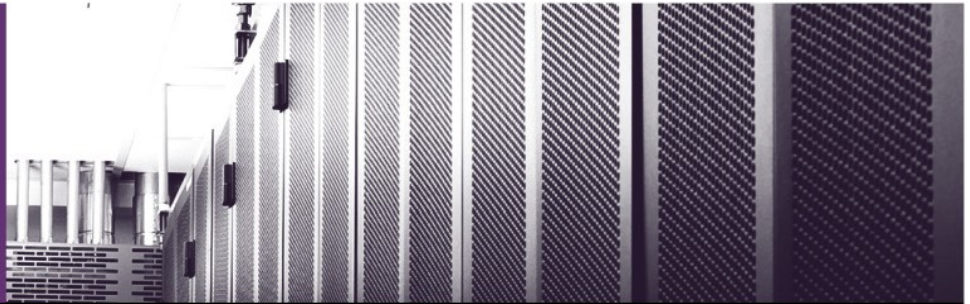


J BRAND

"My Customer, My Responsibility"



Branded! The J Brand Partner Update

Issue 24
January 2010

Michael Brown: The Artist

Michael Brown, the creator of Bluerain, is a sculptor, designer and installation artist who has created artwork in San Francisco over the past 20 years. His large-scale public artworks include 3 sculptural clocks commissioned for the Dallas Area Rapid Transit and a cultural landscape commissioned by the City of Oakland, California.

His interactive artworks are in the collections of many science museums which include:

The Exploratorium in San Francisco The Bay Area Discovery Museum in Sausalito, Technoraim Winterthur, Switzerland and National Library of Medicine, in Bethesda, Maryland.



New Pick-up and Digital Signage PDF's

The question of 2110 so far has been:

"Can you tell me more about your pick-up and digital signage solutions?"

To respond to this request, we have put together two one page PDF's that give a high level overview of the J Brand offerings (see the PDF attachments to this email).

There are also YouTube videos that can be viewed at:

[Pick-Up YouTube Video](#)

[Digital Signage & Kiosk YouTube Video](#)

J BRAND

"My Customer, My Responsibility"

J Brand Installs "Bluerain" at the LSE

J Brand carried out a diverse range of work in 2009, but one of the most unusual has to be the installation of a piece of visual art called "Bluerain" for the London School of Economics.

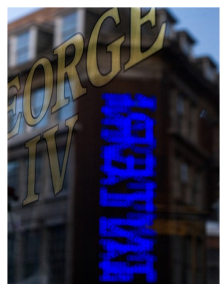
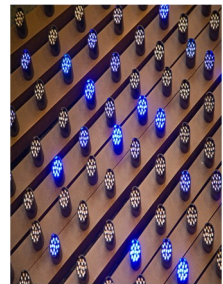
Bluerain is an artwork designed for the southwest corner of the LSE's Lionel Robbins Building in London and comprises a grid of blue Light Emitting Diodes (LEDs) 8.5 metres tall x 2.5 metres wide. This array of LED clusters is designed to display 4 lines of text; two cascading down and two lines flowing up. Text on each line then passes through each other such that words are difficult to read and resembles "blue rain" unless the viewer follows the movement of only one line of text.

The information displayed is drawn live from research being carried out within the Library; online resources, record titles of materials being checked in and out of the Library and lists of recent additions to the Library's collections. All of this data then feeds the display revealing the activity within.

The J Brand installation involved installing 14 aluminium channels 3.8cm wide and 8.5 metres tall to house the LEDs. The channels were placed every 15.2cm across the brick wall; the goal being to leave as much of the brick wall visually exposed as possible. The electronics that drive the LEDs were sealed within the channels to protect them from the elements and the waterproof LED clusters were mounted to the face of the channels.

If you cannot get to Portland Street in London to see the Bluerain installation, there is a YouTube video that can be viewed by clicking on the link below that shows part of the J Brand installation process and the Bluerain visual art.

BLUERAIN ON YOUTUBE



For further details on the arrangements or to be removed from the "Branded!" mail list, contact Paul Jordan on 020 7636 8214 or email pjordan@jbrand.co.uk