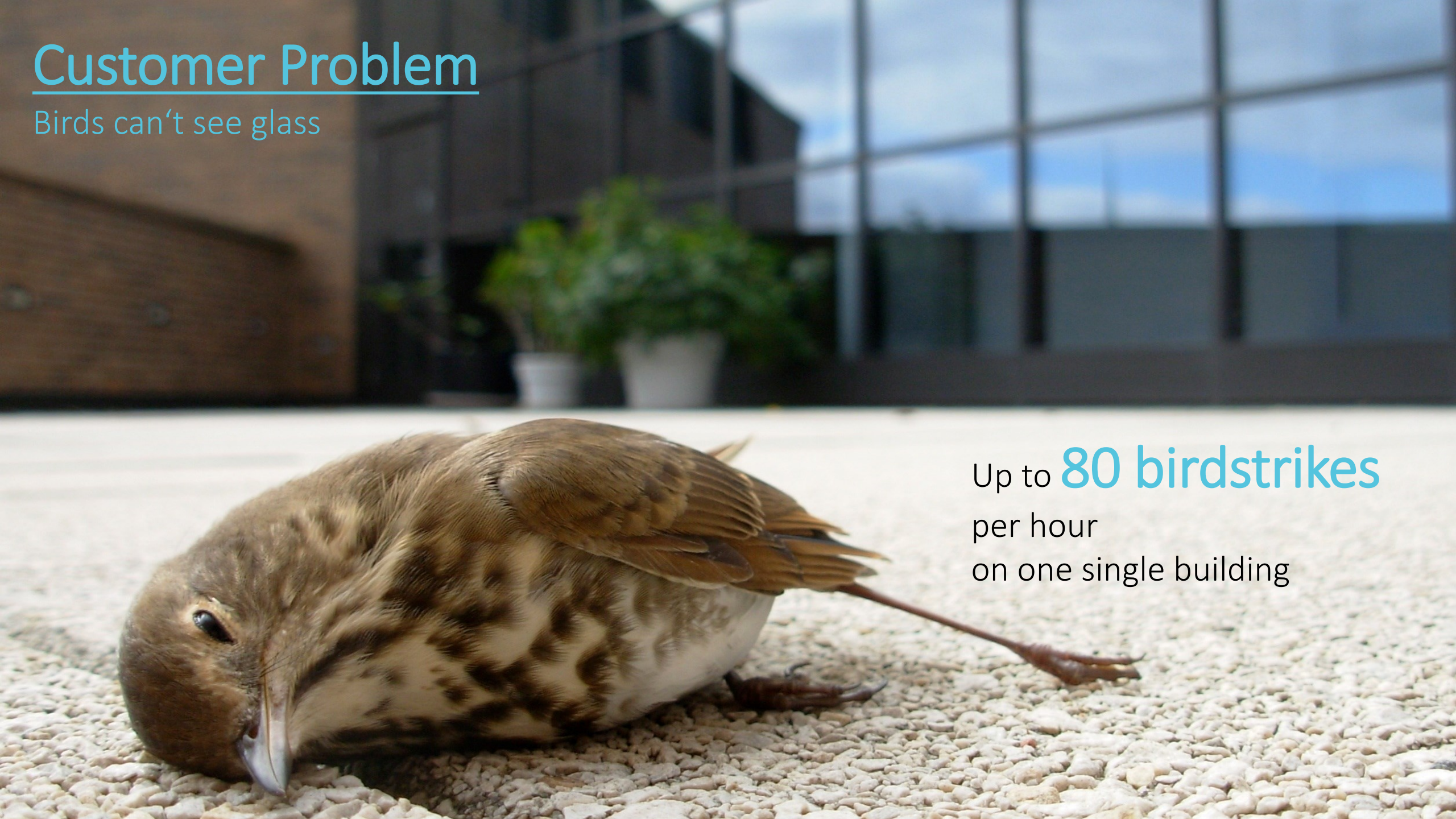

BirdShades

Glass is a „MUST HAVE“ in modern building industry

Customer Problem

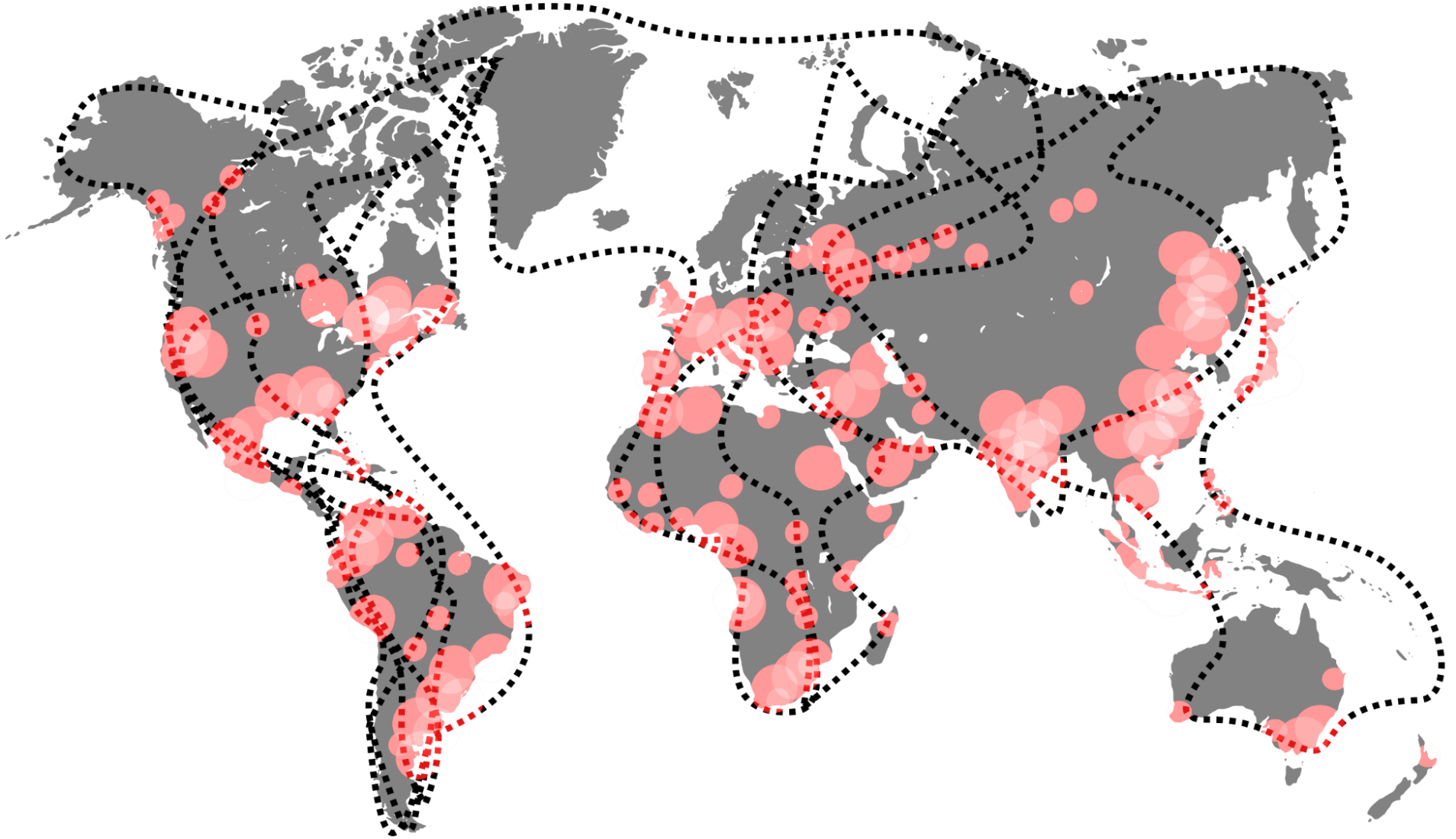
Birds can‘t see glass



Up to **80 birdstrikes**
per hour
on one single building

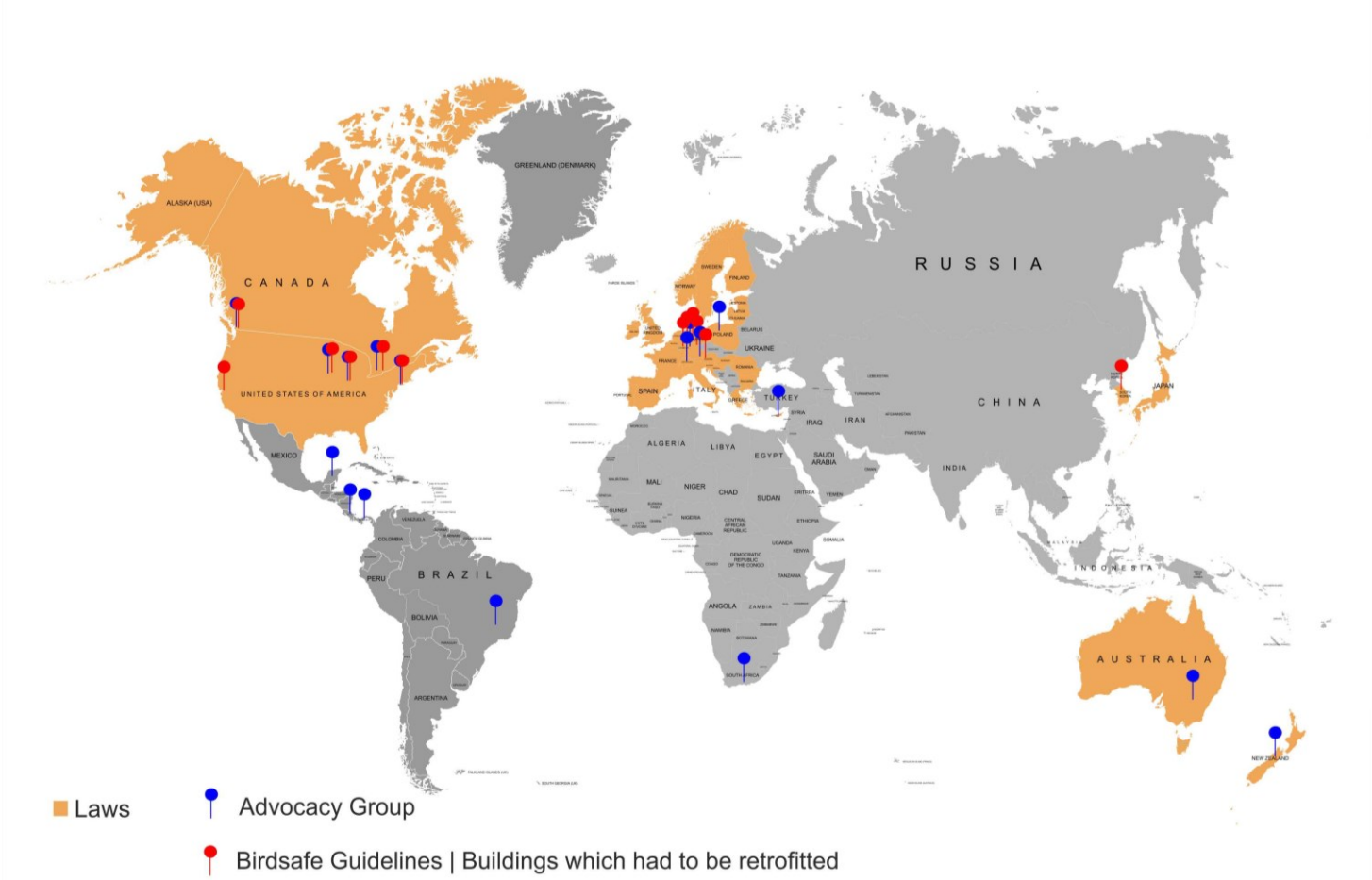
The Problem

Building glass cities into migration routes of birds



The Problem

Bird-Safe building laws & guidelines are enforced & rising



- USA | State of New York: Bird Safe Building Act
- USA | Guidelines in Chicago, San Francisco, Minnesota
- Canada | Standard for bird-safe buildings
- Europe | Bird directive
- Germany | Bundesnaturschutzgesetz

Ineffective solutions

Effective Solutions

Technology & Product

Bird-protection window film

- transparent
- highly effective
- easy handling

Technology & Product

Combining transparency with high effectiveness

- UVA-Active Layer
- Unique pattern and contrast for bird species
- Multi layer film

Technology & Product

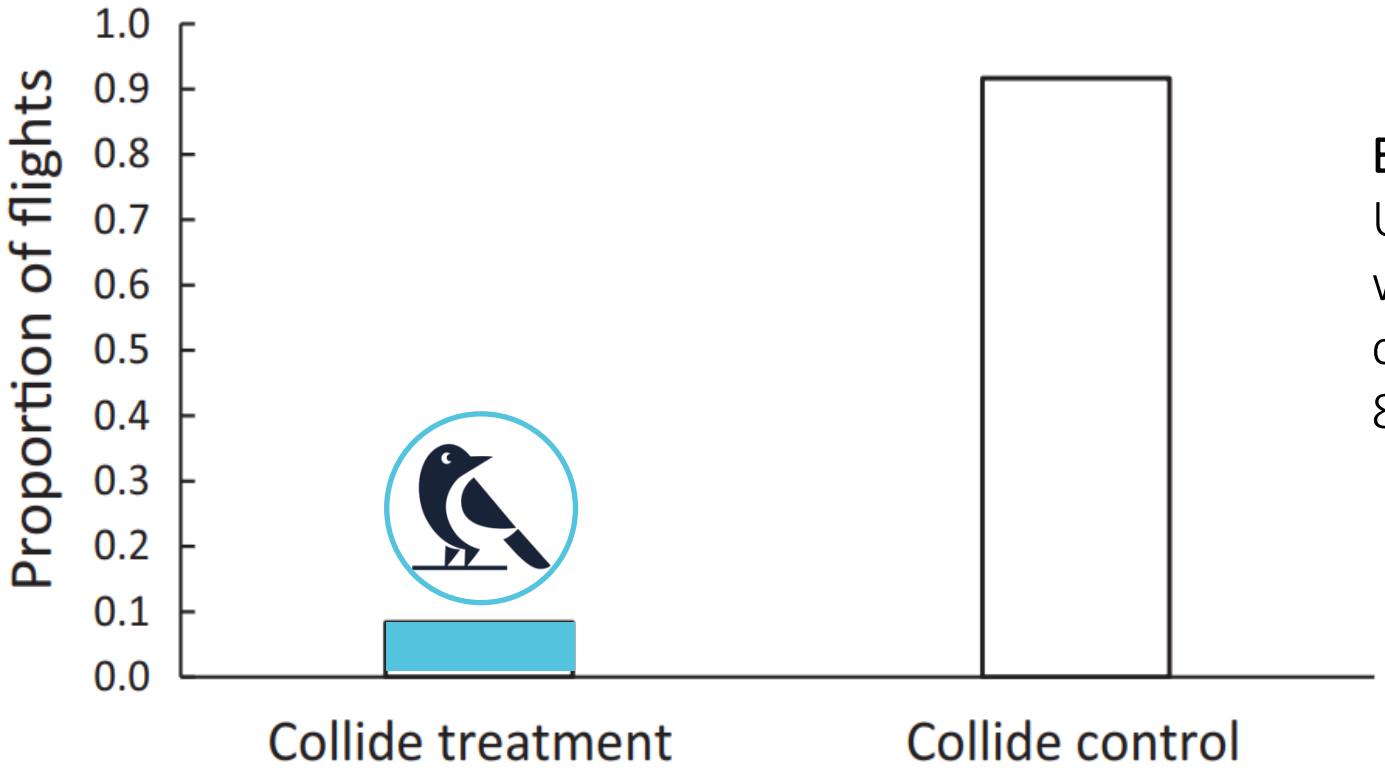
Combining transparency with high effectiveness

- Wet application
- Pressure sensitive adhesive (waterbased)
- Vertical installation
  (film width: 1,37m)

Technology & Product

Combining transparency with high effectiveness

Flight tunnel test | USA



BirdShades Study: Swaddle et al (2020) Ultraviolet-reflective film applied to windows reduces the likelihood of collisions for two species of songbird. PeerJ 8:e9926

Up to 90% reduction of bird-window collision
Decrease of flight velocity of 25% - reducing force of collisions

Field study | Poland

“Significant decrease in the number of collisions after UV-film application (reduced in the treatment group of shelters 5.71-times as compared to control shelters)”

SZKLANE PUŁAPKI

Field study | USA

- 95% avoidance behavior on clear see-through windows
- 85% avoidance behavior on reflective windows

Flight tunnel test comparison | USA

Prof. Swaddle William & Mary

- BirdShades 90% reduction
- Orange-black pattern 70% reduction

The Team

Passionate about birds and material science

Dominique Waddoup
Founder & CEO
Animal cognition expert

Christoph Cerny
Co-Founder & CTO
Material science expert

Melanie Gröbl
Programme Management

Romario Goldberger, BA
Business development expert

Sandra Kastner
Marketing expert

BirdShades

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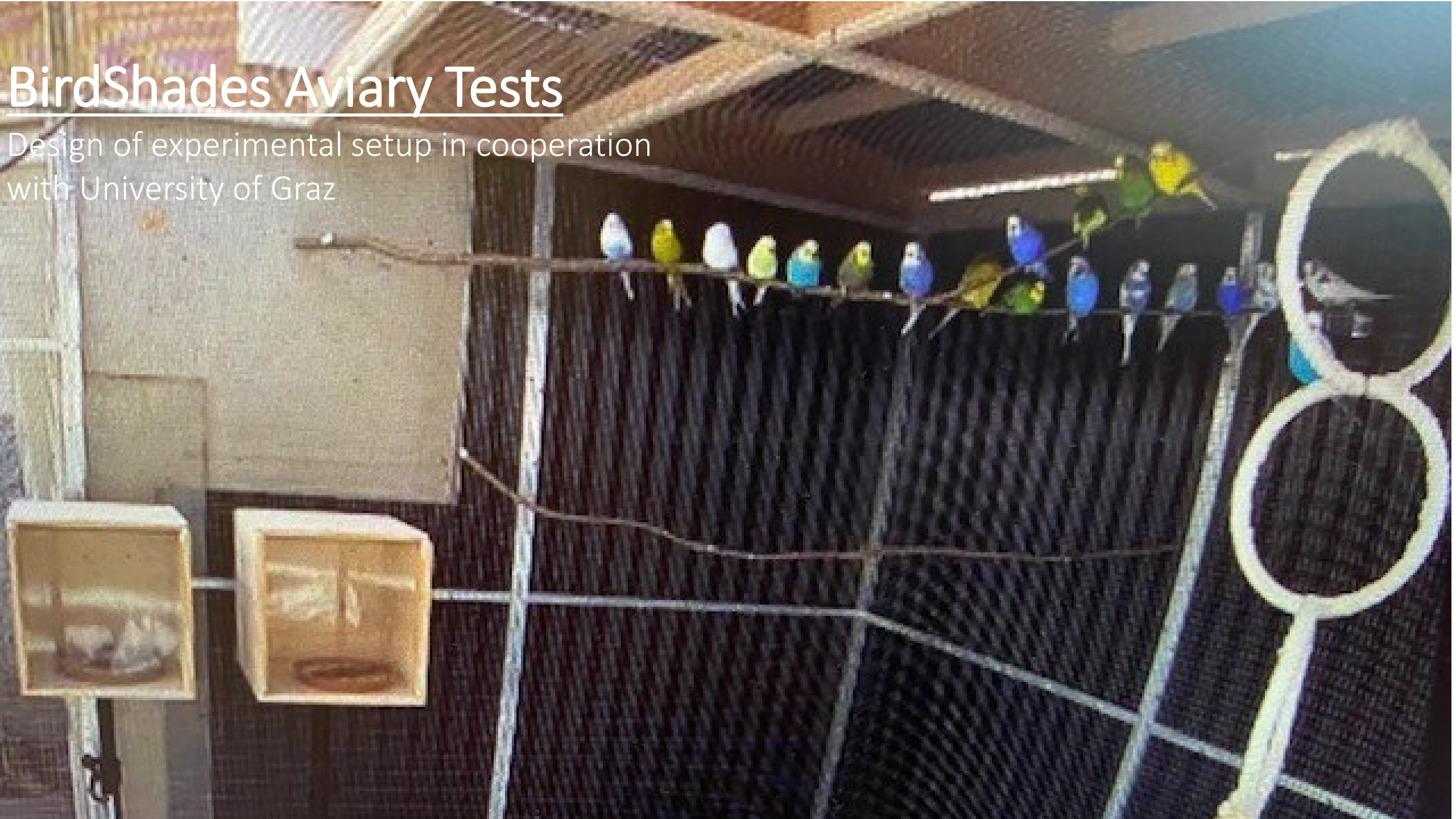
BirdShades Aviary Tests

Design of experimental setup in cooperation with University of Graz



Avian UV-Vision

Most affected by collisions Supercollider species

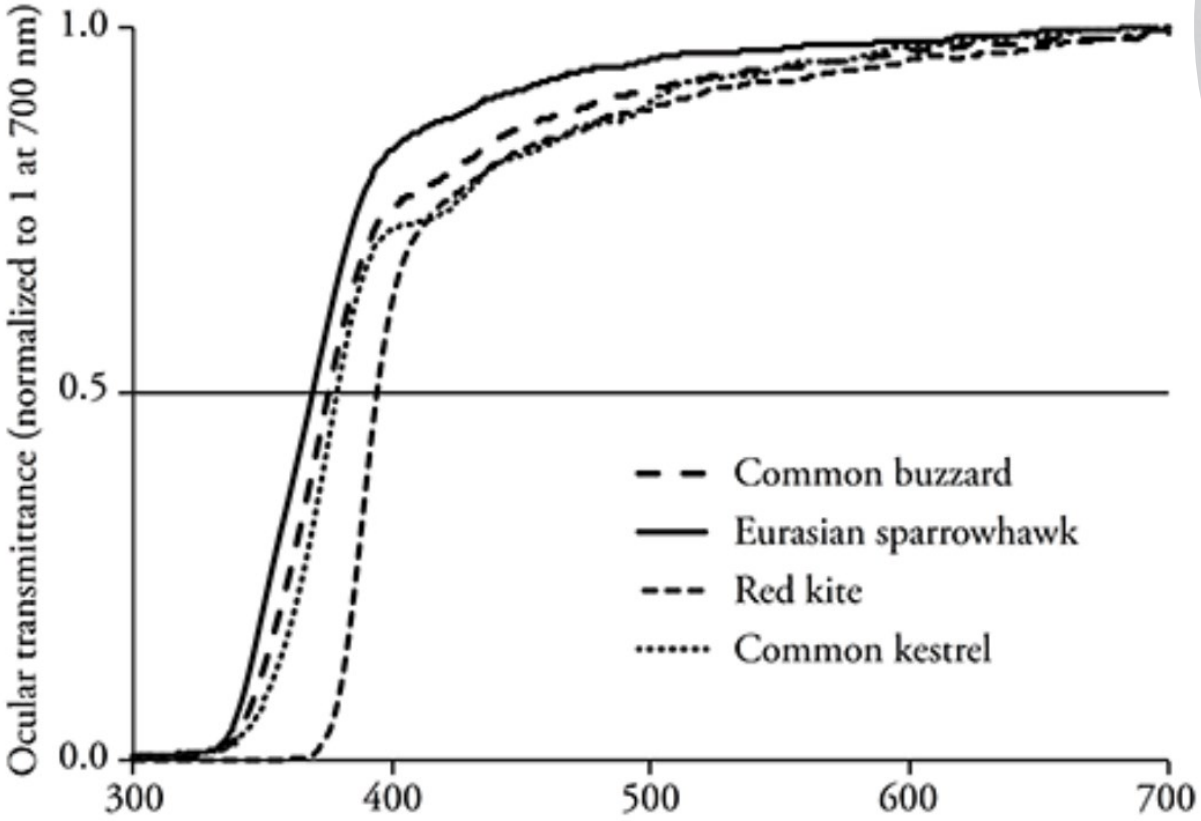
Passerines

UVS Cones
Max. Sensitivity 355-380nm

Birds of prey

VS Cones
Max. Sensitivity 402-426nm

UV-Vision birds of prey



Mitkus et al 2018