

Press Release

HoloPro™ as interactive goods display shelf

Brilliant goods presentation with HoloPresenter^{plus}

Bergisch Gladbach, Cologne - G+B pronova GmbH presented a new version of the HoloPresenter^{plus} on the occasion of the 11th Store Design Conference in Cologne. The familiar eye-catching design, consisting of a 2.10m high glass screen with a 40" original HoloPro™ projection surface, can now have special goods presentation functions added to it.

Glass goods displays are used as a presentation area that enables the linking of multimedia information and the haptic experience of the products presented. The basic equipment of the HoloPresenter^{plus} includes high-performance digital signage software and an integrated projector.

Products that require in-depth explanation can also be presented perfectly by means of an integrated i-PrOS™ touch function and an interactive Living.Kiosk application.



The HoloPresenter^{plus} draws attention to itself, and therefore the products it is presenting, with its unusual design and brilliant projection with high daylight visibility. The design of the goods displays and the display itself can be adapted to the CI requirements of manufacturers or retail chains.

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As it is a compact, integrated system, the HoloPresenter^{plus} can be assembled easily and if required quickly rearranged within the sales area. Only one socket is required. The necessary hardware, in the form of a projector and a computer, is integrated into the system.

The many trade visitors to the EHI conference, consisting of shop and store designers, were impressed with the possibilities the HoloPresenter^{plus} presents. They also had the opportunity to experience directly for themselves the superior brilliance and daylight visibility.

G+B pronova GmbH is preparing attractive introductory offers for the launch.

G+B pronova GmbH is the first - and leading - provider of holographic projection screens. HoloProTM was the first transparent projection screen in the world and is the leading projection screen both in market and technological terms today.

HoloProTM is developed and produced by G+B pronova GmbH in Germany. Sales are effected via a worldwide network of dealers.

Bergisch Gladbach, 04.10.2006