



195 Commerce Way
Portsmouth, NH 03801

978.587.7317
novocure.com

September 13, 2023

City of Portsmouth
1 Junkins Ave
Portsmouth, NH 03801

Attn: Historic District Commission
Re: 64 Vaughan Mall

To whom it may concern,

I am writing to request a working session with the Historic District Commission to discuss proposed informational displays we would like to exhibit in the windows on the Vaugh Mall side of our building.

The series of eight 65" horizontal screens facing the pedestrian walk way is intended to convey information about Novocure's mission, our science, our connection to the community and other relevant topics.

The displays will be presented in a tasteful, artistic way designed to complement the building and its exhibit windows.

We look forward to your input on how best to tailor this approach to meet the objectives of the Historic District Commission. Thank you for your consideration.

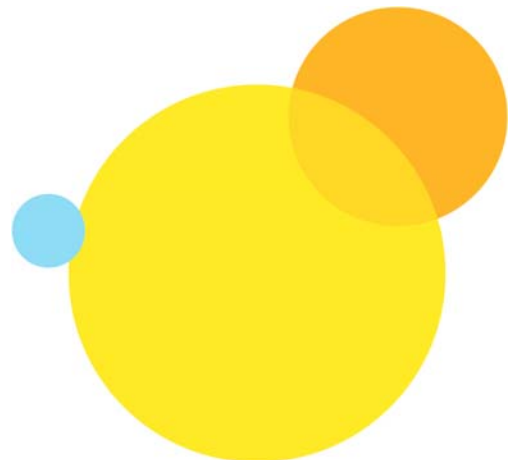
Sincerely,

Dean Smith

A handwritten signature in black ink, appearing to read "Dean Smith", with a long horizontal flourish extending to the right.

Associate Director, North American Facilities
Novocure Inc.

patientforward



Novocure Vaughn Mall Window Informational Display Proposal

The informational displays are made up of eight 65” horizontal screens facing the street, draws passersby in and gives them an understanding of Novocure’s mission at a glance. Quotes and imagery celebrating Novocure are overlaid on top of a dynamic background of TTFields that changes color throughout the day. These intersecting lines serve as the thread that weaves the imagery and text together.

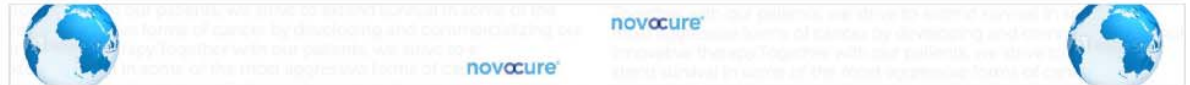


Potential Graphics



V2 Globally: A globe on the far left and far right screens are subtly spinning/rotating. A sphere launches from one of the globes and spans across a few screens, landing in the center. The sphere expands and reveals content/imagery and then fades away. The background has shimmering text with Novocure's core mission statement. The Novocure logo is also visible in random screens for brand identity.

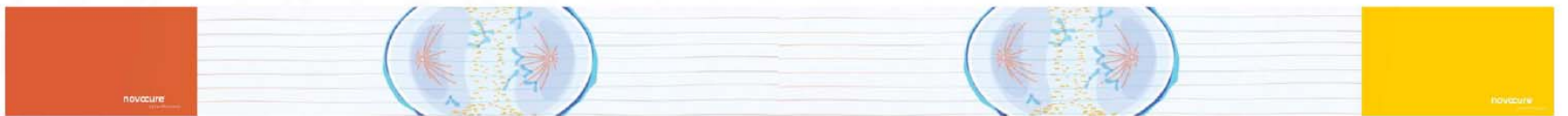
Layout seen with no content



Content Mapping for each Screen



Potential Graphics – Cont.



NOVOCURE: Vaughan Mall Informational Displays

Warm Gradient Screen Sample

The 8 screen display will have 2 states of visual content to show. They play in a seamless, looping way. The first (as shown in the first 3 screen state groups) shows a scrolling question, "Who is Novocure?", with the response shown on each of the 8 screens and then sentence callouts across 4 screens on the left and 4 screens on the right. This allows each screen to be an individual experience, but also allows the screens to all work together if a visitor is viewing them from a perspective farther back. The second (represented by Group 4 below) is where the "Who is Novocure?" visuals transition to display imagery and video from the CMS on different screens. They might also do a slow pan to indicate changing images across all the screens within a set. This sample shows the content mentioned on a warm gradient.



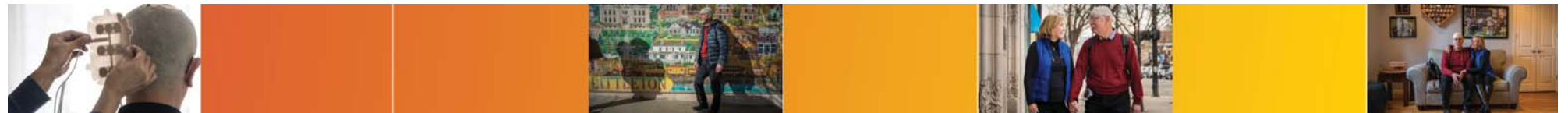
Group 1: Content



Group 2: Content



Group 3: Content



Group 4: Image & Video

NOVOCURE: Vaughan Mall Informational Displays

Warm Gradient - Rendering

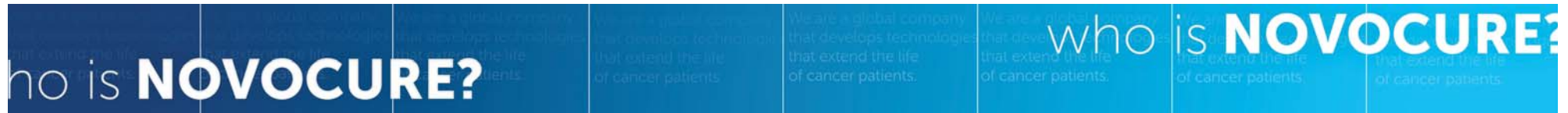
Below shows content in its text display state with particular breaks in the screen to mimic the space and experience within the windows. A rendering can be seen below to show what the visitor experience would be like. This sample shows the content mentioned on a warm gradient.



NOVOCURE: Vaughan Mall Informational Displays

Cool Gradient Screen Sample

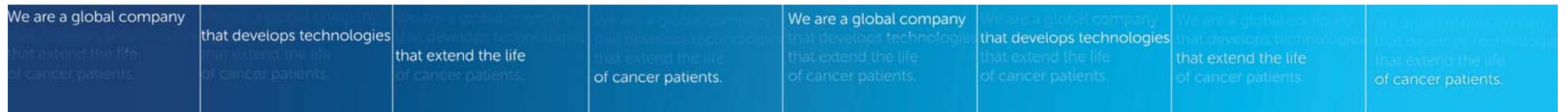
The gradient color changes throughout the day. This is the same content as above, but portraying a cool gradient.



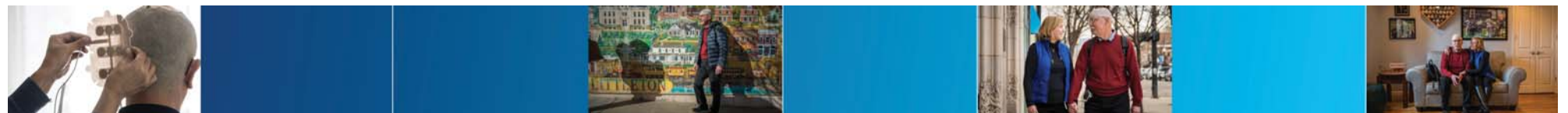
Group 1: Content



Group 2: Content



Group 3: Content



Group 4: Image & Video

NOVOCURE: Vaughan Mall Informational Displays

Cool Gradient - Rendering

Below shows content in its text display state with particular breaks in the screen to mimic the space and experience within the windows. A rendering can be seen below to show what the visitor experience would be like. This sample shows the content mentioned on a cool gradient.



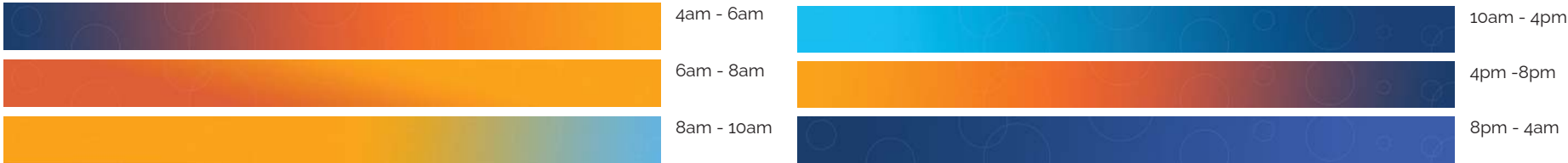
NOVOCURE: Vaughan Mall Informational Displays

Image & Video Content

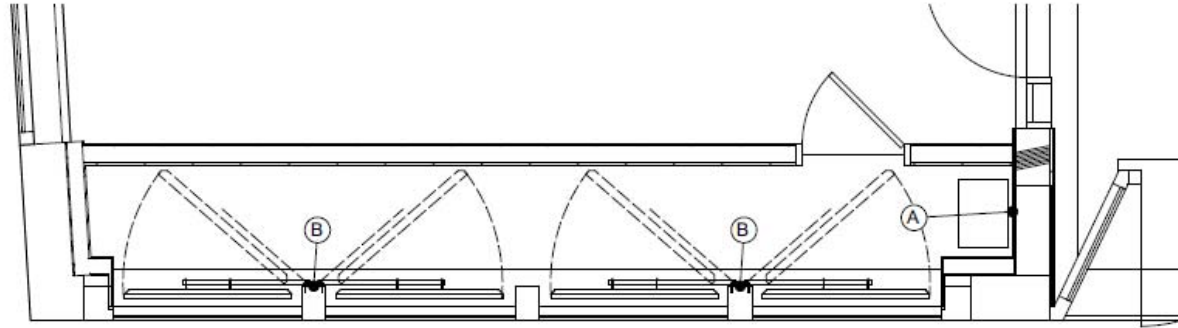
The media-based screens will pull from the CMS to display image or video content. If image or video content is not being displayed on a particular screen, the gradient background will fill the screen. The gradient background will also slowly transition to different colors based on time of day. The gradient change for time of day will be part of the program and not be editable in the CMS



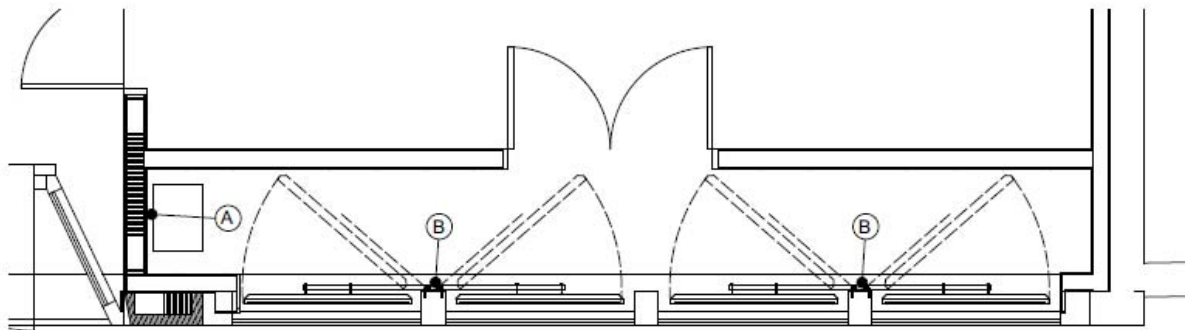
GRADIENT SAMPLE



TVS will be mounted to center columns



1 South Plan
Scale: 1/4" = 1'-0"



2 North Plan
Scale: 1/4" = 1'-0"

