

Asahi India Glass Ltd. (AIS) launches its web application – ‘Design Your VUE’ for its uPVC Doors and Windows brand AIS VUE

Mumbai, November 2016: Asahi India Glass Ltd. (AIS) announced the launch of a web application for its uPVC doors and windows brand – AIS VUE. A unique web based application that not only provides users with real time window solutions, but also gives them a chance to view and browse their options.

Consumers are not very well versed with the process or the options available to them, when it comes to door and window solutions for homes or offices. This increases a consumer’s dependency on multiple vendors, interior designers or architects. It is this observation and insight that led to the creation of ‘Design Your VUE’. With this application, not only will a customer get real time solutions but also they will get a clear understanding of how an application will look in their space, what its benefits are and what products are used. This largely benefits the customer in saving valuable time and money.

Here is how the application works: The user has to fill a form which asks what they are working on, for example are they working on a new project or renovating an existing space.

It also asks the users to highlight what solution they are looking for. For example: Are they looking for energy efficient solutions, noise cancelling solutions, safety solutions and so on. The users also get to choose more than two solutions i.e. AIS VUE will create a customized solution based on the users’ requirement. The application also allows users to choose from an array of hardware options.

*Design
your
VUE*
Create your customized window solution

What space are you working on?

Apartment Office Space


Retail Space Bungalow/Villa

What project are you working on?


Renovation New Construction

Basis the selections made by the user in the second frame, the user is shown his results in the last frame. AIS VUE will give the ideal window/door solution based on the user's selections and also provide a visual of how the product will look. The user will get to pick the window frame, color and background view. The app even allows the user to change the colour of the wall to give an idea of how the application will look.


SELECT THE WINDOW




Casement Window



Tilt and Turn Window



Top Hung Window



Safety Solution = SilentVUE + GuardVUE

Thank you for giving your inputs on the various parameters for your window!

Basis the same, we suggest you a CustomVUE solution.

This Laminated Glass with Acoustic or Sentry PVB is an ideal solution for your space. You can achieve the below benefits with Custom VUE uPVC profile and glass:

- Provides you with complete peace of mind as it consists of a specialized interlayer that reduces the outside noise coming through the windows (SilentVUE)
- Protects your space from burglars and keeps them out. It offers with the highest levels of protection and security. (GuardVUE)

The hardware suggested with Custom VUE uPVC profile is as follows-

1. Single – Point Locking
2. Multi – Point Locking
3. Shootbolts & Espags

To get the complete detail of this window design, please call - Helpline no 1800 3010 0999

So the next time you are looking to revamp your space and want real-time solutions just visit <https://www.aisvue.com/design-your-vue.php>. No more do you have to run behind multiple vendors for varied solutions. The dream space you want to create, is now available at a click.

About Asahi India Glass Limited (AIS):

Asahi India Glass Ltd. (AIS) is India's leading integrated glass solutions company and a dominant player both in the automotive and building glass segment. It commands about 75% share in the Indian passenger car glass market and has an established track record of about 3 decades. Established in 1986, AIS' footprint today spans the entire spectrum of the automotive and architectural glass value chains.

www.aisglass.com

About AIS VUE:

The perfect mix of style and safety, the right balance between elegance and efficiency, the ultimate combination of form and function, AIS VUE gives customers the best of all worlds in one comprehensive

offering. Designed to meet every contemporary lifestyle need, AIS VUE uPVC door & window profiles feature state-of-the-art manufacturing technology and international quality standards.

www.aisvue.com

About WATConsult

Founded in 2007, WATConsult is India's leading digital media agency which works with over 85 brands. Part of Dentsu Aegis Network it has a 200 member team spread across Mumbai, Delhi and Bangalore. WATConsult has clientele that includes Godrej, Tata, Bajaj, SAP and Nikon and many large Indian and Global brands.

WATConsult is an award winning agency with over 75 metals won over last year. It has been recognized as the most progressive digital agency at CMO Asia, Social media agency of the year at Socialathon and Boutique media agency at Media Ace Awards. It is also a winner of a Global Echo award in 2014.

About Dentsu Aegis Network India

In India, Dentsu Aegis Network is supported through its seven global network brands namely Carat, iProspect, Isobar, Posterscope, Vizeum, psLIVE, Amnet, Dentsu branded agencies - Dentsu Creative Impact, Dentsu Marcom, Dentsu Communications, Dentsu Media, Taproot Dentsu and Dentsu Webchutney. Also newly added to the group are the recently acquired local brands of Milestone Brandcom and WATConsult.

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