

**ad notam<sup>®</sup>**

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**HIDDEN TECHNO**

# AD NOTAM - HIDDEN TECHNOLOGIES

## About ad notam

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 result is sure to mesmerize your senses.

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.

LOGIES



# TAILORED SOLUTIONS

## **The choice is yours**

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 to attain brilliant, crystal-clear images that look like they spring directly out of the glass.

ad notam also allows for extraordinary self-expression: sand-blast your identity on the mirror, print your message on the colored glass, or specify individual shapes to fit your design requirements. When customization is finalized you get your own unique product, made by ad notam. The only limit is your imagination.

The ad notam configurator is a software tool helping you to individually organize your own tailored creation in a few simple steps. You are welcome to configure your personalized creation at your own time on our website:

[www.ad-notam.com/configurator](http://www.ad-notam.com/configurator)

# TAILORED SOLUTIONS



Mirror TV



Recessed TV



Image TV



Lighted Mirror TV



Lighted Mirror



Glass and Mirror



IONS

# TAILORED SOLUTIONS - PRODUCTLINES

						
	MIRROR TV	RECESSED TV	IMAGE TV	LIGHTED MIRROR TV	LIGHTED MIRROR	GLASS & MIRROR
MONITOR	13.3" TFT LED 18.5" TFT LED 21.6" TFT LED	13.3" TFT LED 18.5" TFT LED 21.6" TFT LED 26.0" TFT LED 32.0" TFT LED 42.0" TFT LED 46.0" TFT LED 55.0" TFT LED 65.0" TFT LED 84.0" TFT LED	26.0" TFT LED 32.0" TFT LED 42.0" TFT LED 46.0" TFT LED 55.0" TFT LED 65.0" TFT LED 84.0" TFT LED	13.3" TFT LED 18.5" TFT LED 21.6" TFT LED		
MOUNTING	On-Wall	In-Wall	On-Wall	On-Wall In-Wall	On-Wall In-Wall	On-Wall In-Wall
GLASS	Colored Glass Crystal Mirror Magic Mirror Magic Mirror Crystal Clear <hr/> Option Safety Glass	Colored Glass Crystal Mirror Magic Mirror Magic Mirror Crystal Clear <hr/> Option Safety Glass	Colored Glass Crystal Mirror Magic Mirror <hr/> Option Safety Glass	Crystal Mirror  Magic Mirror Crystal Clear <hr/> Option Safety Glass	Crystal Mirror   <hr/> Option Safety Glass	Colored Glass Crystal Mirror Magic Mirror Magic Mirror Crystal Clear <hr/> Option Safety Glass
LIGHTING				ad notam® Lighting Technology	ad notam® Lighting Technology	



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RANGE OF  
GLASS OPTIONS

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Individual Sizes  
Individual Shapes  
Beveled Frame  
Bevel and Facet  
Drillings  
Cutouts  
Visual Cover

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RANGE OF  
ACCESSORIES

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Set Top Boxes  
Adapter  
Loudspeaker  
LED Intelligent Dimmer  
Remote Control  
Touch Keypad Control Option  
LED Digital Clock  
Heating Foil

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# STANDARD SOLUTIONS

## **Proven design**

The Standard Solutions of the Mirror TV and Lighted Mirror TV series offer a cost-effective alternative to the customized products of the Tailored Solutions. All models of the Standard Solutions are protected against humidity by a special casing and are explicitly rated for operation in wet environments (IP X2 and IP X4 ratings).

The products stand for advanced technology and elegant, timeless design. The LED technology of the Lighted Mirror TV series meets the highest economical and functional standards. For perfectly seamless integration to your environment, ad notam includes with every product line elaborate mounting systems for easy, safe, and intelligent installation.

# STANDARD SOLUTIONS



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Mirror TV



Lighted Mirror TV

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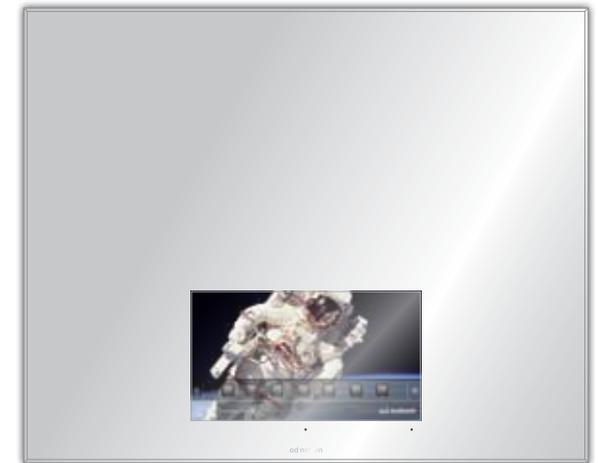
UTIONS



# STANDARD SOLUTIONS - PRODUCTLINES



	MIRROR TV	LIGHTED MIRROR TV
<b>MONITOR</b>	18.5" TFT LED / TV	18.5" TFT LED / TV
<b>SIZE</b>	700 x 800mm / 28" x 31" 1.000 x 800mm / 40" x 31"	700 x 800mm / 28" x 31" 1.000 x 800mm / 40" x 31"
<b>MOUNTING</b>	On-Wall	On-Wall
<b>GLASS</b>	Crystal Mirror Magic Mirror Magic Mirror Crystal Clear	Crystal Mirror Magic Mirror Crystal Clear
<b>LIGHTING</b>		ad notam® Lighting Technology



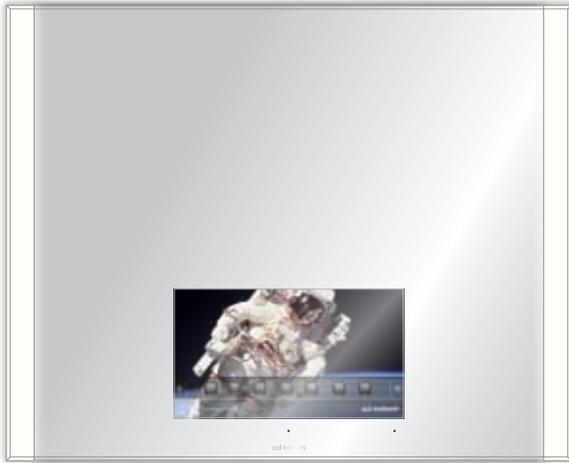
MIRROR TV  
 MODEL LOS ANGELES 700 x 800mm / 28" x 31"  
 MODEL STUTTGART 1000 x 800mm / 40" x 31"

## RANGE OF ACCESSORIES

Set Top Box  
 Loudspeaker



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LIGHTED MIRROR TV  
MODEL NEW YORK  
MODEL HAMBURG

700 x 800mm / 28" x 31"  
1000 x 800mm / 40" x 31"



LIGHTED MIRROR TV  
MODEL LAS VEGAS  
MODEL BERLIN

700 x 800mm / 28" x 31"  
1000 x 800mm / 40" x 31"

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# OEM SOLUTIONS

## Latest Technology

All ad notam monitor systems are dedicated for installation behind glass and mirror surfaces and are exclusively designed to overcome the unique challenges of operating in ventilation deprived environments and confined space conditions.

The ad notam Display Frame Unit is an „open system“, ready to interact with any set top box (STB) that features an HDMI™ or a Component output port, so that users are free to choose a solution according to individual requirements and/or preferences. As requirements may vary due to country-specific, local or individual needs, appropriate solutions can be selected on a case-by-case basis.



OEM SOLUTIONS



# Sizes

13.3"

18.5"

21.6"

26.0"

32.0"

42.0"

46.0"

55.0"

65.0"

84.0"



## RANGE OF ACCESSORIES

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- Mounting System
  - Loudspeaker
  - Remote Control
  - Private Label
- 

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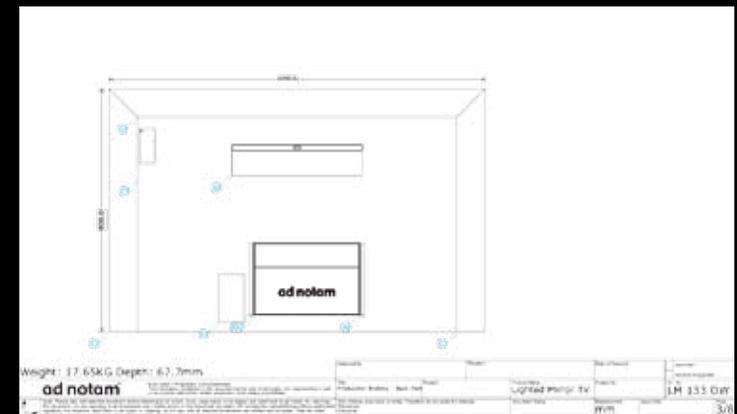
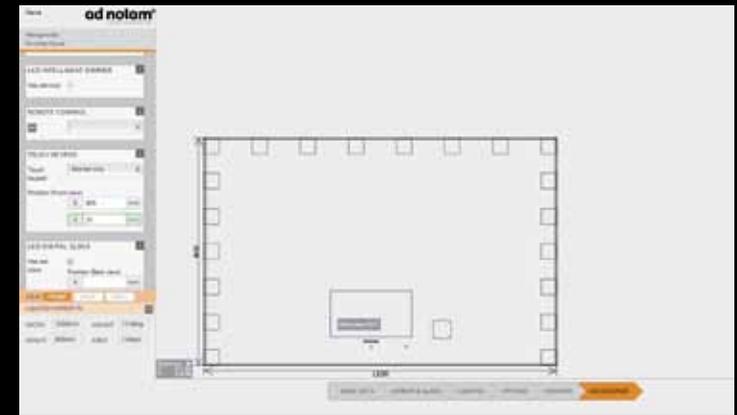
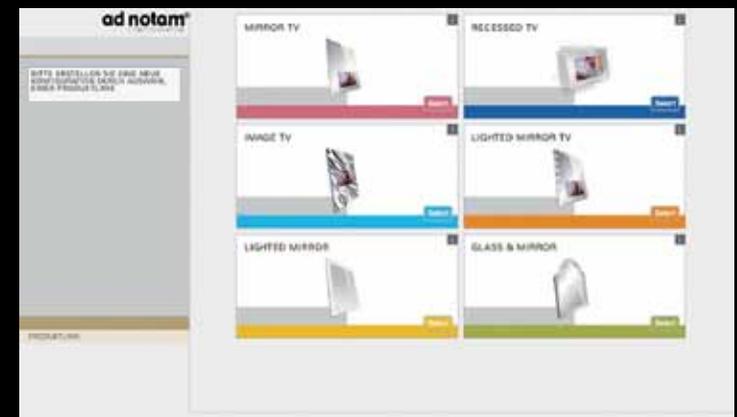
# CONFIGURATOR

## **Design your own**

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.

WITH JUST A  
FEW CLICKS  
TO THE TARGET

# CONFIGURATOR



# SUCCESS STORIES

SHARE SUCCESS  
WITH PARTNERS

## **Be part of the community**

Join the ad notam user submitted project database, a platform for the success stories of our revolutionary interior concepts. As a worldwide collaborative project, all ad notam distribution partners are invited to become a member, benefit from the database, and to contribute to its growth and success! As ad notam installations become vaster, more and more tailored, and more and more extravagant, we felt there was a need to collect and create a platform to display these installations. With this platform we wanted to facilitate referencing installations to our partners' potential clients.

SUCCESS STORIES



CONDITORIUM HOTEL, AMSTERDAM

Netherlands

Installation date: 01/11/2012

Application: Hotel Bathroom

Glass type: Vetro: Mirror Crystal Clear

Installation method: in/Full Mounting

Display sizes: 17" - 17"

Features: Invisible Glass

Images:

Success story submitted by: Lars Purvis 9:56 am on 26/10/2012

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[View Story](#)  
[Email this story](#)  
[Print](#)

Project:

Application:

Display size:

Installation Method:

Glass type:

Features:

Show  entries

Project Name	Country Name	Added On
<a href="#">SMA 11018 - Milano</a>	Milano	27/11/2012
<a href="#">SMA 11018 - Milano</a>	France	26/11/2012
<a href="#">SMA 11018 - Milano</a>	France	11/11/2012
<a href="#">SMA 11018 - Milano</a>	France	21/11/2012
<a href="#">SMA 11018 - Milano</a>	Germany	10/11/2012
<a href="#">SMA 11018 - Milano</a>	Switzerland	10/11/2012

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[Print](#)

# APPLICATIONS

# APPLICATIONS

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HOSPITALITY



RESIDENTIAL



CORPORATE  
& DIGITAL SIGNAGE



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# HOSPITALITY

## Hospitality on a creative level

Entertain and inform your guests in a perfect harmony of technology and design. 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 hospitality 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 hospitality field there are a lot of potential clients and application areas for ad notam products, that make a good impression, so that your guests are eager to return. The target group contains hotels, restaurants, bars and clubs.



### CLIENTS

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- Hotels (4\* and higher)
- Restaurants
- Bars
- Clubs

### APPLICATION AREAS

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- Guestroom
  - Suite
  - Fitness Room & Spa
  - Bathroom
  - Restroom
  - In-Store
  - Lobby
  - Signage
  - Conference Room
  - Lounge
  - Elevator
- 

# HOSPITALITY

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# RESIDENTIAL

## The concretion of technology and design

Living spaces are becoming smaller, making it essential for rooms to be designed with multipurpose and efficient use in mind. That is why the efficient use of intelligent room systems is becoming increasingly important. By merging the elements in interior design (glass and furniture walls) in one room with electronic and communication elements (AV media), space can be created for other living arrangements and new areas for other uses. Whether it is an individually customized solution or a basic model of our product lines, each ad notam installation is the epitome of innovative style and elegance. ad notam products are an impressive and elegant way to install a multimedia unit in residential environments.

In the residential field there are a lot of potential application areas for ad notam products, that entertain you in a subtle, sophisticated manner. The target group contains private consumers.



### CLIENTS

Private Consumers

### APPLICATION AREAS

- Living Room
- Guestroom
- Bedroom
- Dining Room
- Kitchen
- Fitness Room & Spa
- Bathroom

# RESIDENTIAL

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CATALOGUES  
WITH PLEASURE



# CORPORATE & DIGITAL SIGNAGE

## 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

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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

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### APPLICATION AREAS

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

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# CORPORATE & DIGITAL SIGNAGE

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CATALOGUES  
WITH PLEASURE

# DIGITAL SIGNAGE



TECHNOLOGIES

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MIRROR IMAGE

MAGIC MIRROR EFFECT

PRODUCT HIGHLIGHTS

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# MIRROR IMAGE

## ad notam MIRROR IMAGE - Technology becomes invisible

MIRROR IMAGE is the monitor system brought to you by ad notam, designed specially 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.



# MIRROR IMAGE

# MAGIC MIRROR EFFECT

## 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.

ON



OFF



# MAGIC MIRROR

# PRODUCT HIGHLIGHTS

## **Intellectual Property**

ad notam is a licensee of MIRROR IMAGE AG, Switzerland. The company observes, protects and licenses intellectual property regarding patents related to mirror and glass surfaces „having a portion in form of an information provider“ as a flat screen or display integrated behind, with any „moving image“ as media and/or advertorial content.

PRODUCT HIGHLIGHTS

### **Custom Mounting System**

Provides placement versatility, easy installation and servicing at one price.

### **Flush Fitted Monitor**

The D.O.G (direct on glass) mounting system enables gapless installation between the glass or mirror and the screen, resulting in a crystal clear picture.

### **Ventilation and Airing**

The ad notam system requires no ventilation and airing. This allows low power consumption and silent operation.

### **Thermal Board**

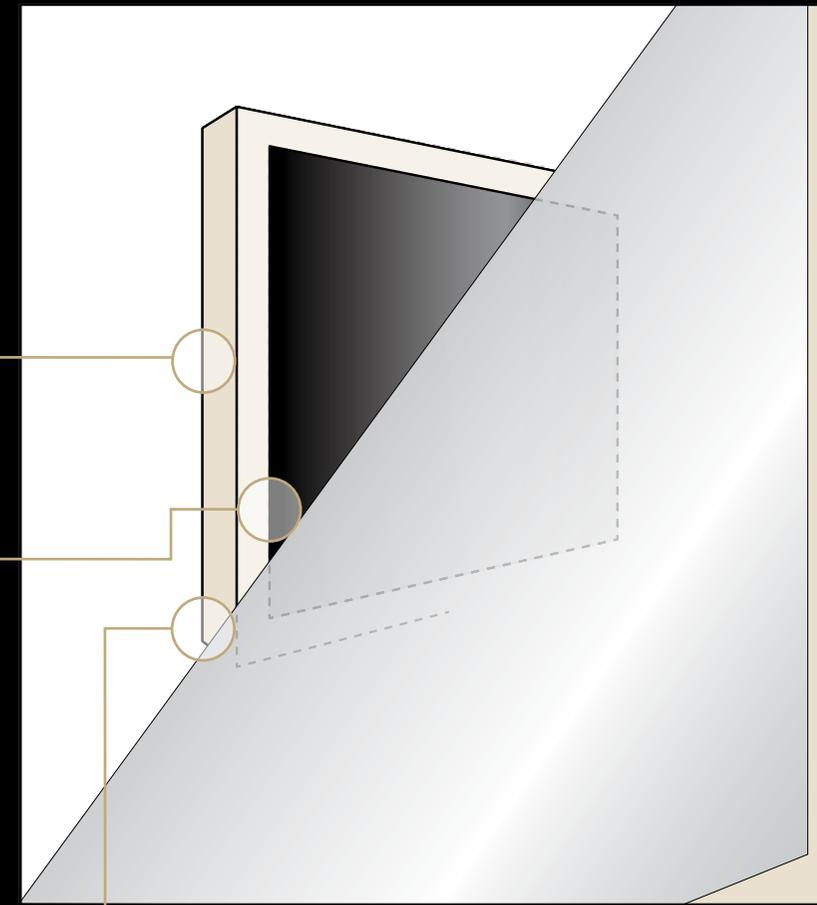
Thanks to German engineered temperature regulator PVC, the ad notam monitor systems supersede the 40°C maximal operational temperature of generic displays.

### **Harsh Environments**

ad notam systems are low voltage products (12V or 24V DC) and rated IP X4 and X5 after installation - safe for operation in bathroom environments.

### **External Power Supply**

All ad notam systems feature an external low voltage power supply that facilitates service and regulates the heat sync.



ICHTS

ad notam

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PHILOSOPHY

WORLDWIDE DISTRIBUTION

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# PHILOSOPHY

## Our business

The age of multimedia is here. Wherever we turn, monitors and display screens are around us, vibrant and engaging. Communications are now competing not only with message, but also with platform. ad notam has taken up this challenge to develop new sophisticated communication channels, a challenge which gave birth to our product portfolio.

ad notam combines conventional glass or mirror surfaces with a sophisticated monitor system, resulting in a fascinating and mesmerizing display for countless applications. The multimedia monitor systems get applied gapless behind the glass or mirror surface to dramatically display your content.

Whether entertaining, informative, or advertorial, ad notam presents your communications on an engaging and cutting-edge platform. Use it to promote customer dialogue, to entertain your guests, or simply to sit back and enjoy the luxurious atmosphere it creates.

ad notam designed the product portfolio with your needs in mind. The products are extremely adaptable to any and all applications and any and all design objectives. They elegantly blend into your décor with no visible cables or intrusive TV boxes. And best of all, when combined with Magic Mirror, the monitor system completely disappears when turned off.

ad notam also allows for extraordinary self-expression: sand-blast your identity on the mirror, print your message on the colored glass, or specify individual shapes to fit your design requirements. When customization is finalized your product can be recessed into the wall, hanged as a picture, free standing, or even integrated into the furniture. The only limit is your imagination.

MIRROR IMAGE technology is patent protected.

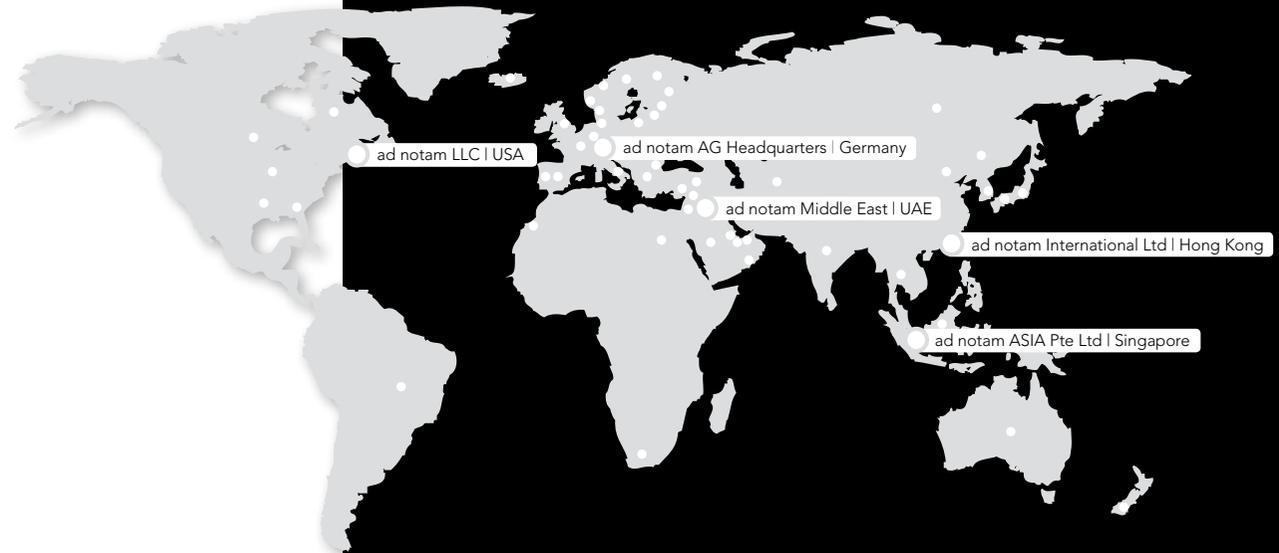
# PHILOSOPHY

# WORLDWIDE DISTRIBUTION

## We are there

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 TV's 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.



# WORLDWIDE

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