that captivates the observer. In combination with Magic Mirror the monitor system can be placed "invisibly" behind the mirror when turned off, reinforcing the corporate design in a subtle and sophisticated way.



SIGNAGE, Image TV (46.0")



WAITING ROOM, Image TV (46.0")



CONFERENCE ROOM, Recessed TV (42.0")

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7

CORPORATE & DIGITAL SIGNAGE

INFORMATION
AND
ENTERTAINMENT
PERFECTLY
INTEGRATED



IN-STORE, Mirror TV (18.5")

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8

CORPORATE & DIGITAL SIGNAGE

HAIRDRESSERS

Extraordinary beauty service

ad notam solutions for hairdressers enhance your competitive edge while treating your customers to welcomed entertainment. Your customers will have access to the latest news, movies or cooking recipes - all while looking beautiful. With the ability to seamlessly integrate into your original salon design, this innovative interior technology is that extra something that will compliment the beauty trends of tomorrow while setting any establishment apart from the competition.



IN-STORE, Mirror TV (13.3")



IN-STORE, Image TV (65.0")

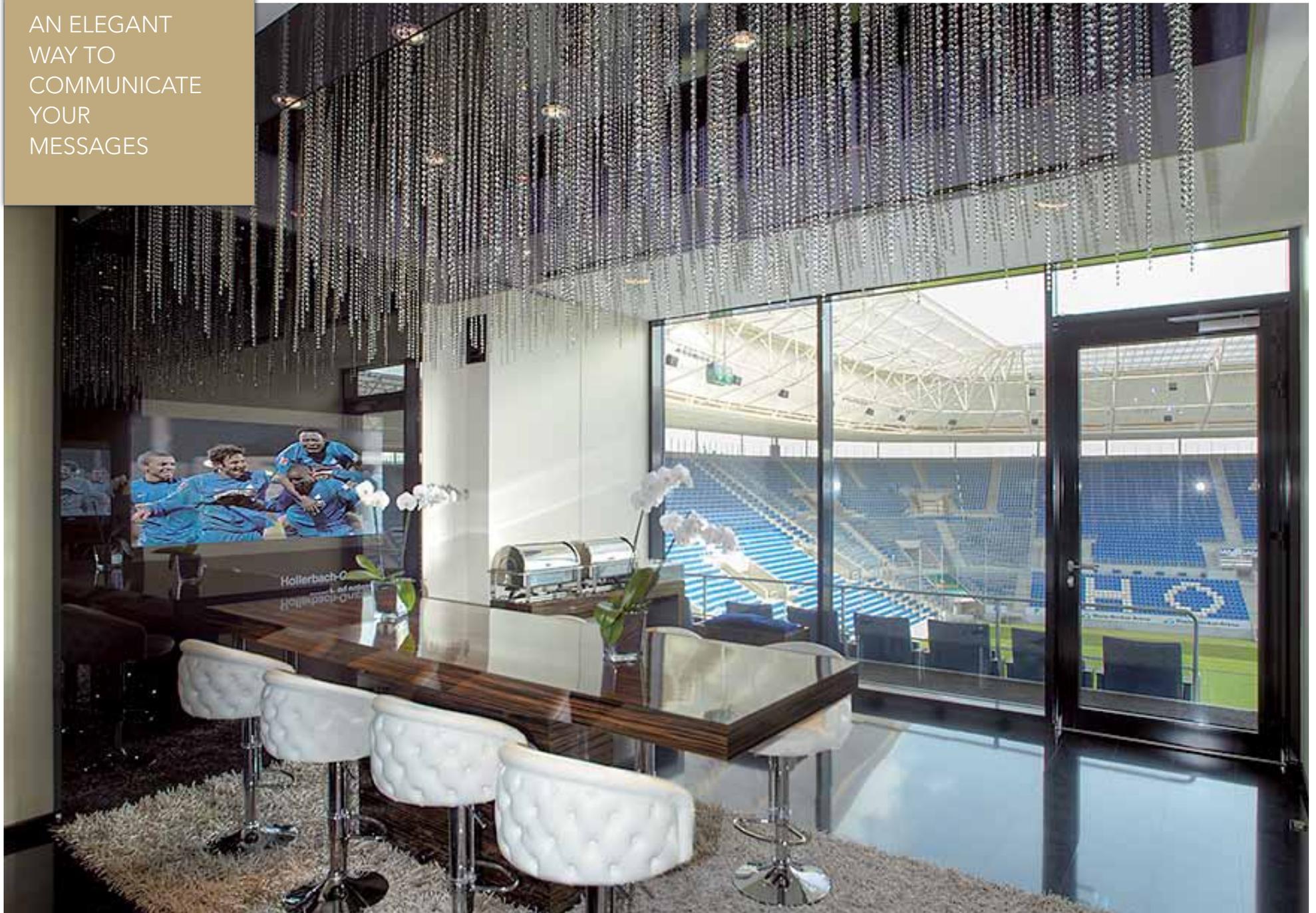


IN-STORE, Mirror TV (18.5")

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9

AN ELEGANT
WAY TO
COMMUNICATE
YOUR
MESSAGES



LOUNGE, Image TV (65.0")

CORPORATE & DIGITAL SIGNAGE

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10

EXHIBITION CENTERS / STADIUMS

Make a statement at first glance

ad notam corporate and digital signage applications are sure to keep your message out there with an elegant and most futuristic appearance that will underline your modern building designs of tomorrow. The ad notam monitor systems are designed to meet the unique combination of design and operational requirements facing digital signage at exhibition centers and stadiums.



SIGNAGE, Recessed TV (46.0")



RESTROOM, Mirror TV (13.3")



SIGNAGE, Image TV (32.0")

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11

BANKING
AUTOMOBILE
FASHION
COSMETICS
JEWELRY
OPTICIANS



SIGNAGE, Image TV (42.0")

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12

RETAIL

Are you aiming for immediate attention?

The innovative ad notam products offer a sure-fire solution for truly entertaining and informing clients. Whether you choose an individually customized solution or a basic model of our product lines, the advertising message is integrated in a stylish and elegant way.



SHOP WINDOW, Image TV (32.0")



SHOWROOM, Image TV (84.0")



IN-STORE, Image TV (32.0")

INNOVATIVE
INTERIOR
CONCEPTS



RESTROOM, Mirror TV (18.5")

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14

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AIRPORTS / SHOPPING CENTERS

Attractive and discreet

Messages communicated in this way are fresher, attract more attention and arouse more emotions. Those interested in establishing themselves within this highly competitive environment must be willing to go to quite some lengths. ad notam was happy to take on this challenge, coming up with the innovative solutions for corporate and digital signage applications at airports and shopping centers.



IN-STORE, Image TV (26.0")



ELEVATOR, Recessed TV (32.0")

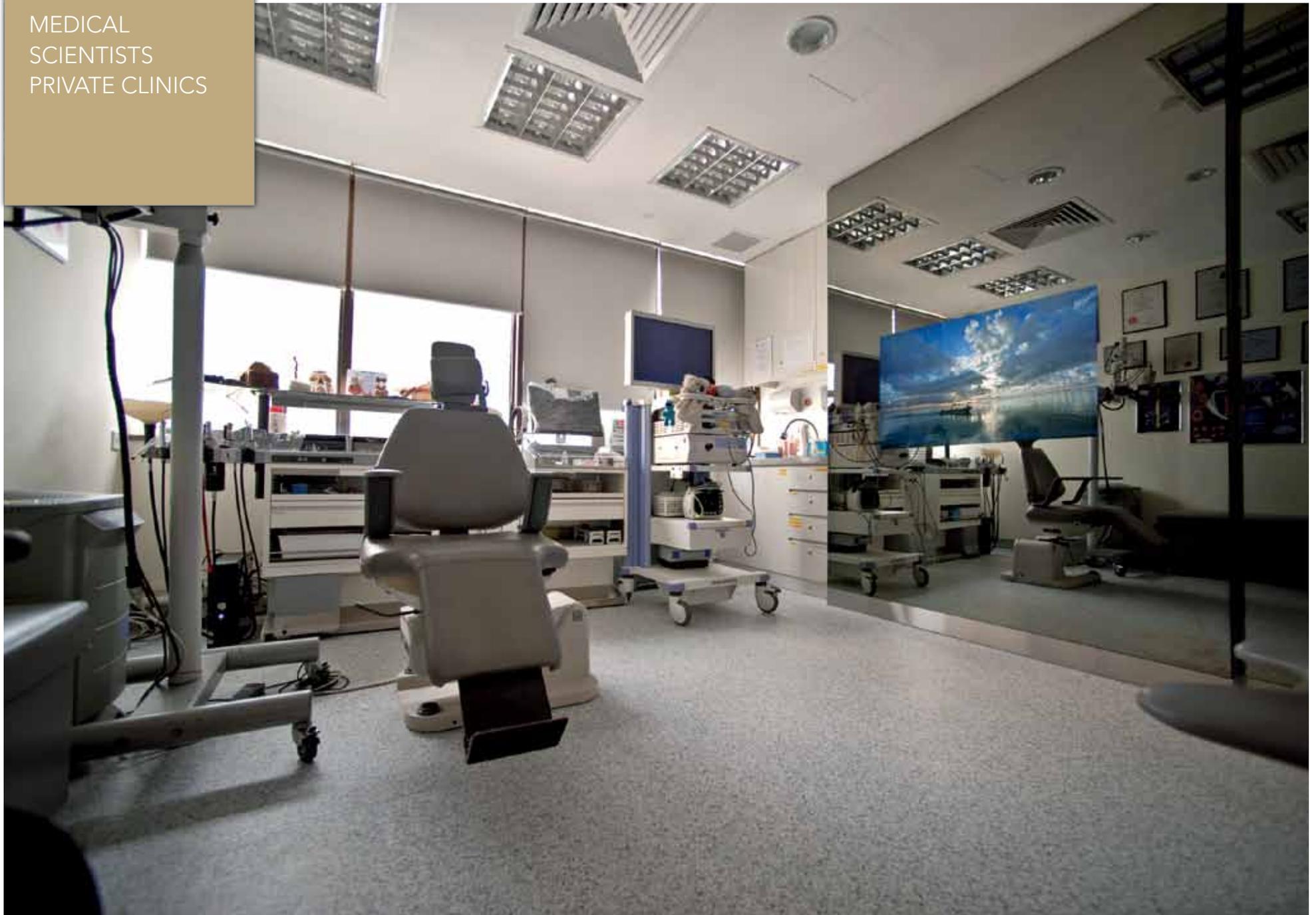


SIGNAGE, Image TV (42.0")

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15

MEDICAL
SCIENTISTS
PRIVATE CLINICS



OPERATING ROOM (OR), Image TV (55.0")

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16

CORPORATE & DIGITAL SIGNAGE

MEDICAL

Clinically approved

Whereas conventional medical room designs are increasingly being furnished with monitors and displays, ad notam goes one step further and merges surfaces and AV technology into one seamless unit. Space saving, protected and extremely low-key, products in combination with Magic Mirror become invisible when turned off.



WAITING ROOM, Recessed TV (42.0")



SIGNAGE, Image TV (26.0")



OPERATING ROOM (OR), Image TV (32.0")

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17

SHIPOWNING
COMPANIES
SHIPYARDS
SHIPBUILDERS



SIGNAGE, Recessed TV (46.0")

YACHTS & CRUISELINERS

Set sail with ad notam

A yacht is a unique expression of personality. That is why ad notam offers a complete integration of the innovative solutions into any interior design for most exclusive and state of the art yacht living. Not only the limitless customization options, also the so called Magic Mirror effect will "WOW" your guests with a unique AV experience. ad notam works together with ship designers and builders to install the products where you want it, the way you want it, to ensure best quality and your complete satisfaction.



LOUNGE, Image TV (65.0")



LOUNGE, Image TV (55.0")



LOUNGE, Image TV (55.0")

TOTALLY
INVISIBLE
WHEN
SWITCHED
OFF



OFF

ad notam
20

CORPORATE & DIGITAL SIGNAGE

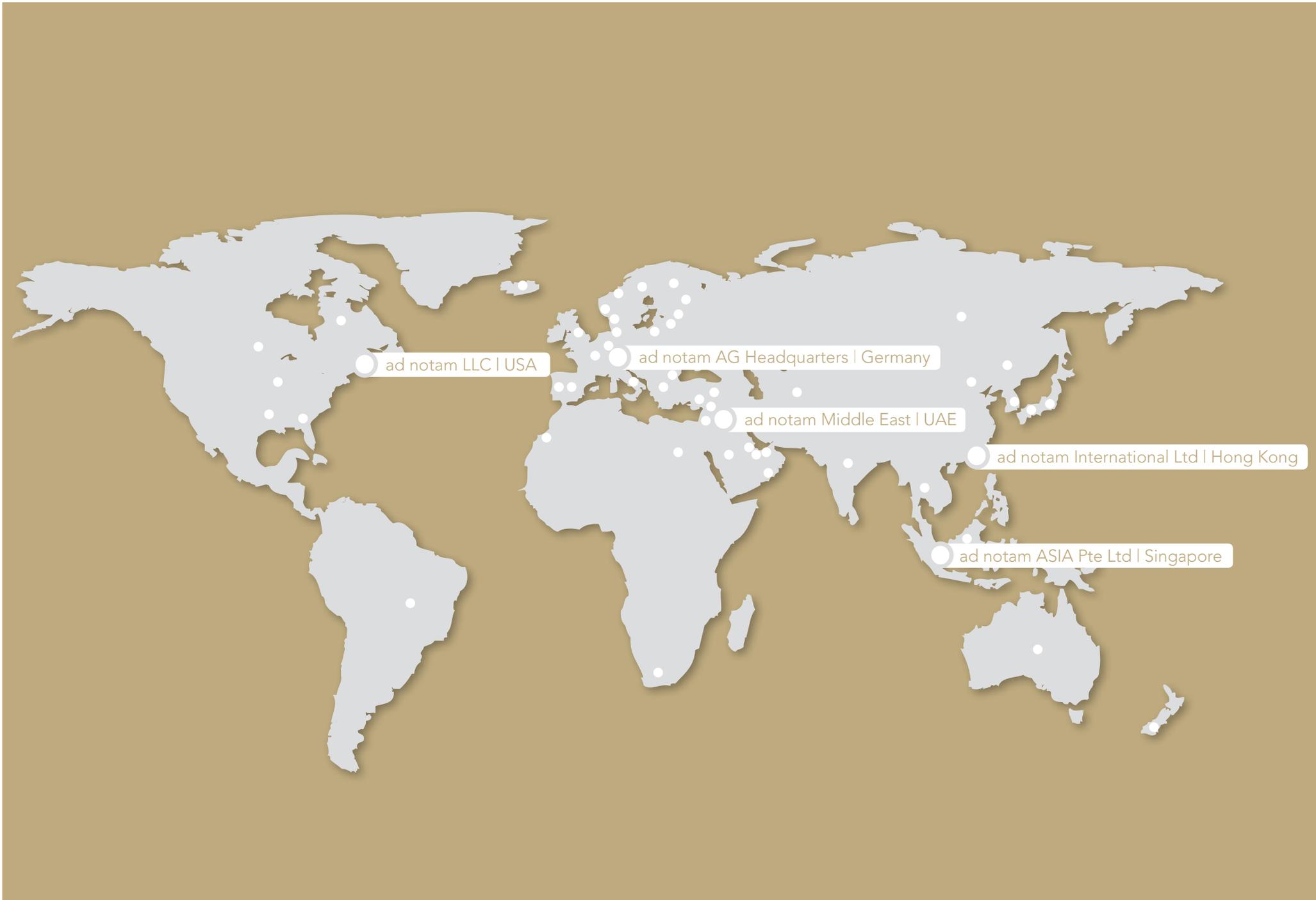
MAGIC MIRROR EFFECT



ON

Magic Mirror - Hidden Technologies

The Magic Mirror technology is a special mirror coating process that allows the viewing surface of the monitor system to disappear completely behind a uniform mirror surface when it is turned off. The monitor system can be placed flexible at any place behind the mirror. The Magic Mirror has a slightly dimmed appearance to be able to ensure complete invisibility when turned off.



WORLDWIDE DISTRIBUTION

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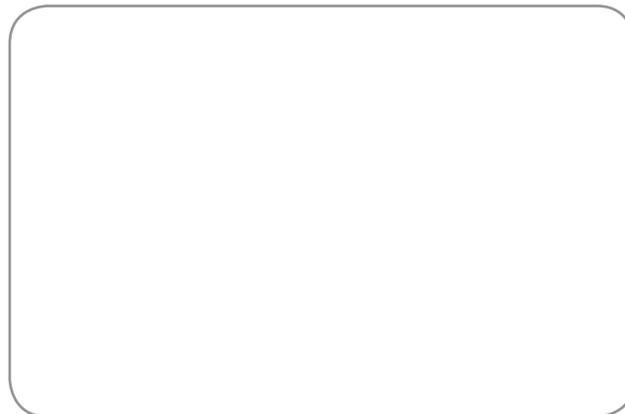
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