

# Press Release

## HoloPro™ bei T-Gallery

Future forum – a glance into tomorrow's world

q-bus Mediatektur GmbH from Berlin is realising the "T-Gallery" for the group headquarters of Deutsche Telekom in Bonn. The central element of this is an impressive media projection onto a total of 12 glass screens. After comprehensive testing of holographic projection surfaces, the original HoloPro™ from G+B pronova GmbH was chosen for the project. The deciding factor was the convincing transparency and brilliance of the HoloPro™.

Deutsche Telekom, one of the largest telecommunications companies in the world with more than 160 million customers in more than 65 countries, is taking an active role in shaping the future. The "Future Forum" was developed in cooperation with the q-bus Mediatektur GmbH Agency and realised in Deutsche Telekom's headquarters in Bonn as the "T-Gallery".

Telecommunications and innovation technologies influence the daily lives of almost everyone from morning till night in all situations in life. And this is the case for all one's life, young or old.

The idea of a "real-life" presentation is to allow different target groups of visitors to experience individually how tomorrow's world could look, with the appropriate Deutsche Telekom innovations and future products. The idea here is to show how future products work even though they do not yet exist or are still at the development stage. In order to provide a real, use-orientated product experience, application scenarios, user interfaces and functionalities were developed that enable visitors to try out tomorrow's products today..



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In order to achieve this, an integrated structure of real-life scenarios was created that embody and afford us a glance into the future of everyday life.

Each of these scenarios was designed and assembled, in terms of construction and media, so as to provide an emotional setting for the respective themes.

A completely reconstructed horizon enables a look at the real world and the solutions in all the scenarios.

On account of the diversity of more than 65 continuously developing themes and a wide range of visitor target groups (from international analysts and individual major customers to scientists, journalists and schools), a modular media system was developed for the first time that enables themes to be selected flexibly, adapted individually and made into real experiences.

Projections onto glass play a major part in this. Seven original HoloPro™ steles made of 34 mm non-mirrored white glass are the core of the central console, in which themes can be selected interactively. Five further 40" HoloPro™ steles on tripods display examples from the different areas.

By integrating future-orientated technology perfectly into the room design, an environment is created that really does afford a look into future worlds and systems, thereby meeting the demands of innovation made by Deutsche Telekom and passing these demands on to groups of visitors of all kinds.

G+B pronova GmbH is the first - and leading - provider of holographic projection screens. HoloPro™ was the first transparent projection screen in the world and is the leading projection screen both in market and technological terms today.

HoloPro™ is developed and produced by G+B pronova GmbH in Germany. Sales are effected via a worldwide network of dealers.

Bergisch Gladbach, 08.09..2006