

# Communication Skills 1

## Assignment 1 – MicroShade®

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### **Abstract**

Picture an office building. Buildings like this are often big and have a facade covered in big windows. This is great, but it also involves glare, direct sun light and increased indoor temperature. This problem is usually solved using blinds, awnings, curtains, fixed sun protection and air conditioning.

All of the solutions mentioned above helps against the problems mentioned, but it also causes discomfort for the people working there. It blocks the view from the outdoors, limits the natural daylight, has operating costs, has a negative impact on climate sustainability, plus not being completely reliable.

To solve this, MicroShade® have developed a technology that includes 3D micromembranes mounted inside the glazing. This makes tiny horizontal lines along the window and they are almost invisible. This solution reflects the heat from the sun and takes in the natural daylight at the same time.

This technology blocks 90% of the heat during summer, allows you to look out the window, has no moving parts, provides natural daylight, uses no electricity and have a lifetime as long as the window itself. In other words, MicroShade® results in a better indoor climate, improved visual comfort, more usable space inside the office, and reduced costs associated things like electric blinds and air conditioning. In addition to this it is 100% predictable and reliable.