

Pressemitteilung

Press Release

Interactive Transparency at the 2005 IAA

World premiere of HoloPro™ together with pointscreen

Refrath, 23 September 2005 – Four stands at the 61st International Automobile Exhibition (IAA) provided visitors with information with the help of impressive HoloPro™ applications. Here, a HoloPro™ was used for the first time with the newly developed Pointscreen control for Volkswagen. There were six stations for visitors to call up information on different topics with the help of the innovative gesture control. Here, video sequences and animations were combined with exhibits arranged behind them. The lightness of the HoloPro™ screens in combination with the gesture control animated visitors to get actively involved in using the technologies presented.



Interactive HoloPro™ screens at BMW

HoloPro™ touch screens were used as interactive presentation surfaces in the BMW hall. Visitors could find out about engine technology and future developments at different stations. The perfect integration of the HoloPro™ meant that the information „floated“ in front of the exhibits and supported the presentation to good effect. The use of the HoloPro™ touch meant that anyone who was interested could call up further information at a touch.

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Steel, light and HoloPro™ - Cadillac at the IAA 2005

The Swiss HoloPro™ partner, Decatron, presented the new Cadillac BLS at the IAA to great effect with the help of HoloPro™. HoloPro™ screens were used to present product features in an impressive stand design that communicated the value of the brand with steel and glass elements. The information „floated“ in the room by means of the transparency of the HoloPro™ screens and supported the high-tech appearance of the entire presentation.



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