

# SCHOTT MIRONA® – a whole world in the mirror

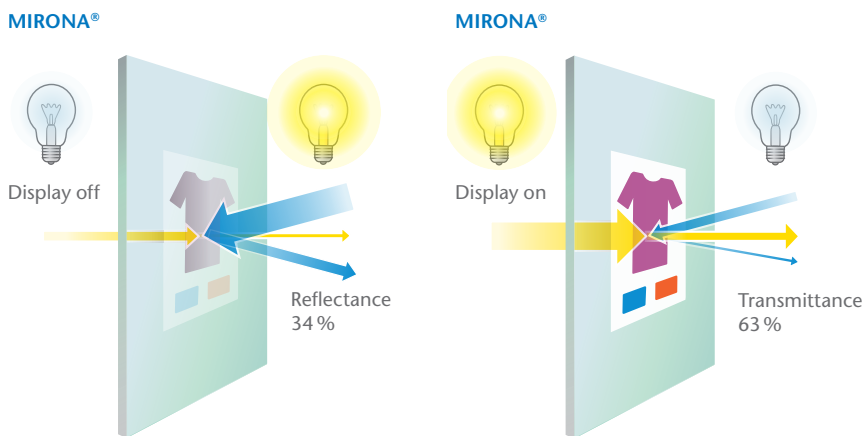
Smart solutions for the retail environment

Interactive displays these days are in every public space. Touch displays have become the solution of choice giving a speedy and comfortable access to digital information were needed. Now you can extend these opportunities thanks to innovative glass from SCHOTT. Open up attractive and exciting new ways to blend the analogue and digital worlds in the retail space with SCHOTT MIRONA®.

## How SCHOTT MIRONA® works

Thanks to the new MIRONA® glass product family, we have been able to combine two functions that traditionally appose one another – reflection and transmission. The surface creates a very striking effect – when the space behind the glass is dark, SCHOTT MIRONA® glass is an elegant mirror. Light transforms it into a transparent window, e.g. by switching a display on. This principle sets SCHOTT MIRONA® fundamentally apart from switchable glass products.

The strength of the light and the ratio between the light sources both behind and in front of the pane determine the ultimate functionality of the glass.



## This opens up a wealth of potential opportunities

Are these trousers available in a smaller size? Is this top available in other colours? Which jacket can I combine the jeans I'm just trying on with? The digital sales-assistant is there to answer these questions. And if a product is not in stock, it can be ordered directly via touch display and delivered either to the shop or a customer's home address. The ideal way to combine the strengths of physical retail with the comfort of online shopping.



Strong light in the changing room: SCHOTT MIRONA® is an elegant silver shimmering mirror – despite a reflectance of only 34 %.



Lighter surroundings behind the glass pane: The display becomes visible and usable.

## Benefits

- High mechanical resistance to improper treatment (e.g. with hard, pointed objects)
- High chemical resistance with regular cleaning of fingerprints and dirt
- Tested "hard-coating" with standardized Pencil-Hardness Test (ISO15184) with test result 9H

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glass made of ideas