

Pressemitteilung

Press Release

Sam Goody to use 100" HoloPro™ screens as transparent video walls 6,5 m² glass projection surfaces

Music Group Inc. is, with more than 900 locations, one of the leading US dealers in music, films, games and books, and is using HoloPro™ for the new design of its Sam Goody shops. Music Group Inc. is entering the digital and wireless technology markets using the name of Graze. The aim is for the young target group to experience digital products and contents in an unusual atmosphere. In the words of Musicland's CEO, Jack Chadsey, Graze is a way of thinking inspired by young consumers that captures the mood of a generation. The most striking component of the shop concept is a 6.5 m² HoloPro™ video wall. Visitors can watch live concerts on the HoloPro™ wall in a lounge. Graze provides a meeting point that creates a sense of community. The transparent HoloPro™ video wall, interactive screens, individual sound systems and fragrances are used to address all five senses.

The 100" HoloPro™HX screens used are ideally suited for the structuring of rooms. Lounge-style areas are created thanks to the lightness of the transparent HoloPro™ screens, which invite you to stay around a while but nonetheless always remain transparent. In the case of Graze, the HoloPro™ video walls display changing content and therefore continuously provide new impressions.



Pressemitteilung

Press Release

The basis of the video walls is the patented HoloPro™ technology. HoloPro™ consists of holographic optical components that are beamed onto a highly transparent film by laser. The light-guiding effect of the HoloPro™ means that projections can be made from the ceiling onto the glass surface by rear projection. The result is a sharp, high-contrast picture even in broad daylight.

G+B pronova GmbH is the first – and leading – provider of holographic projection surfaces. HoloPro™ was the first transparent projection screen in the world and is the leading projection screen both in market and technological terms today.

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

Contact for press relations and photo material at pronova Projection Systems:

Frau Silvia Stuhm, Marketing/PR