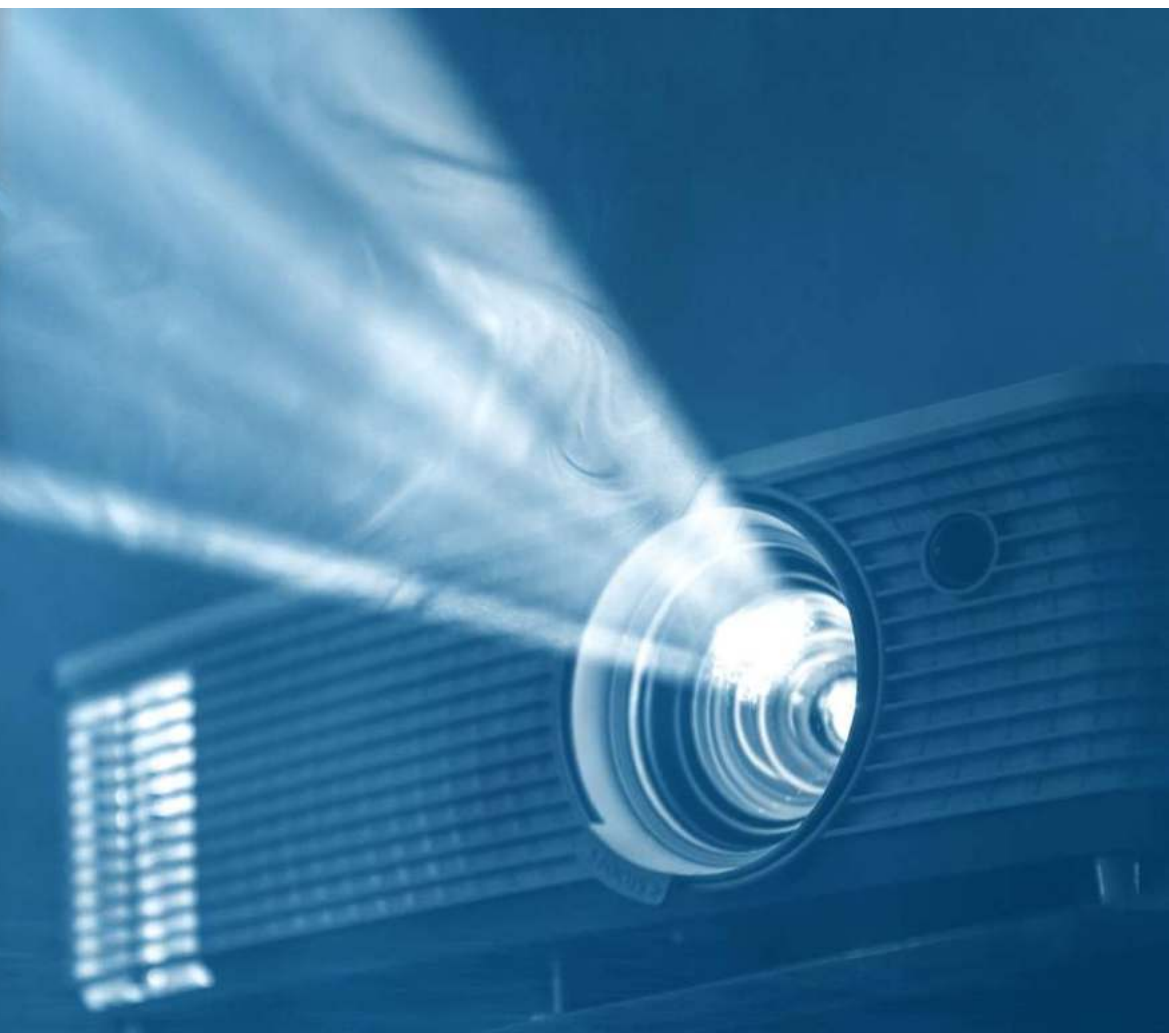


# Hologram Displays



**3D Hologram  
Projection Gauze**



# Definition of 3D Hologram

**A 3D hologram is defined as a 3D projected illusion that exists freely in space and is visible to everyone without the need for 3D glasses.**

Holographic projection has been around since the 1940s.

## **What does “holographic” mean exactly?**

The term “hologram” was coined by Dennis Gabor in 1949, Hologram is a combination of two Greek words – “holos” meaning “whole,” and “gramma” meaning “message”; coming together to create a whole message, or in other words, a complete picture.

Unlike traditional photography, a hologram is a three-dimensional image, or gives the impression of one. Created using light, sometimes in the form of lasers, there are a number of types of holographic techniques that present varying results.

*To understand holograms, it is necessary to get acquainted with the oldest techniques used to create an illusion known as the:*

## **Pepper Ghost**

# The Classic Pepper's Ghost



# Pepper Ghost

Peppers ghost was invented in **1862** by the English inventor **Henry Dircks**. Inspired by the phantasmagoria performances (horror theatre that projected images of ghoulish images onto walls and using smoke to create eerie effects) he invented a technique of making a ghost appear on stage. He set up a booth at The Royal Polytechnic Institute (England) where he met the director of the institute, the scientist **John Pepper**.

The initial invention required theatres to rebuild the space but with Peppers help the right modifications were made. They were now able to install the illusion into theatres without any actual structural work needed.

The first presentation of the effect was in Charles Dicken`s The Haunted Man. The idea was to present the illusion to the public, but the effect was so powerful they decided to keep it a secret.

Even though Dircks had invented the illusion, it was coined **Peppers Ghost**.

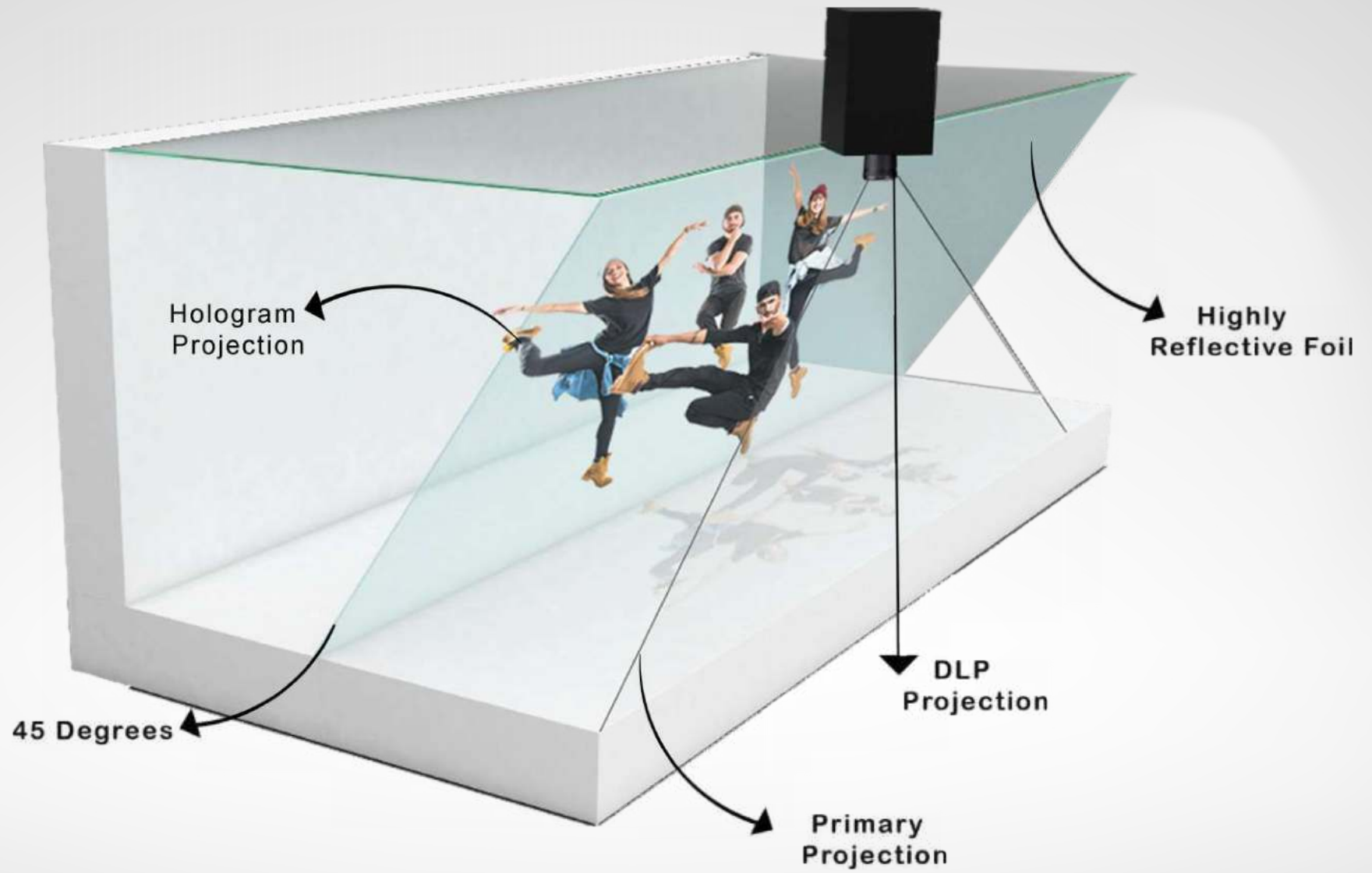
# The Modern 3D Hologram



For more than 160 year Peppers Ghost has been used in side show acts. Nowadays it has been used extensively in theatre, music concerts, TV, advertising, and amusement parks.

From the audiences perspective illusions appear on stage and can vanish at will. What is really going on behind the scenes?

The process is a very simple one but nowadays uses the latest technology to maximize its effects. The early methods used glass that was angled at a 45° toward the audience. A strong light was shone on the subject that then reflected itself on the glass giving the impression it was on stage as a transparent being. Nowadays a polymeric mirror foil is used that cant burn and holes can be cut into the foil for creating further effects. Projectors that have a resolution of 1,920 x 1,200 pixels are used. The effects nowadays are life like and super realistic. We are no longer restricted to the limitations of the appliance. Our only limitation now is the imagination itself.



# Onstage Hologram Projection Gauze



Spectacular 3D projections are created easier than ever using the ultra-lightweight and innovative projection gauze. From 3D hologram effects large image to three-dimensional stage design and impressive projection mapping.

**Highly transparent and extra-wide metallic scrim (silver coated) for large scale 3D hologram effects.**

Looks so real that 3D objects **appear to float** in mid-air or surround a performer on stage. Projection gauze is extremely **lightweight and foldable** and therefore very easy to transport. It's the perfect **holographic projection screen material** and can be set up in no time. Attach it to a truss, lighting bar or frame and it's ready to amaze audience! Tensioning the gauze on all 4 sides and using the right projector are key to obtain the best results with this **3D hologram projection screen**.

The gauze screen is used vertically, so less space is lost in the performance area as there is no need for a 45° mirror and a stage pit with projection screen.

Hologram gauze is a unique, innovative product and **one of the best materials for hologram projection**. It provides any lighting designer with unlimited possibilities.

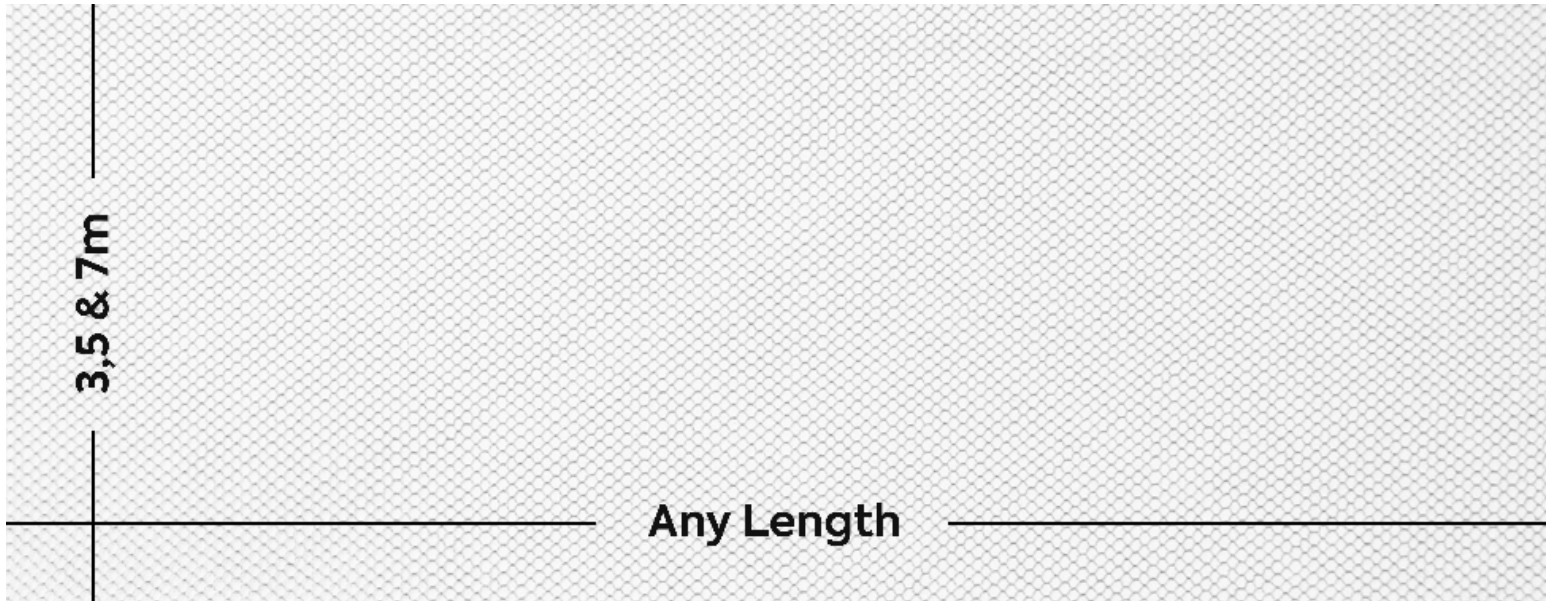




## CREATING THE DIFFERENCE

Your audience will be captivated as the video and graphics float in mid air. They experience the 3D illusion without the need for glasses or headsets. Our production team creates an immersive content for unforgettable events.





The **Gauze** is available in any length and 3m,5m or maximum 7m width (height), however customized height can be supplied on request.



### Surrounding Lighting:

The user must understand that the hologram displays must work in a dark environment to obtain the best results, direct lighting on image is also not recommended.

### Projector:

To get the best projection results, we use a large **laser** projector starting from 10,000 lumens for a an image of no greater than 100 inches and a higher lumens laser projector for greater images size.



# Connect, collaborate and comprehend

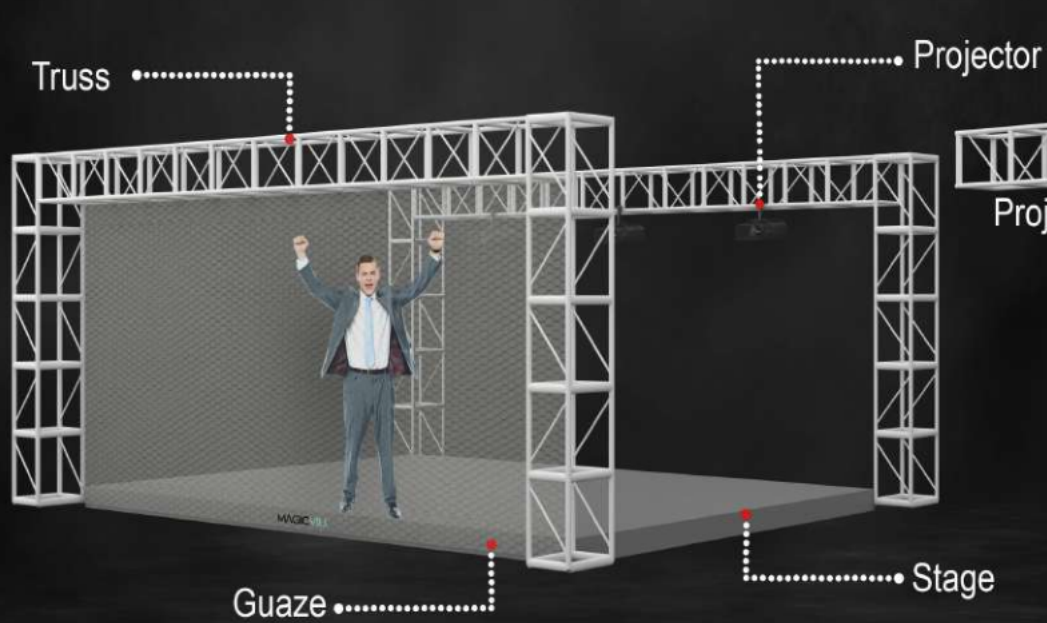
We are passionate about innovation, experienced in making the ordinary, extraordinary. We provide the most innovative creative solutions in holographic technology. We expertise in large scale creative content solution for 3D holographic projection systems for events, shows, product launches and conferences.

Your business is sure to soar with the right kind of advertising. We provide a great platform with 3D holographic content creation that will help your brand connect, collaborate and comprehend.

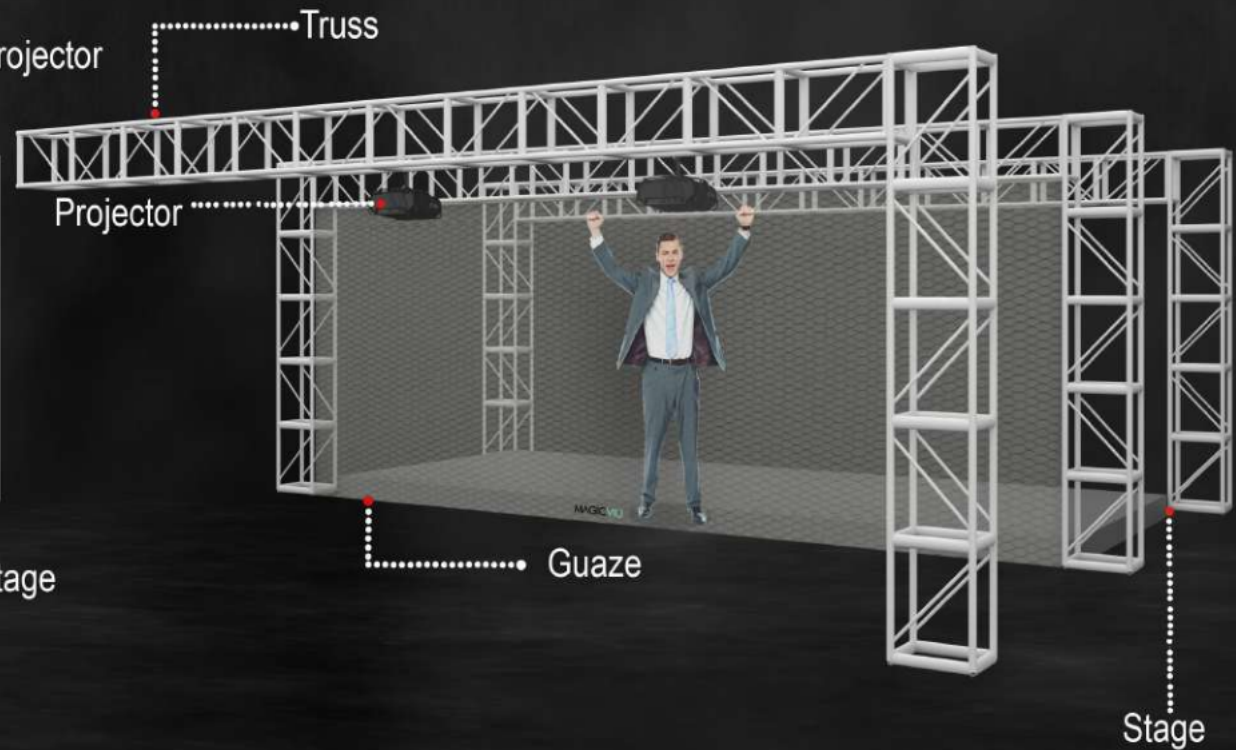


# Truss Installation

## Rear Projection



## Front Projection



# Gauze Frame Installation

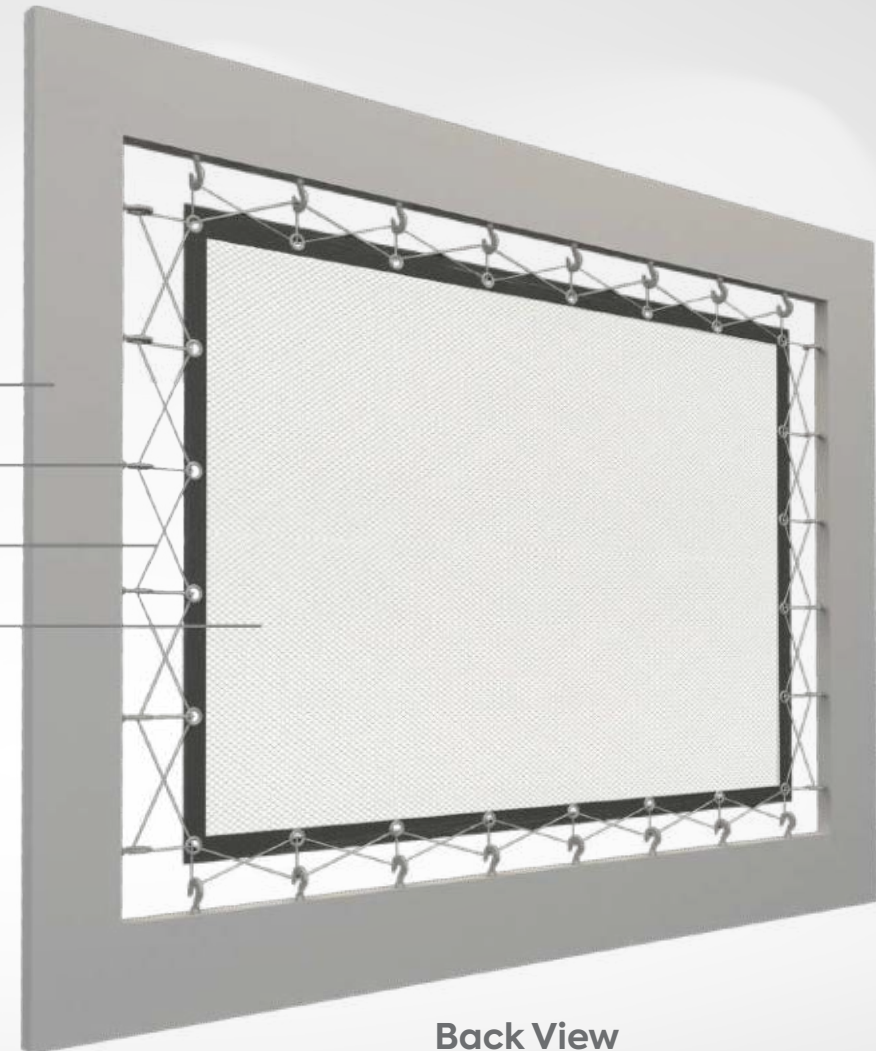


Frame (Gypsum Board Wall)

Hooks

Electrical Cable Tie

Gauze

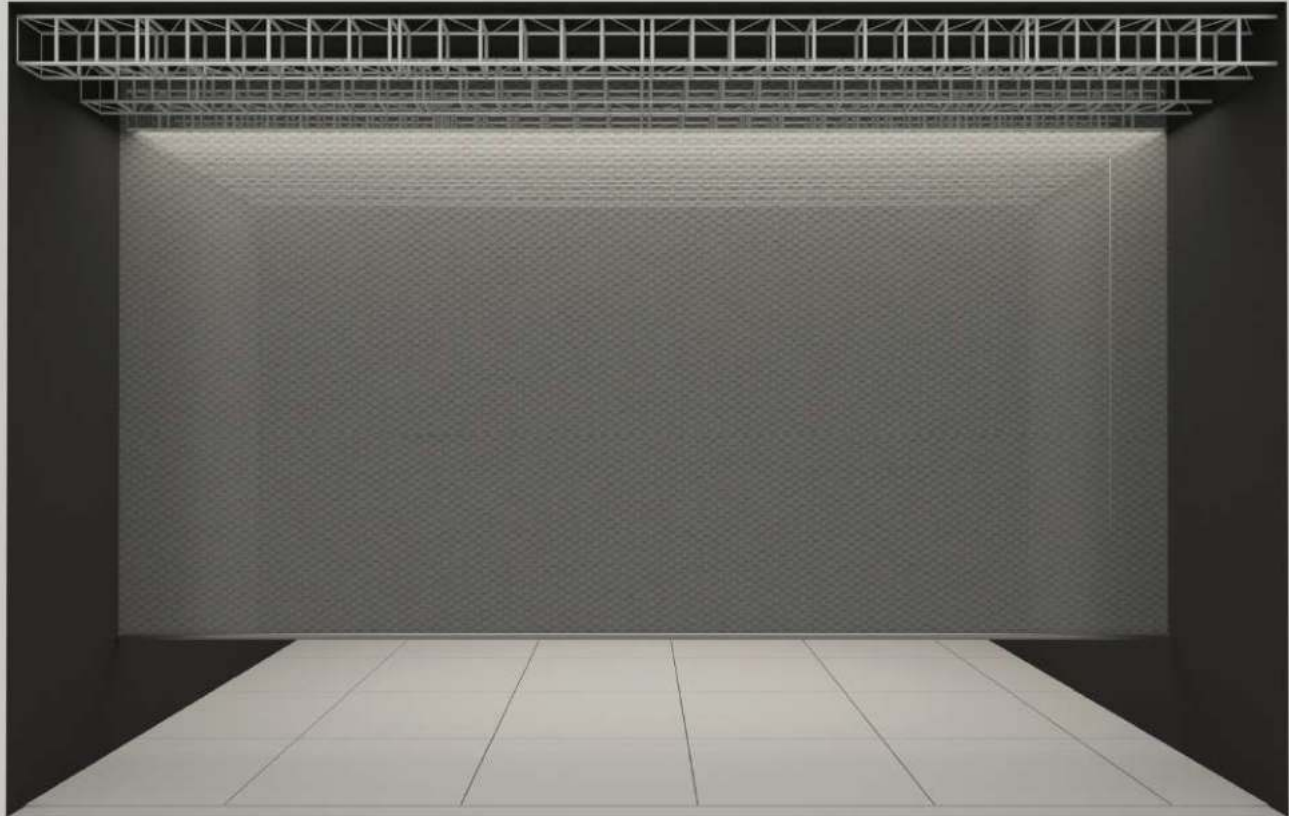


Back View

## Motorized Roller Screen:

One of the difficulties that were encountered by users of the hologram gauze is the fixed gauze on the stage since its tensioned to a truss, hence; LED screen becomes difficult to use and activities on stage become very restricted.

Our motorized roller solution provides the possibility to roll up the gauze allowing other activities on stage to be performed and other devices to be used. Available for gauzes up to 21m width and at a higher price than standard fixed gauze.



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