

Press Release

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.



The holographic work of art, four metres wide and one meter high, has been on view in the Prudential visitors' lounge since November. Four projectors are deployed using the soft edge technique. Even when the installation is not running, the giant glass projection screen is a real eye-catcher that leaves you wanting to find out more. The developers at Cogapp aimed to use the latest technology and found, in **HoloPro™**, the ideal solution for presenting pin-sharp contents on a glass surface with bright ambient light. This is made possible by a special holographic film that is embedded between two glass screens. Light coming from the projector is diverted to the observer and ambient light passes through the screen.

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The film used for the Prudential Eye is the biggest ever made in one piece by the pronova company from Bergisch Gladbach. The usual sizes of **HoloPro™** screens are between 20 and 100 inches in 4:3 and up to 128" in 16:9 format in one piece and can be as big as a façade in several elements (e.g. the 75 m² outer façade in La Coruña, Spain).

G+B pronova has been involved in the development of holographic solutions for many years and is today one of the leading providers with an international network. The installation of the Prudential Eye came about in cooperation with our British partners Amvida, and the project was executed in cooperation with Cogapp. Cogapp is a consulting, development and production company and works with online and interactive media. They have been designing, constructing and installing interactive entertainment at exhibitions, in galleries and museums for almost twenty years.

Links to The Prudential Eye:

<http://www.cogapp.com/home/prudential-eye.html>

<http://blog.cogapp.com/taxonomy/tags/technology-in-public-spaces/prudential-eye/>

and

<http://www.youtube.com/watch?v=KuSIFuU4NzI>

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