On January 17, 1797 the teenage girl Rosina Pueschner saw the image of the Blessed Virgin on the glass of her window. After contemplating it for about an hour, Rosina wiped the glass with the intent of erasing it, but it was impossible. The phenomenon was carefully examined by an ecclesiastical commission and eventually was declared to be miraculous. The windowpane with the image of Mary was brought into the church of Absam where it still remains exposed for the pilgrims as a special devotional object of Marian veneration.

Afterwards the pastor had the windowpane removed to facilitate examination by some experts, who noted how the image would disappear when it was immersed in water, but it immediately reappeared as soon as the glass dried. The window was given back to the Pueschner family, but at the request of the inhabitants of the village, who maintained "Where the Son is, there the Mother must also be", the miraculous image was carried into the church in a festive procession at the sound of bells. That took place on June 24, 1797.

Initially the image was located on the main altar, now its place, visible to everyone, is below the frescoes of Our Lady. Since then many pilgrims continue to come to ask Our Lady of Absam for help and consolation. Indeed the news spread rapidly and numerous pilgrims began to flock to Absam, to pray in front of the image; thus began a remarkable series of miraculous healings.

The miraculous image of the Virgin Mary can be viewed still today in a side altar of the parish church of Absam. The glass is only seven centimeters high and five centimeters wide, but the face of Mary can be seen clearly. It is enclosed in a metal reliquary with golden rays, a golden crown, golden flowers, and precious jewels. The face of the Virgin in the image is young and delicate and bears the most affectionate title commonly used by Austrians and Germans for the Virgin Mary: "Beloved Lady" (Frau Liebe).