

## Identify your Priorities ... and Choose the Right Film for your Job

PRIORITIES	Heat and Fading Protection	Privacy	Non-Reflective	Good Natural Light	Great Views/Body Corporate
<b>What do you want to achieve?</b>	<i>"I want to block the heat (and reduce the cost of running my air conditioner)"</i> <b>AND</b> <i>"I want to protect my furniture, curtains and carpet against sun damage and fading"</i>	<b>Plus</b> <i>"I don't want people to see into my home"</i>	<b>Plus</b> <i>"I don't want my windows to look mirrored"</i>	<b>Plus</b> <i>"I don't want my home to feel dark"</i>	<b>Plus</b> <i>"I don't want to spoil my beautiful view, by day or night"</i> <b>AND/OR</b> <i>"My Body Corporate won't let me change the appearance of the building"</i>
<b>All Smart Films block 99% UV (Ultraviolet) for Fade Protection</b>					
<b>How do you know a film will achieve your objectives?</b>	<b>TSER</b> (Total Solar Energy Rejected) is a measure of a film's heat reducing performance. <ul style="list-style-type: none"> <li>• <b>However</b>, because TSER includes visible light, films that achieve the highest TSER may also block the most light and make a room feel dark and uninviting.</li> </ul>	A film with a VLT (Visible Light Transmission) of less than 25% will provide privacy	A film with a VLR (Visible Light Reflected) of less than 15% is considered non-reflective  NB. Clear glass has a VLR of 8%	A film with VLT (Visible Light Transmission) over 20% won't make your home "feel" dark	A clear (untinted) film with a VLT (Visible Light Transmission) over 60% won't change the appearance of the building or spoil (change) a beautiful view, by day or night
<b>SMART FILMS</b>	<b>Blocks Heat</b> TSER	<b>Gives Privacy</b> VLT less than 25%	<b>Non-Reflective</b> VLR less than 15%	<b>Good natural light</b> VLT over 20%	<b>Invisible on glass</b> VLT over 60%
<b>TINTED FILMS - HIGHLY REFLECTIVE</b>					
<b>Mirror Tint 20</b>	75%	Yes	No	No	No
<b>Mirror Grey 10</b>	80%	Yes	No	No	No
<b>TINTED FILMS - MODERATELY REFLECTIVE</b>					
<b>HP15</b>	70%	Yes	No	No	No
<b>HP25</b>	64%	Yes	No	Yes	No
<b>TINTED FILMS – NON-REFLECTIVE</b>					
<b>Sunblock 10</b>	64%	Yes	Yes	No	No
<b>Sunblock 15</b>	55%	Yes	Yes	No	No
<b>Sunblock 20</b>	53%	Yes	Yes	No	No
<b>TINTED FILMS – HIGH PERFORMANCE NON-REFLECTIVE</b>					
<b>Ambiance 20</b>	65%	Yes	Yes	Yes	No
<b>Ambiance 25</b>	61%	Yes	Yes	Yes	No
<b>CLEAR (UNTINTED) FILMS</b>					
<b>ClearView 75 LHA</b>	40%	No	Yes	Yes	Yes
<b>ClearView ICE 60</b>	58%	No	Yes	Yes	Yes
<b>ClearView ICE 70</b>	51%	No	Yes	Yes	Yes

**NB.** ClearView 75 LHA (Low Heat Absorption) is designed to reduce the risk of thermal stress (glass breakage) in glass often used in high-rise buildings.

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**NOTES:** As the number of priorities increase, fewer films are available that will achieve all your priorities.

### **For example,**

- **Privacy** - If one of your priorities is to achieve privacy you will need a film with a VLT of less than 25%
  - Privacy is achieved by the difference in the level of lighting between inside and outside - people cannot see from the light side into the darker side.
    - During the day because it is brighter outside than inside you have privacy but at night, with the lights on inside, you don't have privacy.
      - At night people outside can see inside clearly and you cannot see outside - which is not good if you have great views at night.
  - **NB:** once privacy is achieved – ie. people cannot see in - no more privacy is achieved by reducing the VLT further
    - **Beware:** the lower the VLT of the film, the less light is entering the room and the darker the room will “feel”.
- **If you don't want your home to feel dark** - Care must be taken in choosing a window tinting film to provide privacy if another priority is for the room not to “feel” dark. The “feeling” of darkness is determined by “visual acuity” - the ability of the eye to adjust to different lighting levels before the brain registers a “feeling” of darkness. A VLT of less than 20% will make a home “feel” dark for most people. To achieve privacy without making your home “feel” dark choose a film with a VLT between 20% and 25%
  - **Ambiance 25** is our most popular film for the home because it blocks just enough light to achieve privacy without “feeling” dark.
- **Body corporate won't allow the external appearance of the building to change** - If your choice of window film is constrained by body corporate rules you need a film that appears clear (untinted) – ie. have a VLT of over 60%.
  - **ClearView 75 LHA** is a popular choice, particularly for high-rise buildings where the glass type typically used in such buildings increases the risk of thermal stress with other films.
- **Reflectivity** - Associated with VLT is VLR (Visible Light Reflected). Many people don't like a highly reflective appearance to their windows. If you don't want your windows to appear highly reflective, choose a window tinting film with a VLR of less than 15% and the lower the better (Clear glass has a VLR of about 8%).

**Home Theatre** – *“I want a film that will be suitable for my home theatre”.*

- **Sunblock 10** is a popular choice for a Home Theatre because it will significantly darken a room (VLT of 8%)

**Glare Reduction** – *“I want to remove annoying reflections on my TV or computer or it is just too bright”*

- Glare is another word for light; too much light is referred to as glare. To combat glare you need to reduce the amount of visible light entering the room but reduce it too much and the room will feel dark. A film with a VLT of between 20% and 40% will usually provide relief from glare, unless the object is in direct sunlight in which case a darker film may be required (ie. VLT less than 20%)

**Priority Not Listed** – If you have a priority that is not listed, please [email](#) us outlining what you want to achieve