

Class 2g(viii) ~ Temporary window signs

Temporary window signs are often primarily aimed at the passing motorist instead of the pedestrian. A large number of signs may be displayed indicating a variety of products and their individual prices. This contributes to information overload and impairs **traffic safety**. The number and design of temporary window signs may also create an untidy appearance thereby contributing to **visual pollution**. Excessive and brazen temporary window signs are not allowed in most shopping centres. The question may therefore be asked why such excessive signs should be allowed against the windows of enterprises along roads?

The above problems may be solved by applying the following conditions:

- Temporary window signs should not dominate permanent signs indicating the name and nature of an enterprise.
- Only the word 'Sale' may be aimed at passing motorists to indicate that a sale is taking place. The print on temporary window signs, indicating the nature and price of individual 'specials', should be of such a nature as to make it visible to pedestrians only.

Currently the *Vikuiti Rear Projection Displays* by 3M, which consist of a very thin screen or a self-adhesive film that can be attached to the inside of a window, have revolutionised window signs. Full-motion video images, together with sound, can be projected on the backside of these films to be viewed from the outside of the shop. Due to the nature of these signs it may be classified as either temporary or permanent window signs. The company *WindowGain* is making use of empty retail space for this type of advertisements which implies that such signs may be classified as temporary depending on period of non-occupation of the retail space. On the other hand larger store fronts may be utilised for both window displays and *Vikuiti Rear Projection Displays* on a permanent basis. Certain types of enterprises do not really need window displays and may find *Vikuiti* displays more effective for presenting their products to the public on a permanent basis.

Currently a maximum *Vikuiti* film size of up to 10m² is possible which may have a very negative impact distracting the attention of motorists passing high street storefronts. Although it is stated in the Draft Revised SAMOAC (July 2008) that no electronic window sign shall be aimed at passing motorists, it cannot always be determined with certainty what is aimed at passing motorists and what not. This problem may become even more acute with an advance in technology making larger screens possible and more affordable. This will also mean that pedestrians will be bombarded with an overwhelming amount of electronic images and sounds from all sides. The possibility even exists that a shop owner may supplement his income by using his window space for non-locality-bound (third party) advertising or it might even become more profitable for a landlord to use shop windows for advertising than to rent out retail space. The only way to solve this problem may be to require that all electronic window signs larger than 1m² should be included in a [SEA](#). The condition

in SAMOAC not to aim electronic window signs at passing motorists may also be enforced by not allowing any electronic signs in any shop window facing towards a street carrying motorised traffic. On the positive side it should be mentioned that the derelict feel of empty retail space may be replaced by something more attractive and vibrant by making use of Vikuiti displays.

Due to the visual impact of animated, internally illuminated and electronic window signs no such signs should be allowed in areas of maximum control.



A large number of temporary window signs indicating the prices of a variety of items on sale (top). It is almost more prominent than the permanent shop sign. Due to its size it can also be read by passing motorists.

A damaged poster creating a very untidy appearance (left).



A number of window displays by WindowGain on Vikuiti film. You can now even read the news displayed on a shop window.

<http://www.windowgain.com>
<http://www.3m.com/uk/vikuiti>

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