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- Invitation to ISE - expect the latest invention of HoloPro™ with us after ten years ... one secret may be revealed: observe the details!
 - Ten years of HoloPro™ - we have only just begun!
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Invitation to ISE - countdown for the biggest HoloPro™ event... after ten years you may expect another milestone in the development of HoloPro™... one secret can be revealed: observe the details!

Ten years of HoloPro™... at the ISE we will be presenting a spectacular milestone in the history of HoloPro™. You are cordially invited to share our enthusiasm about our new invention.

Order your free entrance tickets on our homepage: <http://www.holopro.de/ise2008.html>. Moreover you will receive a small gift - to perceive every detail.

Look forward to the ISE 2008 with us - you will be receiving further information in january 2008! For additional information concerning the Integrated Systems Europe in Amsterdam 2008 please refer to: <http://www.iseurope.org>

10 years of HoloPro™ - we've only just begun!

Ten years have passed since the patent for HoloPro™ was granted... some highlights for you... because we have only just begun... the latest invention on behalf of the ISE is a milestone in the development of HoloPro™... share our enthusiasm about january 2008!



The first HoloSign installation was 10 years ago at a transformer station of the GEW at the Mediapark in Cologne. Three triangles with HoloSign (6 x 10 m) represent stylised incandescend lamps. The HoloSign elements are illuminated from behind.

Sparkasse Bremen (Germany):
Three transparent partition walls with 50" **HoloPro™** divide two areas, individual support and customer service. Furthermore there is a 67" **HoloPro™** at the display-window.



De Young Museum, San Francisco: Designed by the architects of the Allianz Arena (Bavaria), Herzog & de Meuron, it is the city's largest museum and contains objects that include both Western art and culturally significant objects from all over the world. Three room-high columns with **HoloPro™** illustrate the multimedia-based exhibits for the observer. The project, developed by Propp + Guerin from San Francisco, is one of the biggest **HoloPro™** installations in the world.

A "magic projection" amazed visitors and exhibitors alike at the 75th International Auto Salon in Geneva. **HoloPro™3** provides a particularly bright and even picture on a completely transparent projection surface. The result is that the projected objects seem to appear from nowhere. They appear in a magical way and then slide elegantly out of the picture.





Two 50" **HoloPro™** screens had been integrated into ceiling-high glass elements at the Nasdaq in New York City.

The world's largest holographic projection screen (75 m²) at Fundación Caixia Galicia in La Coruña (Spain). The building was designed by the London architect Nicola Grishaw and is situated in the heart of La Coruña. A real speciality of the construction is a second level, hanging vertically at the front of the building, that consists of 100 glass panes. 25 of the panes have been covered with **HoloPro™** films that have been laminated into special hardened glass.



The artist, Michael Bleyenbergh, has created a two-piece installation with **HoloSign** in front of the new headquarters of the Crown Estate Company in the centre of the British Capital. The installation consists of two elements: a pillar mounted on the ceiling in the passageway points the way to a five-metre "lighthouse" at the entrance to the building.

q-bus Mediatektur GmbH from Berlin realized the "T-Gallery" for the group headquarters of Deutsche Telekom in Bonn (Germany). The central element of this is an impressive media projection onto a total of 12 glass screens. The idea here is to show how future products work even though they do not yet exist or are still at the development stage.



Three 100" **HoloPro™** screens are the neighbours of the Cathedral in Milan. In a prominent shopping arcade, they are fixed on a metal construction with three arms. A platform on the central column houses the projectors. The projection is visible from far away due to the brilliance of **HoloPro™**.

A wonderful view arises with the rearrangement of the patio from the Deutsche Forschungsgesellschaft (German Research Foundation) by the artist Michael Bleyenbergh. The façade is located opposite to the new conference room and is tessellated with **HoloSign**. "Eyefire" fascinades and overwhelms the observer by its colourfulness.





The possible uses of **HoloPro™** are as numerous as the ideas of its users. Three 100-inch **HoloPro™** screens, arranged above one another, add yet another touch of vivacity to the already impressive architecture of the George and Helen Smith Athletics Museum, located in the new Richard Lindner Center on the campus of the Varsity Village. The unusual projection screen arrangement is used to show historical videos of the university.

The artist Ursula Damm created a digital work of art, which could recently be admired in the Wallraf Richartz Museum & Fondation Corboud in Cologne. This unusual application was visualised as a large-screen projection on a 67-inch **HoloPro™** mirror screen provided for the artistic application. The peculiarity of the mirror screen is that the projection takes place as a front projection, meaning that the screen can be hung on the wall like a picture.



An innovative interactive shopping experience allows customers in New York City to shop 24 hours 7 days a week from outside of their store with the touch of their fingers. A 67" **HoloPro™** featuring the latest touch sensory technology is projected on the window of the Polo Ralph Lauren Madison Ave. store.

Transparent **HoloPro™** projections on glass liven up the museum area at the Deutsches Museum, Munich (Germany). The **HoloPro™** with i-PrOS® gives visitors the opportunity to call up more detailed information on the exhibits interactively on a transparent glass screen. When visitors have found the exhibit they are looking for, they can then control the presentation by touching the glass screen at the front.



The prudential eye - a holographic work of art with **HoloPro™**.

The British finance company Prudential Group had been looking for a means of presentation for their headquarters that would put all the conventional communication media in the shade in terms of function, design and execution. The British media house of Cogapp hit bull's-eye with the development of the Prudential Eye.

Christmas is coming...

At this point we would like to thank you for your interest in and proposals about **HoloPro™** because to act on suggestion makes the variety of **HoloPro™**.

We wish you and your families a quiet and merry christmas and a happy new year.

Your pronova-team