

Pressemitteilung Press Release



Transparent Perspectives at Light & Building

G+B pronova GmbH had a thoroughly successful presentation at the Light and Building Fair in Frankfurt from 23-27 April 2006. Transparent perspectives, information on glass and living facades – these three exciting themes were presented at the stand, with support from our software partners:

Thanks to "floating" HoloPro™ screens with relaxing video visuals from Well-TV, trade visitors were able to experience for themselves the brilliant, living form of projection generated by HoloPro™. The special features of HoloPro™ turn pictures and videos into eye-catchers that really do make you want to watch. In combination with video visuals, relaxing zones are set up in waiting areas or resting places, or eye-catchers can be created in sophisticated shopping concepts (www.welltvi.com).

Space planning and digital signage are further fields of application in which HoloPro™ really shows its strength. Visitors are welcomed and guided by elegant glass steles instead of black boxes. Using HoloPro™ unreservedly fulfils the demands made on presentation media in designing and structuring space. Thanks to our software partners who are involved, Mediadialog with the space planning software "raum für raum" (www.raumfuerraum.de) and Net Display Systems with the digital signage application PADS (www.nds-de.de), visitors were able to test HoloPro™ info panels with concrete applications.

Light designers and architects were presented for the first time with HoloSign as an element for living façade design. Decorative HoloSign elements, whose effect and colour change depend on the observer's relative position, could already be recognised from a great distance and cast a spell on fair visitors. The possibilities of designing public rooms and façade elements met with great interest. Initial ideas for projects were already being discussed at the fair.

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Projektions Systeme

Daylight compatibility also allows projections in well-lit rooms, and the glass-clear transparency of HoloPro™ enables high-tech media solutions to be integrated perfectly into architectural contexts. This means that HoloPro™ is the medium of choice for architecturally demanding projects.



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