



IMAGIC WEAVE® ID

MEDIALIZE YOUR IMAGINATION.



IMAGIC WEAVE®: THE ALL-IN-ONE SOLUTION.



IMAGIC WEAVE® provides a union between lighting media and architectural structure. The creative possibilities of state of the art LED technology by **InventDesign** together with **HAVER & BOECKER**'s durable stainless steel mesh 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.

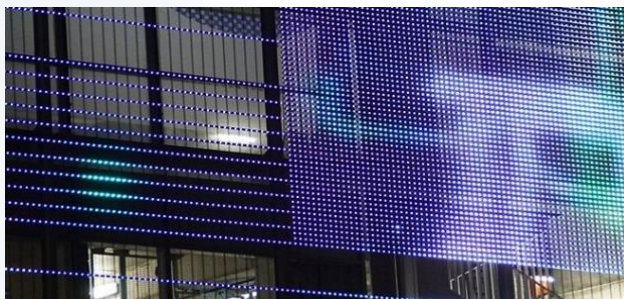
The system provides a hugely diverse range of stainless steel cladding and LED profile options, that can broadcast videos for an endless range of advertising or creative applications.

IMAGIC WEAVE®ID

developed by **InventDesign BV** in cooperation with
HAVER & BOECKER OHG

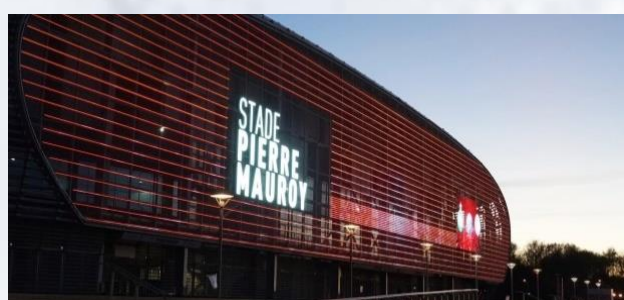


IMAGIC WEAVE®: CREATE YOUR OWN MEDIA EXPERIENCE.



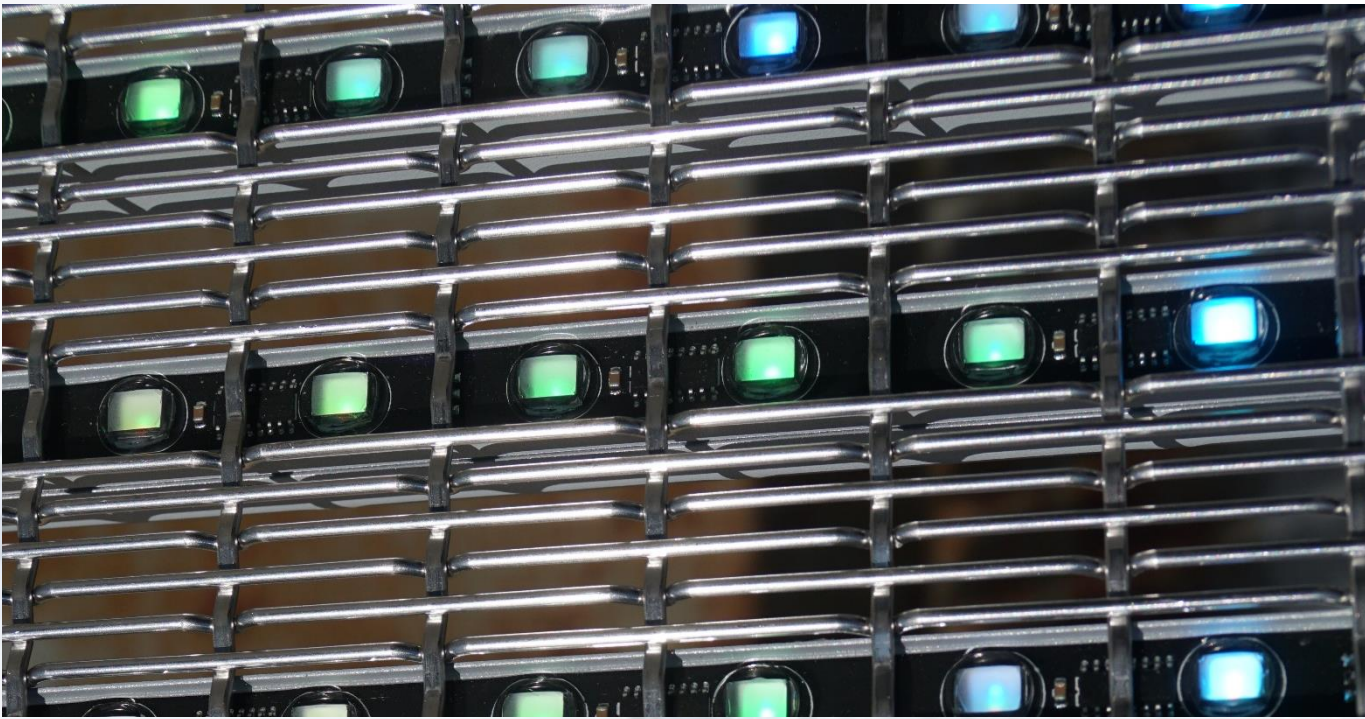
IMAGIC WEAVE® is a custom-made media solution which will be designed to meet the needs of each individual media facade project.

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





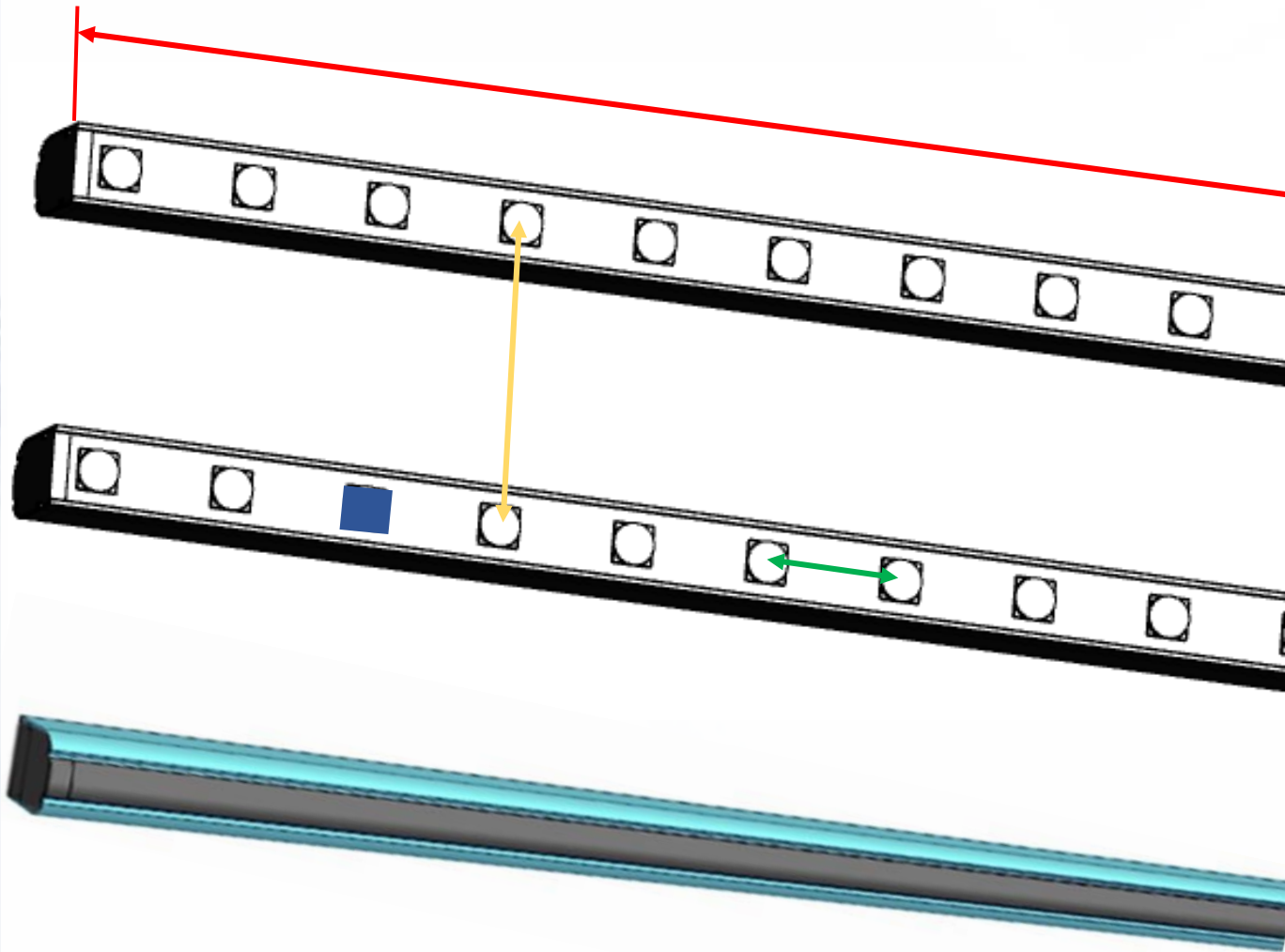
IMAGIC WEAVE®: LED PROFILES AT A GLANCE.



- 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
- The horizontal LED pitch is **25 mm** or **50 mm**, other upon request
- Each slim LED profile has a height of only **14 mm**, and a depth of **21 mm**
- 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
- Beam angle **120° x 120°** (adjustable by lenses)
- LED Type **Cree SMD RGB**
- Click-on **Design Cover**
- Changeable **housing color**



IMAGIC WEAVE®: LED INDIVIDUALITY – IT ´S UP TO YOU.



LED profile length

LED lens / beam angle

LED pitch between the profiles

LED profile clip on cover

LED pitch in profile

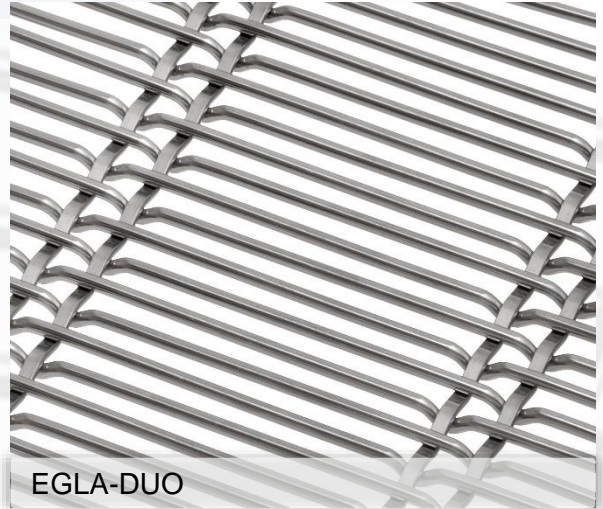
LED profile color



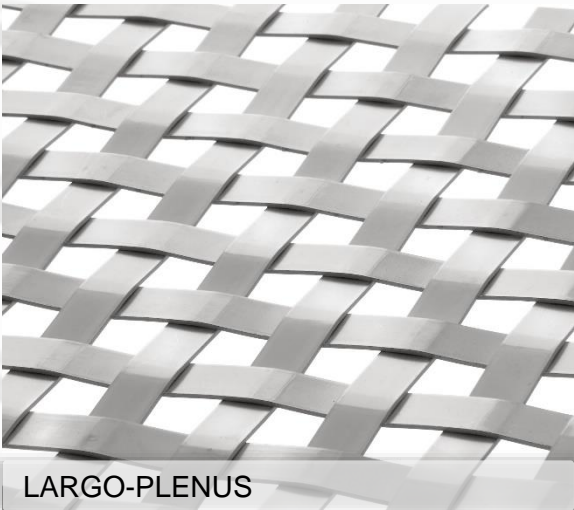
IMAGIC WEAVE®: MESH INDIVIDUALITY – IT ´S UP TO YOU.



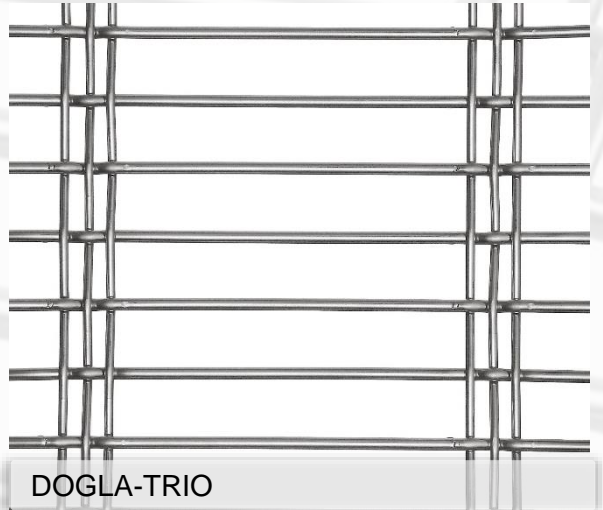
ECLA-MONO



ECLA-DUO



LARGO-PLenus



DOCLA-TRIO

HAVER & BOECKER offers a wide range of architectural wire meshes made of Stainless Steel 316L which makes it suitable to withstand severe environmental impacts.

The large variety of mesh types and the optional coloring can visually enhance buildings giving individual character. Depending on the light and viewing angles the material creates specific optics, light effects and transparencies.

Key factors are:

- Mesh design
- Mesh transparency
- Mesh color
- Mesh width
- Mesh length



IMAGIC WEAVE®: CLIP 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.



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.



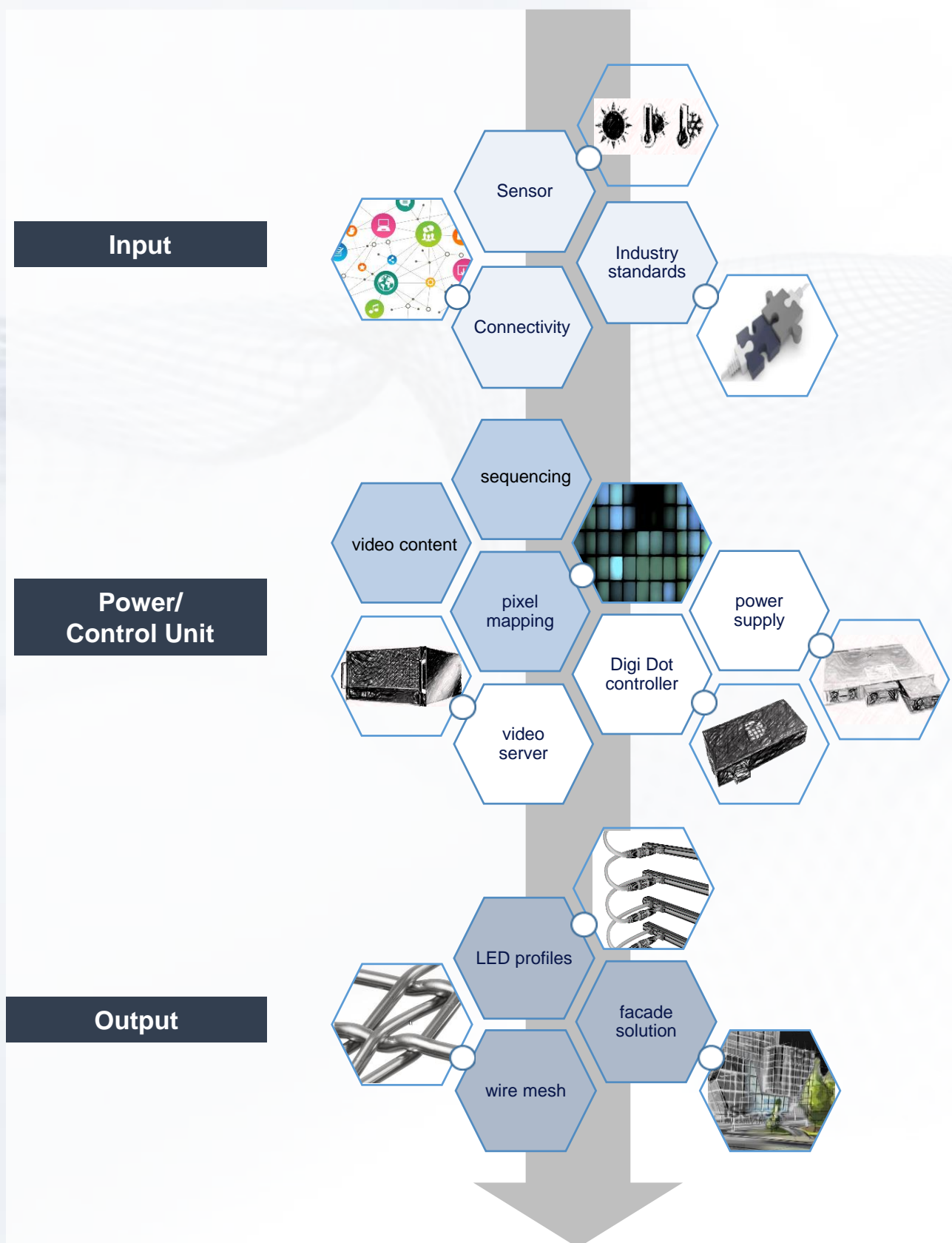
IMAGIC WEAVE®: GENERAL SPECIFICATION.



- 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/m²



IMAGIC WEAVE®: SCHEMATIC SYSTEM SETUP.





IMAGIC WEAVE®: TECHNICAL SPECIFICATIONS.

LED Profiles:

IP level	IP 67
Brightness	> 12000 nit
LED Light source	Cree SMD RGB
Color resolution	3 x 16 Bit (gamma correction)
LED refresh rate	1024 Hz
LED pitch horizontal	25 mm, 50 mm, other upon request
LED pitch vertical	> 30 mm
Max viewing angle horizontal	120° (adjustable by lenses)
Max viewing angle vertical	120° (adjustable by lenses)
Profile length	392 - 2992 mm
System voltage	48 Volt
Power consumption	max. 0.56 W/pixel
Communication interface	SPI
Profile height	14 mm
Profile depth	21 mm
LED profile material	Aluminum
Operating temperature	-30°C to +60°C
Storage temperature	-35°C to +70°C

Power Control:

Video Server	Art Net based
Power, Control location	Indoor, Outdoor
Input voltage	110 – 230 Volt

Mechanics:

Max screen size	Unlimited
Mesh width	Free selectable, up to 3 m
Mesh length	Free selectable, up to 30 m
Transparency	20% to 75%
Viewing distance	15 meter up to several kilometer
Clip, mesh material	Stainless steel
Maintenance	Free
Weight LED profiles	0.48 kg/lm
Weight mesh	4 – 10 kg/m²



IMAGIC WEAVE®: 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.

IMAGIC WEAVE®: VIDEO CONTENT IS A CORE.



An LED media façade is a magical piece of modern technology but it's basically like a white piece of paper which needs to be filled with content.

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)



ADDITIONAL DESIGN OPTIONS: MESH ILLUMINATION.

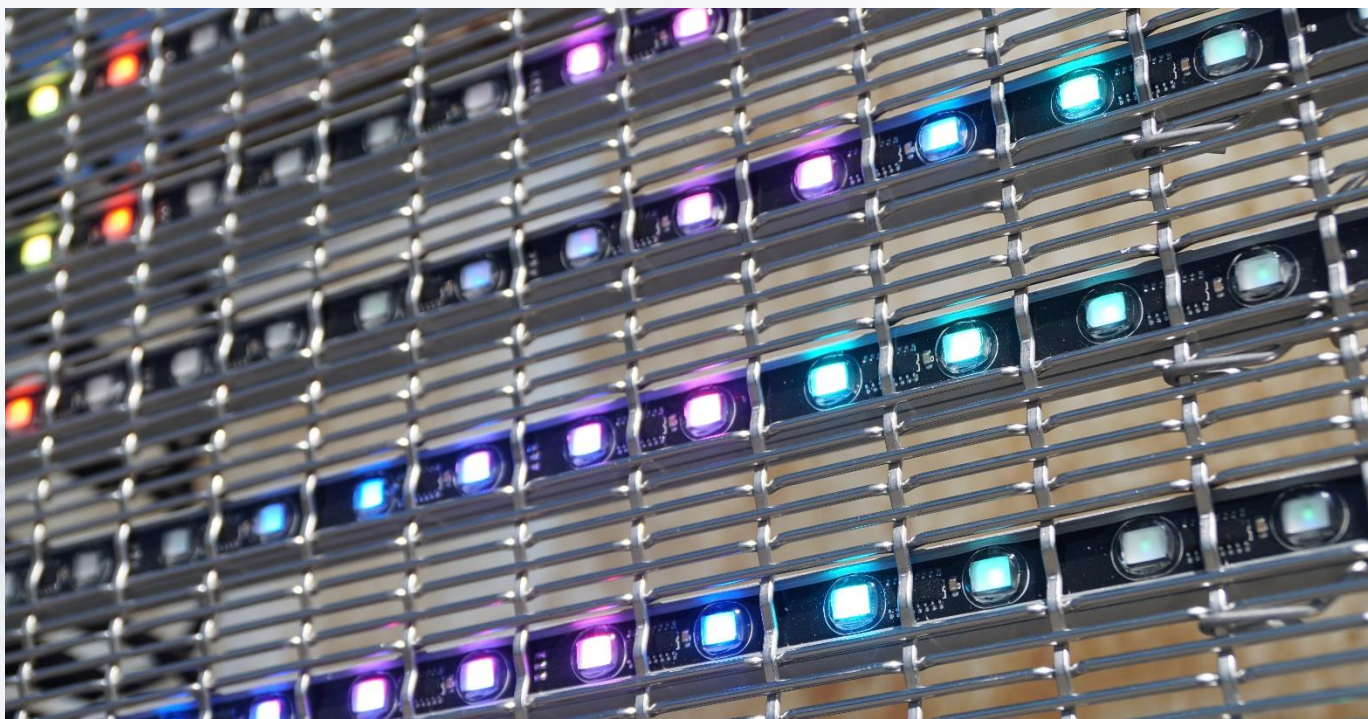


Using high output LED liner to wash entire facades with color or white light:

- 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 **colorful 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 teams of outstanding professionals, 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.

Both **Haver & Boecker** and **InventDesign** provide general support during the initial planning phase, each specialized partner for his expertise will carry out the detailed layout and execution of the project.

This assures the best available support meeting the individual requirements of each project considering the latest developments on the specific sector. Certainly, **Haver & Boecker** and **InventDesign** will align their project design to achieve a perfect result for your individual project.

HAVER & BOECKER OHG

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