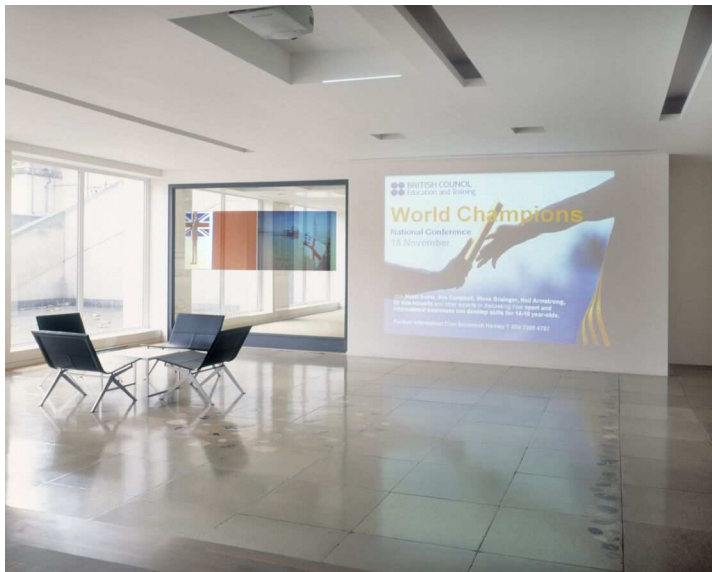


Pressemitteilung

Press Release

HoloPro™ in the British Council in Trafalgar Square

For a few weeks now, visitors to the London branch of the British Council in Trafalgar Square have been able to experience an especially good installation of a HoloPro™ 3. Two 50" HoloPro™ 3 films have been embedded in a movable glass dividing wall. Various motifs illustrating the work of the British Council are projected on to the screen. When current projects such as exhibitions are showing, the wall becomes a living announcement area that communicates far more content and information than a static poster. Reception is open to the public and is used by many visitors every day.



The glass wall as a media screen – one peculiarity of this installation is the inclusion of existing surfaces. A white wall was prepared for the projection using a special colour combination. A movable glass wall separates a meeting room from the foyer. A new screen was prepared so that the glass surface could be used for projections. Two 50" HoloPro™ 3 films were embedded in the glazing.

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When the rear projection is running, the pictures draw attention and the talks are not disturbed. The view from inside out is possible at any time on account of the transparent HoloPro™3 films. Thanks to the patented holographic elements on the HoloPro™ film, which are only 3mm in size in the latest version, a homogenous, high-contrast picture can be produced even in broad daylight.

Experienced partners – the concept and its implementation were carried out by Visual Planet of Cambridge. The HoloPro™ 3 glass screen was manufactured specially by G+B pronova GmbH.

Contact at G+B pronova GmbH:

Thomas Dockter, Business Development. Tel.: (0 22 04) 2 04-3 60, t.dockter@gb-pronova.de

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

Frau Silvia Stuhm, Marketing/PR

Bergisch Gladbach, 21.05.2005