

BirdShades

INVISIBLE BIRD PROTECTION WINDOW FILM

BirdShades has developed a revolutionary new deep tech window film which is invisible to the human eye but highly visible to birds. ESA BIC Austria has played a crucial role in KnowHow Transfer which enabled the team to develop their first product fast and efficient. The official market launch was in spring 2023.
As a next step BirdShades develops a sun control window film which has bird protection properties. ESA has extensive knowledge in IR-Coatings originally designed for space related technology. In a totally different setting to save birds on earth, BirdShades benefits massively from a Know-How transfer on IR-Coatings to develop a sun control window film which is safe for birds.

USP

BirdShades USP is that it enables properties owners to keep the aesthetics of their buildings while enabling them to make their glass safe for birds and reducing solar heat gain.
The space connection is a know-how transfer on IR-coatings, used in a entirely different setting to save birds.

Target market

The market for solar control window films is growing rapidly because of rising energy costs and reducing carbon footprints of buildings. Current solar control films can deflect solar energy by up to 86%. Unfortunately, a common side effect of solar control films is increased bird-window collisions, because of mirroring-effects the glass becomes even more dangerous than usual float glass.

Space connection

The space connection is a know-how transfer on IR-coatings, used in a entirely different setting to save birds.

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