
For this specific project, we want a name that fulfills a particular set of meanings.

Dynamic/transitional

Light and Glass

Views and Lifestyle

Positive, Valuable

Advanced Technology

In any naming project, we use 8 tests:

Easy to say

Sounds good

Looks good

Can be visually styled for distinction and meaning

No dyne, X, Z or other clichés

Can't be made into a joke

Isn't in use

Can work internationally and in different cultures

panorama

DYNAMIC GLASS SYSTEM

CONCEPT:
Panorama strongly supports the concept of expansive view.

NEGATIVES:
Although it suggests view, it doesn't convey the dynamic/changing nature of the product/system.

coolView

DYNAMIC GLASS SYSTEM

CONCEPT:

In a clear, literal way, conveys both the view and comfort with a non-technical consumer voice.

NEGATIVES:

A constructed, or coined word may not have the immediate meaning that a common word would convey – but it's more likely to be free of trademark issues.

skyline

DYNAMIC GLASS SYSTEM

CONCEPT:
Conveys the concept of light through the word sky and the idea of view through the conventional meaning.

NEGATIVES:
A common word, it may be difficult to truly own it.

inSight

DYNAMIC GLASS SYSTEM

CONCEPT:
“Sight” supports the concept of view.

NEGATIVES:
Although it suggests view, it doesn't convey
the dynamic/changing nature of the product/
system.

equinox

DYNAMIC GLASS SYSTEM

LITERAL DEFINITION:

The time when the sun crosses the plane of the earth's equator, making night and day of approximately equal length all over the earth.

CONCEPT:

In addition to the solar link (without sounding like solar energy), there's a nice suggestion of "equal" or 'equalizing".

NEGATIVES:

No particularly evident ones.

CURRENT USAGE:

Most common use is as a fitness company. There are a few art-glass or dishware companies that use it. There is a Chevy cross-over SUV called "Equinox".

equinox.com is taken by the fitness company. equinoxglass is a wholesale and retail jewelry design studio in Austin, TX.

vantage

DYNAMIC GLASS SYSTEM

CONCEPT:

Has a nice double meaning of “vantage point” and “advantage”.

NEGATIVES:

A common word, it may be difficult to truly own it.

CURRENT USAGE:

Very little usage in association with glass, there are various auto and installer companies using “vantage”.

vantage.com is in use by an educational company
vantageglass.com is taken by a Canadian auto glass shop.

vitria

DYNAMIC GLASS SYSTEM

CONCEPT:
“vitri” is a prefix meaning glass in compound words like vitriform.

NEGATIVES:
A coined word, based on latin roots, won't have immediate meaning to many people.

CURRENT USAGE:
There is a South African housewares company called Vitria Glass (www.vitria.co.za).

Vitria.com is taken by a software company.
vitriaglass.com appears to be available

vistas

DYNAMIC GLASS SYSTEM

CONCEPT:

“Vista” has very appealing connotations, but is burdened by a strong Microsoft brand. Making it plural separates it from Microsoft somewhat, and implies multiple views.

Other variations could include:

vistar
vital
vitat

NEGATIVES:

A strong Microsoft brand name as a base. It's not currently clear if adding the “s” makes it unique enough.

Pronunciation has two possible paths, depending on the emphasis of the “a”.

CURRENT USAGE:

There is a window film company called nuvista in the UK.

vistas.com looks like it might be available
vistasglass.com looks like it might be available

transiance

DYNAMIC GLASS SYSTEM

CONCEPT:

Attempting to blend transparency or transition
with science or radiance.

NEGATIVES:

Pronunciation may be difficult.

streamlight

DYNAMIC GLASS SYSTEM

CONCEPT:

Like “streamline”, suggests simplification related to light.

NEGATIVES:

A very long word may be too related to lighting or light, and not enough to light control or glass.

aurora

DYNAMIC GLASS SYSTEM

CONCEPT:

The ancient Roman goddess of the dawn. Compare Eos. And, in Meteorology, a radiant emission from the upper atmosphere that occurs sporadically over the middle and high latitudes of both hemispheres in the form of luminous bands, streamers, or the like, caused by the bombardment of the atmosphere with charged solar particles that are being guided along the earth's magnetic lines of force.

NEGATIVES:

A light-oriented word more associated with night than bright daylight.