

## News Release

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### **Merck KGaA, Darmstadt, Germany, Introduces New Privacy Application for its Dynamic Liquid Crystal Windows Business**

- **Transparent dynamic liquid crystal glass partitions can be switched on demand to create private spaces**
- **Panel of experts will discuss innovation in the workplace at the online launch event on March 11**

Darmstadt, Germany, March 10, 2021– Merck KGaA, Darmstadt, Germany, a leading science and technology company, today announced the commercial launch of eyrise® i350 invisible privacy glazing. Transparent dynamic liquid crystal glass partitions can be switched on demand to create private spaces in public and commercial venues. The official launch of eyrise® i350 invisible privacy glazing will take place on March 11 with an online event where experts will discuss the role of technology in workplace innovation. Since being established in 2017, the Liquid Crystal Windows business of Merck KGaA, Darmstadt, Germany has installed eyrise® s350 instant solar shading windows in prestigious architectural projects for customers such as Kirow Ardelt, FC Group, Corning, and BAFTA (British Academy of Film and Television Arts).

“Envisioning the workplace of the future is more relevant today than ever before, especially for a company like ours that believes in the power of science and technology to advance human progress,” said Michael Heckmeier, Head of the Display Solutions business unit of the Electronics business sector of Merck KGaA, Darmstadt, Germany. “The way we live and work today calls for smart solutions that promote flexibility, collaboration and connectivity. Our latest eyrise innovation is an



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exciting example of how our Electronics business sector is creating the backbone of modern society.”

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### **Liquid crystal technology that enables smart and flexible spaces**

eyrise® i350 invisible privacy glazing is powered by licrivision® liquid crystal technology. The liquid crystal solution is placed between two glass sheets coated with a transparent conductive film. When prompted by a low voltage, the direction of the liquid crystals shifts and moves from a random position to a well-organized orientation in a second. By scattering the light, the glass switches from a transparent to an opaque state to provide complete and instant privacy on demand.

Glass partitioning offers multiple functions for open plan spaces – from private meeting rooms in offices and consultation areas in hospitals, to VIP zones in retail stores. The glass can also be used to divide spaces in conference centers and airports and can transform into on-demand screens for sharing information or presentations.

eyrise® i350 invisible privacy glazing is unique in the smart glazing market thanks to its ultra-transparency from all angles in its clear state.

### **The influence of architecture and design in human psychology**

Key aspects of interior design such as lighting, colors, space configuration, and materials play an important role in people's behaviors. According to Baldur Steimle, Head of Architectural Design at Merck KGaA, Darmstadt, Germany, the importance of architecture as a trigger to physiological and psychological well-being is a topic of significant relevance these days. "Design can be leveraged as a tool to reinforce behaviors that we would like to see enacted in specific places," says Steimle. "For example, design cues could contribute to higher sales in commercial venues or accelerated recovery in healthcare facilities or could lead to better productivity in offices."

Modern office set-ups are increasingly influenced by the psychology of space. The growth of open-plan offices is an example of how design is used to encourage behaviors such as collaboration and openness as part of corporate culture. Flexible spaces that can easily adapt and cater to different needs in the workplace could stimulate the well-being, engagement and productivity of the workforce.

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### **Experts discuss the role of technology in workplace innovation at eyrise® i350 online launch event**

For the online launch of event of eyrise® i350 invisible privacy glazing, Merck KGaA, Darmstadt, Germany will host a panel discussion about how technology and design will influence the workplace of tomorrow. The event will take place on Thursday, March 11 at 2:00 p.m. CET. To join the event, please register via this link: <https://eyrise-invites.com>

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#### **About Merck KGaA, Darmstadt, Germany**

Merck KGaA, Darmstadt, Germany, a leading science and technology company, operates across healthcare, life science and electronics. Around 58,000 employees work to make a positive difference to millions of people's lives every day by creating more joyful and sustainable ways to live. From advancing gene editing technologies and discovering unique ways to treat the most challenging diseases to enabling the intelligence of devices – the company is everywhere. In 2020, Merck KGaA, Darmstadt, Germany, generated sales of € 17.5 billion in 66 countries.

The company holds the global rights to the name and trademark "Merck" internationally. The only exceptions are the United States and Canada, where the business sectors of Merck KGaA, Darmstadt, Germany operate as EMD Serono in healthcare, MilliporeSigma in life science, and EMD Electronics. Since its founding 1668, scientific exploration and responsible entrepreneurship have been key to the company's technological and scientific advances. To this day, the founding family remains the majority owner of the publicly listed company.