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# Dynamically Transparent Windows

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**Abstract**

In this paper, we present a case study of Dynamically Transparent Windows installed during a five weeks period in the facade of a major department store on a busy high street. The windows are fitted with so-called electro-chromatic foil that can change from opaque to transparent when an electric current runs through it. By using strips or rectangles of the foil, narrow bands on the façade interactively change and reveal what is on display in the store in order to draw the by-passers closer, and encourage them to explore the display. Our evaluation based on log-data, video observations, and in-situ observations points to a number of challenges concerning 1) Interaction issues related to the movement vector of pedestrians, 2) Behaviour and attention issues, and 3) Issues pertaining to the diversity of the situations and external conditions in the high street setting.

**Keywords**

H5.2. User Interfaces: Theory and methods

**ACM Classification Keywords**

Interactive shop window, marketing effect, experience, urban computing.

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