

# EON Holographic I™

Creates 3D Floating Illusions



## What is the EON Holographic I™?

EON Holographic I™ is a solution that creates the illusion of life-size, full color, 3D interactive images. All of the images used on an EON Holographic I System are 3-dimensional, but projected as either two-dimensional images (2D) or as stereoscopic 3D images (requires glasses) onto a custom transparent screen.

The mind of the observer creates the 3D illusion. This means that production costs are minimal, needing only a single camera lens for filming and a single projector for playback or alternatively using also 3D stereo interactive content.



Holographic Projection has amazed both clients and audiences not only with the uniqueness of the EON Holographic I system, with the simplicity, practicality and set-up. More importantly, a whole event can be digitally produced, the system offers clients a fool-proof simple to use system. Think of it as a hassle-free system that offers a unique and amazing event or product presentation experience.

*"With EON's holographic display solutions and content development, we were able to communicate on a new level in our ongoing Lexus marketing campaign. The excitement this program has generated in over half a dozen major U.S. locations is unprecedented. EON's 3D has helped differentiate our branding in a fun and entertaining way."*

Jennifer Weinberg, project leader for Team One



## Key Features

- Stunning 3D appearing computer generated and video objects
- Simple single view set-up
- Requires only one field of a computer animated object to appear 3D
- Optional true 3D stereo for incredible image depth
- Objects in picture appear to float in space
- Utilized for marketing and as a powerful presentation display
- High brightness and contrast for use in medium to high ambient light environments

# EON Holographic I™

A Unique Goggle-Free 3D Solution

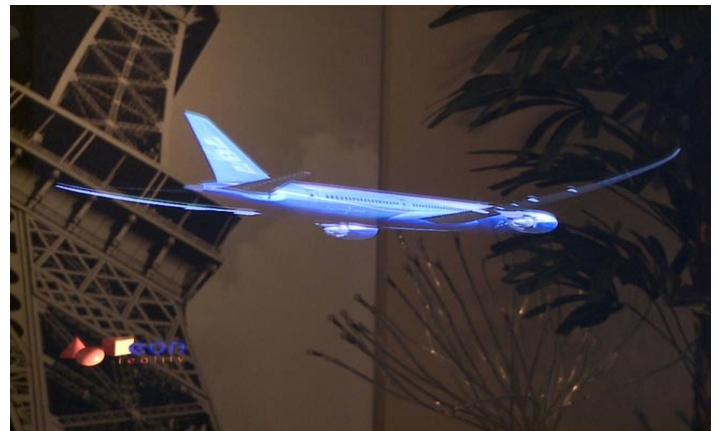


## Why use EON Holographic I™?

EON Holographic I is revolutionizing the immersive 3D interaction experience. It is just like a scene from Steven Spielberg's futuristic movie "Minority Report" where large transparent display screens were interactive by simply pointing a 3D mouse from a distance.

EON Holographic I brings the world to you in-depth as smart interactive objects appear to float in space, without any apparent screen - pushing the boundaries of digital experience closer to reality.

This holographic goggle-free solution has been utilized around the globe for marketing events, campaigns, product launches and conferences.



*"We all dream about creating a product that re-defines the way that people look at reality such as telephone, TV, internet. EON Holographic I is such a product. It blurs the line between reality and digital - going beyond previous technologies such as IMAX movies, flat screens, web 3D or head mounted displays. It realizes all virtual reality dreams while making the experience easy, accessible and cost effective."*

Mats Johansson, President of EON Reality, Inc.



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