

Airbus 380/ Lufthansa

The Problem and Challenge for Lufthansa was:

- To facilitate telling a compelling informative and exciting story about the Airbus 380 VIP Interior.
- To find a holographic marketing application for the launch and an application that resonates with Lufthansa's leader profile.
- And that gave Lufthansa an opportunity to differentiate from the competition.



EON solved Lufthansa's problem:

- By providing the EON Artificial I 3D Holographic Display

The EON Solution gives Lufthansa many Key Benefits. Lufthansa can now:

- Enjoy improved sales and marketing retention based on the capability to virtually explore the aircraft
- Have a consistent product sales presentation approach in the field on a laptop and on the web
- Use the easy to use application that requires no specific instructions for their 3D photorealistic and holographic, real-time and interactive sales and marketing applications that resonates with Lufthansa's profile
- Engage prospects and media not only in a product presentation but in the entire aircraft experience
- Scale and reuse their content. The created content is designed for reuse in various formats including initially internet, PC & laptops but also on auto stereo displays, Multi wall environments, 3D stereoscopic screens or Icubes.

Geneva, May 5 2006 – Lufthansa Technik uses EON's Artificial-I for the Airbus 380 interior presentation