


EBOOK

Previewing bird-friendly glass

A practical guide for
assessing glass samples



Bird-friendly glass provides a deterrent that birds can see to limit collision and injury. Options like laminated glass, fritted glass, acid-etched and UV patterned glass all can accomplish this in different ways. They also vary in their appearance under different lighting conditions and contexts.

This guide offers practical tips for viewing glass samples to help you choose the bird-friendly solution that helps to protect birds and achieve your aesthetic vision. It also includes a checklist to help ensure you consider all critical factors.

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See what's on the bright side 1/2

What will you see when you look at the glass? Whether you're inside a glass building looking out or outside of the building looking in, it depends on *where the light is brightest*. This is true for people and birds alike!

YOU ARE OUTSIDE



YOU ARE ON THE DARK SIDE

If it's night when you're outdoors looking into a well-lit interior, you'll mostly see a **transmitted view of what's inside**.

YOU ARE INSIDE



If you're inside a building looking out on a bright sunny day, you'll get a **clear transmitted view of the outdoor scenery**.

Photo credit: Charles O'Hara, photographer



See what's on the bright side 2/2

YOU ARE OUTSIDE



YOU ARE ON THE BRIGHT SIDE

If you're outside on a sunny day looking into a darkened building, you'll mostly see a **reflected view of the outdoor scene.**

YOU ARE INSIDE



If you're inside with the lights on at night, you'll mostly see a **reflection of the interior.** With too much light in the room, your view will likely be disrupted by interior reflections.



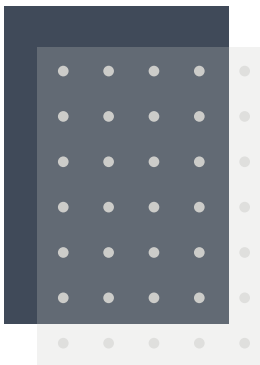
Tips for testing the view

For the best results, test samples of bird-friendly glass in the **conditions and environment where this glazing is expected to be used**. If possible, be onsite where the building will be constructed or refurbished, and view samples indoors and outdoors – below we offer tips for doing this effectively.

Test the reflected view outdoors

The first impression your bird-friendly building makes on people will be **from outside**. Under normal daytime conditions, this view of the building's exterior will often be dominated by **reflections** of outdoor scenery on the glass.

How to test the view

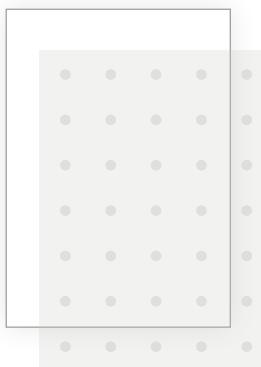


1. Use a **black background** for the sample to simulate a darkened interior.
2. View the sample **outdoors** if possible, and angle it towards the brightest part of the sky. If you must view it inside, tilt the sample towards a light source, such as a lamp, overhead lighting or a bright white wall.
3. Look at the sample from different angles, making sure that **surface #1** is closest to you. This is the surface people will see directly from the outside of the building.
4. View the sample up close and from **different distances** (in hand, 3m, 10m, 30m). Some bird collision deterrent patterns seem to disappear to human eyes at the distance from which people normally view an entire building.

Test the transmitted view indoors

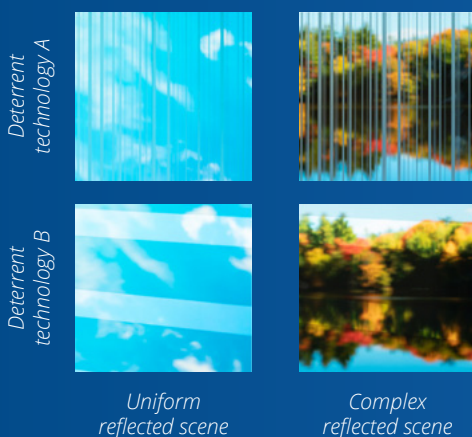
Next, consider how your bird-friendly glass will look to people **from the inside**. Under normal daytime conditions, their view will be dominated by the **transmitted image** of outdoor scenery.

How to test the view



1. Use a **white background** for the sample to simulate a bright outdoor view through the glass.
2. Create **some space between** the white background and the sample for a more accurate understanding of transmitted color and brightness.
3. View the sample **indoors** if possible. Placing the glass sample up against a window can provide an overall idea of how the deterrent will appear in the context, but not an accurate view of the glass color as the installed window glass will impact what you see.
4. Look at the sample from different angles, making sure that **surface #4** is closest to you. This is the surface people will see directly from the inside of the building.

Consider scene complexity



The **visibility of different bird-friendly glass technologies and patterns** also differs depending on the complexity of the scene people will see transmitted through and reflected on your building's exterior – is it a large and uniform expanse of sky or a complex and busy web of branches? A complex scene could make the pattern less visible. A simple scene could make it more so.

Sample viewing checklist 1/2

As you view each glass sample, use the checklist below to ensure you consider all major factors that will influence the appearance of bird-friendly glass once installed. Try to test onsite under typical conditions.

View in reflection

To evaluate what birds and people can see from the outside of the building

	Uniform reflected scene	Complex reflected scene
Bright lighting
Medium lighting
Low lighting

Sample viewing checklist 2/2

As you view each glass sample, use the checklist below to ensure you consider all major factors that will influence the appearance of bird-friendly glass once installed. Try to test onsite under typical conditions.

View in transmission

To evaluate what people in the building will see

	Uniform transmitted scene	Complex transmitted scene
Bright lighting
Medium lighting
Low lighting



Where great designs take flight

Every bird-friendly glazing project is unique – including the local regulations it must satisfy. Our team of glass experts is here to help you choose the solution that will help you meet your bird-friendly criteria, as well as your aesthetic and energy performance goals. Reach out to us early in the design process to explore bird-friendly options and opportunities.

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