

# contrAvision® Perforated Window Films



Transparency Guide

See-through window graphics provide advertising, branding, signs or décor that can be viewed from the outside but seen through from the inside. See-through graphics can be produced with different levels of transparency, giving different degrees of image strength and privacy, and through vision.

This leaflet features photographs of the exterior view and the interior see-through view for graphics produced using Contra Vision® perforated window films. The photographs have not been computer-generated. The degree of privacy and through-vision will vary with the light levels either side of a window. These photographs illustrate the relative levels of transparency as a basis of comparison, whereas in use the eye tends to compensate giving better through vision than can be seen in a photograph.

Solid Vinyl

20%

30%

40%

50%

Clear Panel



Exterior view in

Interior view out

Solid Vinyl

**20% transparency** material gives maximum vibrancy to the printed image, maximum privacy and maximum protection from solar heat gain, glare and UV radiation. The level of through-vision is still acceptable for most static applications, particularly with full window coverage.

**30% transparency** material is the standard choice for retail windows with strong image pop and good through-vision.

**40% transparency** material is the most popular option, with a good balance between image impact and through-vision, making it particularly suitable for vehicle windows and full building wraps.

**50% transparency** material is sometimes specified for use on vehicle windows as it maximises through-vision, although image impact is reduced.

# contrAvision® Perforated Window Films

The Contra Vision® Perforated Window Film range has the widest number of transparency options. There is a transparency option suitable for all locations, from the bus window where through-vision is of prime importance, to the window of a vacant retail unit where maximum image impact is required.

The transparency of see-through graphics is determined by the diameter and spacing of the holes in the vinyl. There is no right or wrong choice. Lower transparency materials create graphics with a greater impact, that can carry smaller type sizes, and give better privacy, protection from solar heat gain and UV radiation. See-through characteristics are better with higher transparency material.

Other factors will determine the impact of see-through window graphics. The use of striking images with bright, contrasting colours will increase visual impact and privacy within a vehicle or building. One-way see-through graphics are only effective where there is more light on the outside (white side with image) than on the inside (black side). Backlit see-through graphics offer a solution if light levels are reversed, for example during the hours of darkness.

Please note that some countries, states or local authorities have laws or regulations specifying the level of transparency to be used on vehicle windows.

## Comparison Chart (40% transparency material baseline)

Product Transparency	Image Impact	Through Vision
20% Transparency	133	50
30% Transparency	117	75
40% Transparency	100	100
50% Transparency	83	126

Please refer to the Contra Vision® Perforated Window Films literature, and [www.contravision.com](http://www.contravision.com) to see the different levels of transparency available in the different Contra Vision® Perforated Window Film products.

The Contra Vision® range of perforated window films is available from:

### Licensed Products

Contra Vision Ltd license a portfolio of patents protecting Contra Vision® perforated window films. See [www.contravision.com/patents.html](http://www.contravision.com/patents.html).

This document is intended as a source of information, is given without guarantee, and does not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of the product for their specific intended purpose.

Contra Vision® is a trade marks of Contra Vision Ltd.

For more information on Contra Vision's perforated and non-perforated technologies please refer to [www.contravision.com](http://www.contravision.com)