



The image shows a man in a dark polo shirt and blue jeans interacting with a large, multi-screen interactive exhibit. The exhibit is mounted on a black and white base. The top screen displays a 3D model of a pulser driver with text: 'PULSER DRIVER', 'Advanced, high-temperature electronics process measurements from each CNG sensor and transmit the encoded data to surface. The pulser provides reliable communications at extreme depths, low flow rates, and in harsh, corrosive fluids.', 'HALL 1000 SYSTEM', 'SCALE ANNUAL PRODUCTION', 'DIRECTIONAL', 'PULSER DRIVER', and 'X-Ray View'. The middle screen shows a 3D model of a pulser driver inside a cylindrical container. The bottom screen shows a 3D model of a pulser driver. The man is standing and touching the bottom screen.

# exhibitory

## HOLOTUBE CASE STUDIES



## HoloTube

### INTERACTIVE HOLOGRAMS

HoloTube is part interactive presentation station, part magic trick. Imagine a life-size floating hologram of an artifact, a product demonstration, a holographic spokesperson (actor, CEO, celebrity, etc.) or even an artificially intelligent animated avatar answering questions and telling your story.

Customers can interact with 3D objects (equipment, artifacts, products, etc.) in real-time. They can examine, rotate and even virtually operate simulations in HoloTube's hands-on holographic environment.

HoloTube uses a unique holographic technology unlike any other. HoloTube *does not use* LED spinners, projectors, transparent monitors, reflective images or any moving parts. Instead it offers a direct-view 4k live holographic image that floats in midair.

HoloTube features include:

- Life-size holographic interactive video people
- A fully interactive realtime 3D experience
- Easy and quick to set up almost anywhere
- Small footprint

We invented HoloTube as a self-contained, turnkey solution. HoloTube products are Exhibitry exclusives. They include all

[exhibitry.com/holo](https://exhibitry.com/holo)



HoloTube is "a cool, compelling new product that could lure attendees into your space with the power of a tractor beam."  
~Exhibitor Magazine



## CASE STUDY

# History Museum

## EXPLORE VIRTUAL ENVIRONMENTS

At Exhibitry, we're committed to making history an immersive experience for everyone. Our recent project at the Kennedy Space Center Visitor Complex is a testament to how HoloTube technology can transport visitors through time and space in unprecedented ways.

History is often perceived as static and distant. Our challenge was to revolutionize how people engage with the past. Leveraging HoloTube's capabilities, we crafted virtual 3D environments that vividly bring historical eras to life.

Imagine selecting an era, like the iconic Apollo missions of the late 1960s, and being seamlessly transported to a meticulously recreated Cape Kennedy. As visitors explore, they encounter holographic representations of historic structures, launchpads, and vehicles. With a simple touch, the past becomes tangible, allowing exploration of artifacts and narratives that were once hidden.

HoloTube isn't just a window to history; it's a portal to the future. Visitors can peer into upcoming missions, manipulate 3D holograms of rockets, and gain in-depth insights into architectural wonders. Interactive elements provide real-time context, enriching the journey.

Using HoloTube to Explore Virtual 3D Environments at the Kennedy Space Center Visitor Complex.



## CASE STUDY

# Technology Trade Show

## INTERACTIVE PRODUCT DEMONSTRATIONS

Baker Hughes is a Fortune 500 company and leader in energy production and exploration technology. They wanted an efficient method to present more than thirty different products at trade shows, with more products being added every 6 months.

Exhibitry create a holographic “product jukebox.” A life-sized host appears in the HoloTube chamber and presents materials and information about their wide variety of offerings.

Each product appears in front of the host in 3D, with options for users to rotate, zoom, and view “X-ray” interior views of product holograms.

Products are presented as interactive 3D models made from engineering data supplied by Baker, making it easy to digitally add new features and change information as products are updated. Baker now keeps two HoloTube product jukeboxes; one in the US, and one in the UK.

The award-winning HoloTube Life-size is part kiosk, part magic trick.



Extended video demonstration at [exhibitry.com/holo](https://exhibitry.com/holo)



CASE STUDY

# Pharmaceutical

## HOLOTUBE LIFE-SIZE

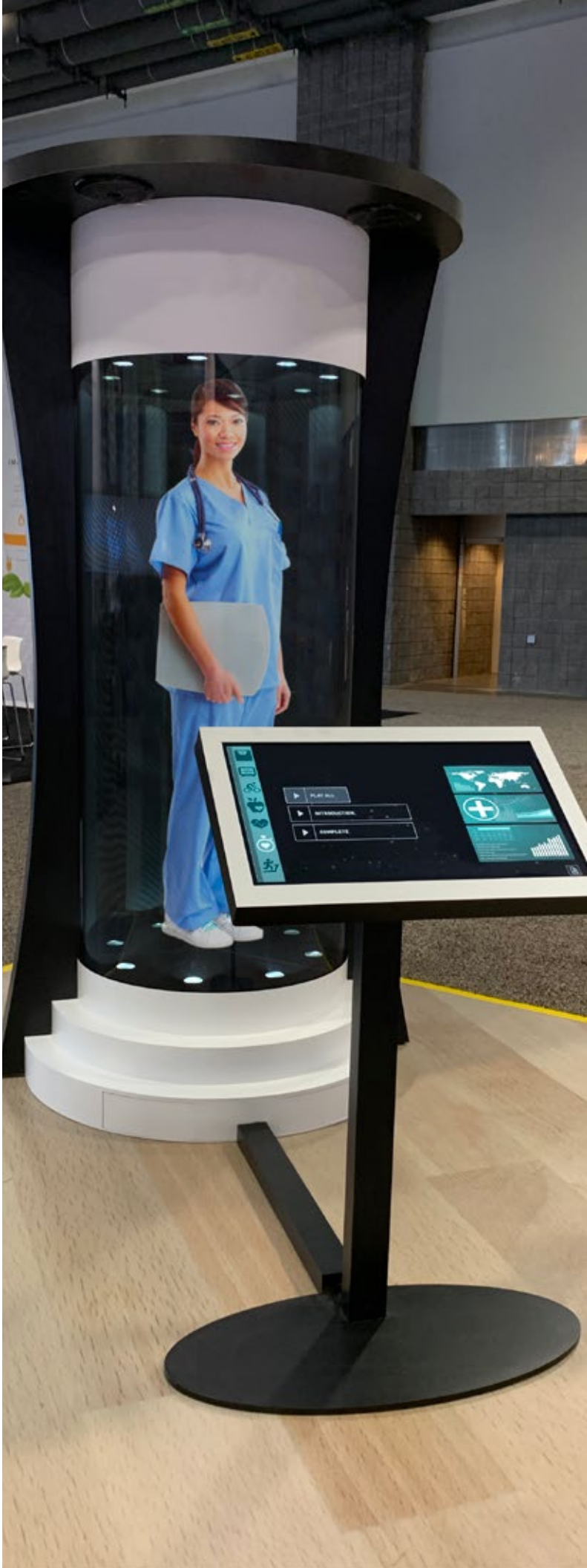
A pharmaceutical company needed a way to feature prominent researchers, physicians, and other experts safely at trade shows and customer events. They turned to Exhibitry's life-sized holographic technology to create an eye-catching and informative interactive experience. Before HoloTube, life-size holograms have never before been possible in a small-footprint, portable solution.

The holographic spokesperson greets attendees, gives technical talks and explains products. Customers use the touch screen to ask questions of this virtual expert, which the spokesperson answers ... expertly.

Where HoloTube really shines is in allowing interactive holographic presentations. Holographic Q&A is presented seamlessly allowing users to ask questions, explore options, and even interact directly with 3D objects and animated scenes floating within the HoloTube chamber.

Exhibitry created a Content Management System that allowed company representatives to adapt the content and experience based on the unique customer needs and regulatory requirements.

The company appreciated that HoloTube is a self-contained hologram generator that was so easy to setup and use. Special technicians and professional lighting rigs aren't needed here. Everything has been taken care of in advance, providing a turn-key solution that is as simple to use as plugging it in and turning it on.



CASE STUDY

# Energy Exploration

## HOLOTUBE KIOSK

For years Weatherford had used scale models of products for customer presentations. They wanted a more flexible presentation tool and a way for customers to “see the un-seeable” aspects of their products.

Exhibitry created a series of interactive holographic experiences and exhibits to demonstrate the complex inner workings of their products and to show how their technology operates deep underground.

A single HoloTube kiosk replaces multiple scale models, while being able to more dynamically present everything about their product line, giving customers a virtual hands-on experience. Holographic representations of products are examined and manipulated by customers. they can be can also be sliced open, made transparent, disassembled, damaged, repaired, and replaced with the tap of a finger.

Weatherford was pleased with how well the animated simulations helped customers understand and connect with products. “The compact interactive station really grabs attention. Customers can explore and interact with our products holographically.”

Sales representatives were also excited to use the kiosk for their live presentations and client one-on-ones. A “secret button” allowed the reps to transforms the self-service kiosk into a live demonstration tool.





## CASE STUDY Museum

### INTERACTIVE ASTRONAUTS

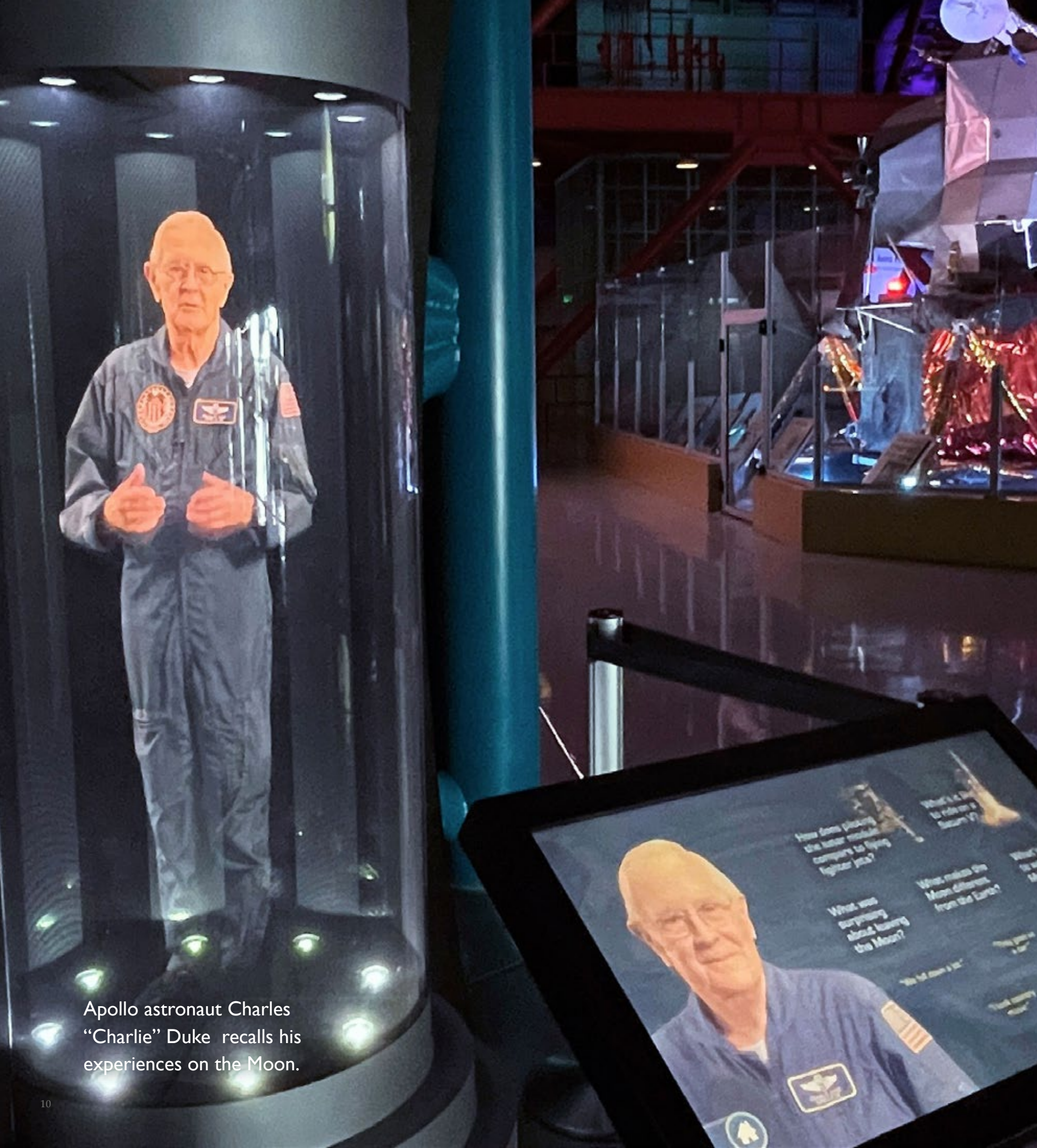
The Kennedy Space Center Visitor Complex enjoys its share of famous visitors and speakers, but opportunities for visitors to speak to an Apollo astronaut about their experiences on the Moon is a rare treat. Very few *moonwalkers* are around to talk to audiences and answer questions. HoloTube allows museum guests to virtually interact with these legends.

Guests can ask Apollo 13 astronaut Jim Lovell what it was like to command that unlucky mission, or hear stories about lunar volcanoes from the last scientist to stand on the moon: Harrison “Jack” Schmitt.

We created two HoloTubes life-sized holographic exhibits for presenting the astronauts virtually. With a simple touch-screen, users can ask pre-determined questions, hear stories, and even interact with digital recreations of Apollo artifacts and animated spacecraft.

Exhibitry spent several days recording four Apollo astronauts in a special studio. Interactive holographic question and answer scenarios were created from those recording sessions.

As astronaut Al Worden reminisces about his appearances on Mister Rogers’ Neighborhood, users can see the episodes on a holographic TV-set. Charlie Duke recalls a music mixtape he took to the Moon while guests interact with a holographic Walkman from the period.



Apollo astronaut Charles “Charlie” Duke recalls his experiences on the Moon.



CASE STUDY

# Manufacturing

H O L O T U B E   K I O S K

A manufacturer of electric motors wanted to graphically demonstrate how their product overcame mechanical stresses.

A colorful “stress map” overlay illustrates the benefits of the product in high-stress scenarios. The company appreciated how the real-time simulation quickly communicated previously-unseeable information.

They now use the exhibit for demonstrations, training, and just general reference. Our 3D Vue technology made it easy to port a non-holographic version to iPads, phones and

laptops so everyone in the organization had immediate access to the information.



CASE STUDY

# Product Demo

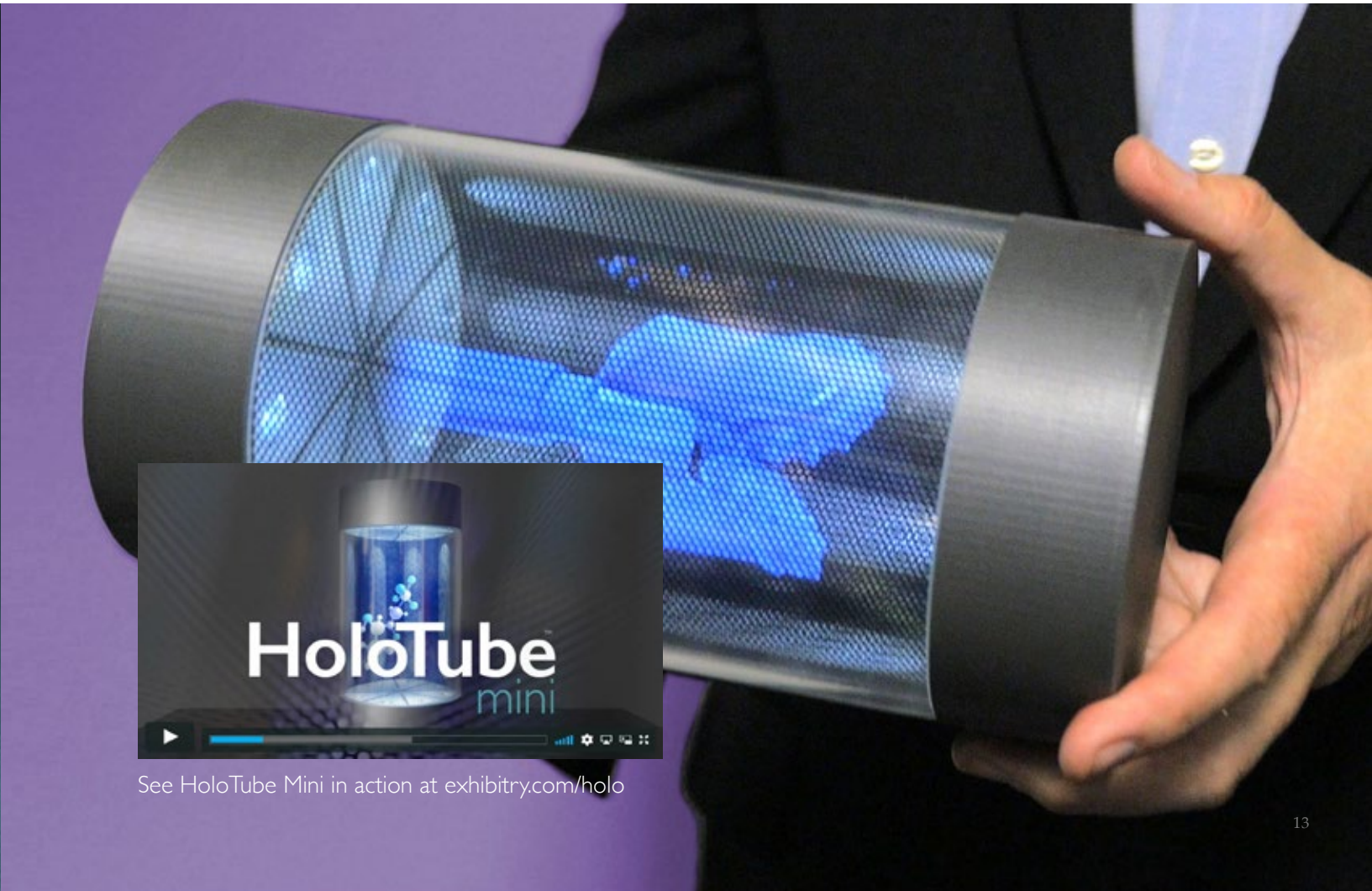
H O L O T U B E   M I N I

A pharmaceutical company was looking for an eye-catching way to introduce new medications to physicians. The sales reps needed to demonstrate and explain complex ideas in one-on-one sessions. They also wanted a leave-behind demonstrative device that the doctors could then use to educate patients.

HoloTube Mini leverages our unique HoloTube technology and wraps it into a portable package appropriate for on-the-go presentations. Now an entire catalogue of interactive products are available in a convenient package for live demos, product launches and POP displays.

A picture says a thousand words, but an interactive 3D model that anyone can hold and manipulate speaks volumes. Objects materialize in thin air within the HoloTube Mini chamber. Control buttons and a rotary control knob lets users interact directly with the holograms. Product holograms can be spun around, magnified, taken apart or virtually operated.

The 12-inch tall HoloTube Mini can feature multiple products and interactive demos. You can think of it as a futuristic jukebox that contains your entire product line, ready to demonstrate and explain to clients at the touch of a button or the spin of the dial.



See HoloTube Mini in action at [exhibitry.com/holo](http://exhibitry.com/holo)



TECHNOLOGY STUDY

Virtual Host

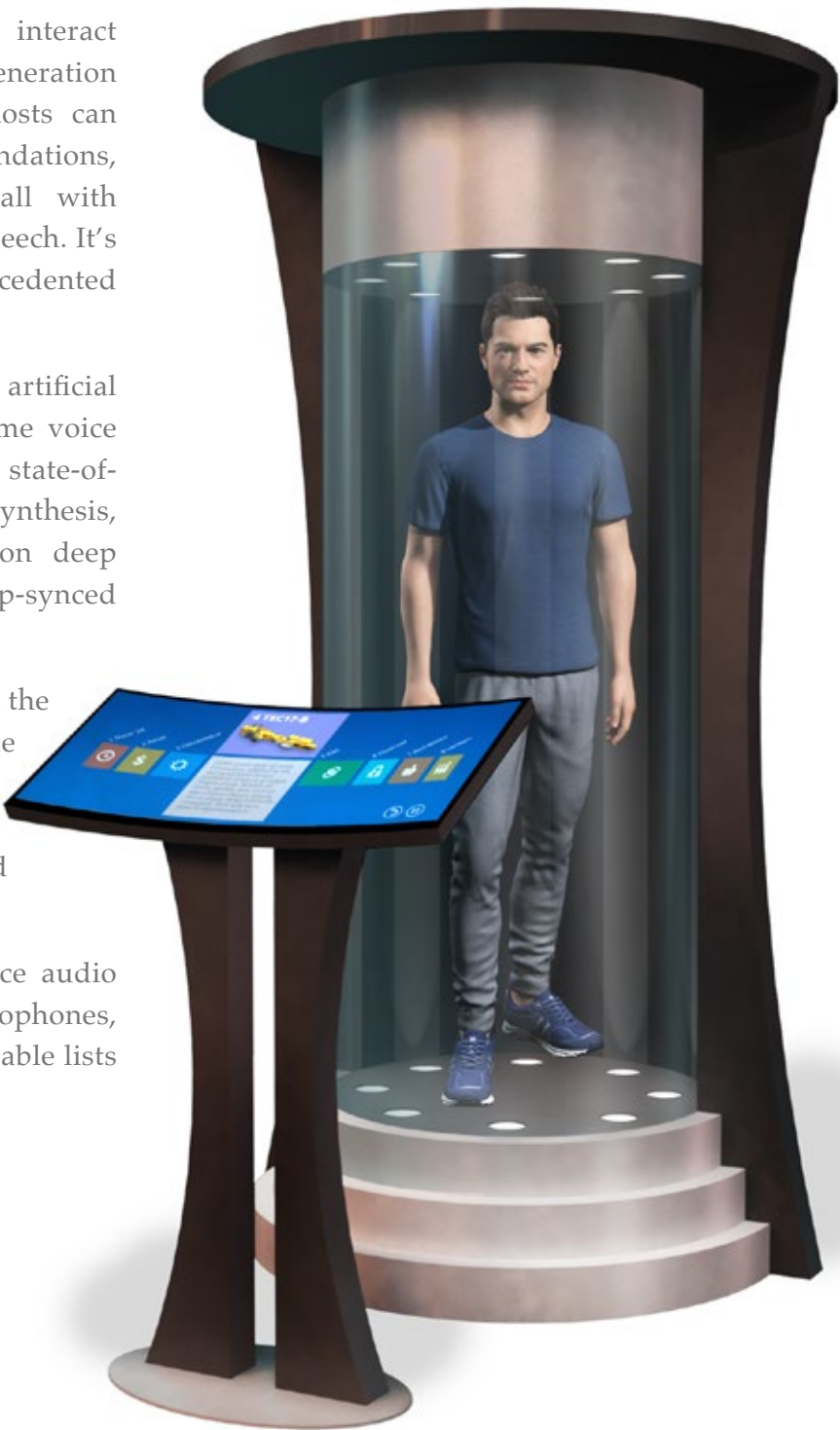
CONVERSATIONAL AVATARS

Exhibitry leverages several revolutionary technologies and cloud computing to create photo-real virtual hosts that fully interact and chat with viewers. Like a next-generation virtual assistant, these animated hosts can answer questions, make recommendations, and find information requested, all with dynamic gestures and synthesized speech. It’s a human-like interface with unprecedented immediacy and fidelity.

HoloTube AI provides an end-to-end artificial intelligence (AI) solution for real-time voice interaction. Our AI systems include state-of-the-art voice recognition and speech synthesis, a freestyle chatbot design based on deep generative models, and real-time lip-synced animated speech.

These virtual hosts appear life-size in the HoloTube display. Fully customizable virtual avatars can talk to your customers and tell your story with a “Siri-like” natural speech and gesture interaction.

HoloTube AI features a custom voice audio system with sound-focusing microphones, text-to-speech systems, and customizable lists of voice commands.



HoloTube Life-size with interactive virtual host.

TECHNOLOGY STUDY

HoloTube TouchFree

NON-CONTACT INTERACTION

With increased demand for sanitary kiosks that are easy to maintain, Exhibitry combined our HoloTube display technology with the cutting-edge gesture tracking input of our award-winning TouchFree system.

This unlocks dramatic opportunities for users to interact with holographic 3D objects that they can directly manipulate with their hands, without having to physically touch any publicly-shared surfaces. Users can literally reach right into a presentation with an on-screen virtual reality 3D hand that puppets their live hand gestures.

The acrylic sensor bar reacts and responds to the user's every gesture. Integrated animated LED lights communicate visual feedback. Users always know what to do because the TouchFree system uses moving and color-changing lights as a virtual cursor. Advanced next-generation hand tracking technology creates the most responsive and accurate interaction available.



New TouchFree HoloTube for no-contact interaction



EXHIBITOR

LIVE

BUYERS

CHOICE

A W A R D

TouchFree was named Best New Exhibitry Product for its “sleek, contemporary design, and its ability to add a futuristic element to any interactive display via gesture-recognition technology.”



TECHNOLOGY STUDY  
TouchFree

NON-CONTACT INTERACTION

“This is gesture-recognition technology with a sleek, contemporary design. It will add a futuristic element to any interactive display.” ~ Exhibitor Magazine

Exhibitry brings no-contact interaction to new and existing interactive experiences. Customers no longer have to physically touch a surface in order to interact with digital content.

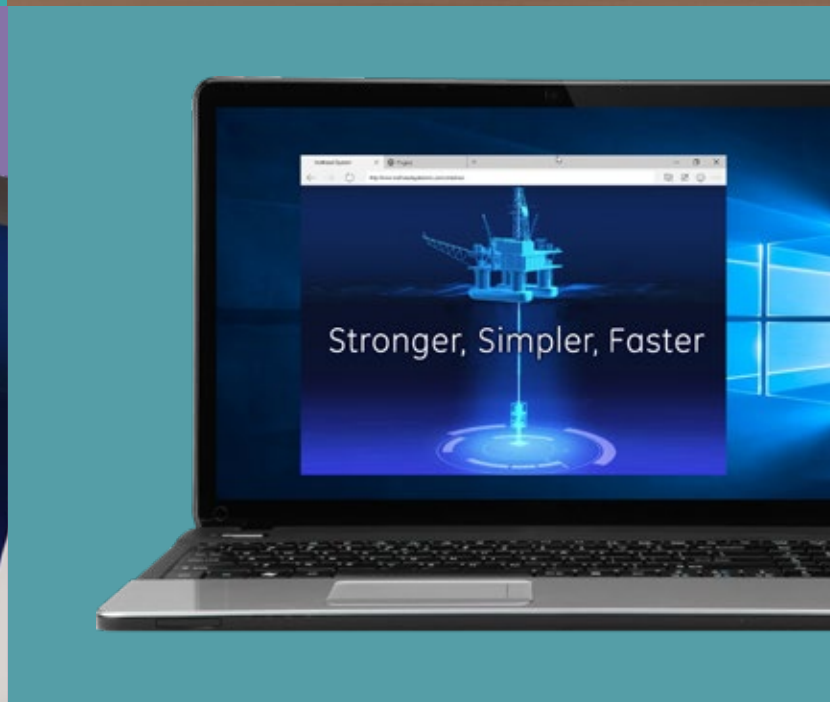
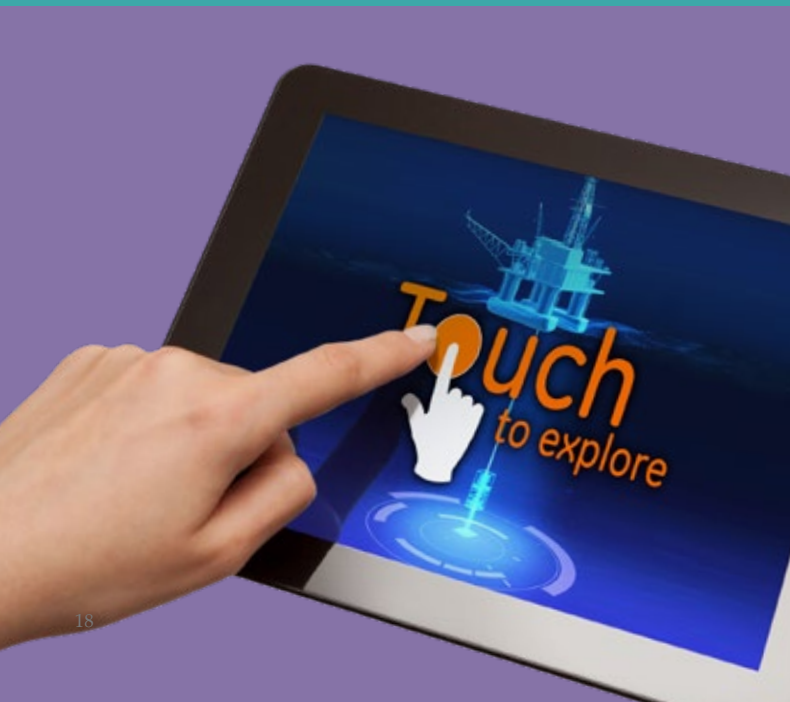
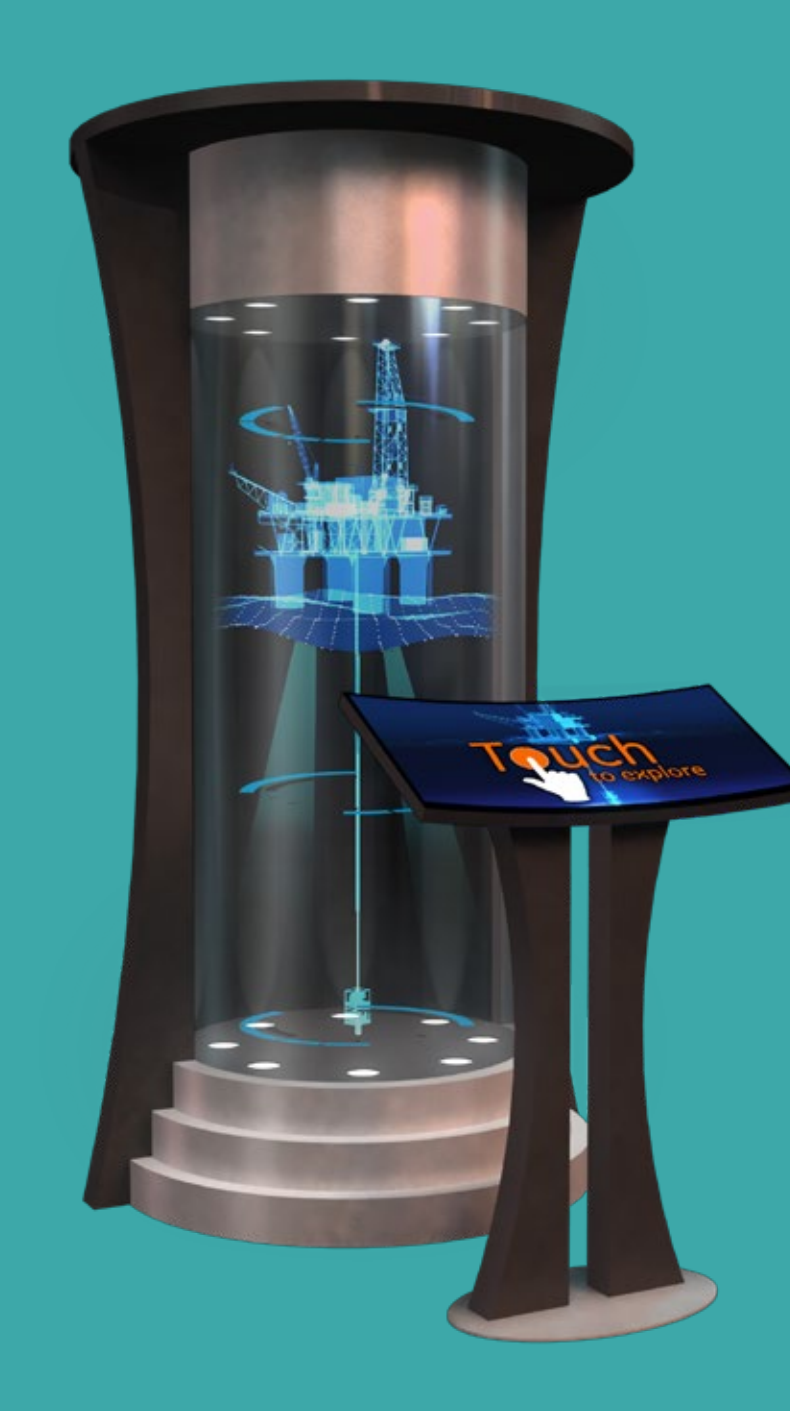
TouchFree creates a large three-dimensional interaction space in mid-air that reacts and responds to the user gestures. Customers appreciate the hygiene aspect as much as they love the *Minority Report*-like experience.

[exhibitry.com/touchfree](http://exhibitry.com/touchfree)



Video demonstration at [exhibitry.com/touchfree](http://exhibitry.com/touchfree)





## TECHNOLOGY STUDY

# Production Services

## HOLOGRAPHIC CONTENT

HoloTube can present a variety of content, from pre-recorded video segments to live off-site video feeds. From specially prepared graphics to live 3D objects or interactive graphs. Every HoloTube presentation is unique.

### Holographic Spokesperson

Users interact with a life-sized video spokesperson (CEO, expert, celebrity host, etc.) Users can ask pre-determined questions, listen to stories, technical presentations, product descriptions and any other linear or interactive video materials.

### Interactive Objects

Users examine and explore interactive 3D objects and artifacts. Objects can be digitally scanned, re-created from CAD files, or developed by our in-house animation team to bring your products to life.

### Artificial Intelligence Virtual Host

A photo-real AI virtual host can interact and chat with users. Like a smart-speaker or virtual assistant brought to full-scale life, our hosts

can explain products, answer open-ended questions, make recommendations and find requested information.

### Live Broadcast Spokesperson

With advanced preparation, live holographic video can be streamed to the HoloTube. Users can watch the holographic experience, or have a holographic two-way video conversation with the live HoloTube occupant.

### Multi-platform Content

Exhibitry has been creating interactive experiences for 20+ years. We are adept at leveraging your existing content (photos, videos, interactive, etc.) for creating HoloTube productions, as well as porting holographic content to other platforms such as VR, AR and a variety of touch devices.



HoloTube presentations can be converted to play everywhere on almost any device.





# Your product has a story to tell.

## ABOUT EXHIBITRY

We fuse an eclectic mix of capabilities with a button-down business sensibility. We offer holograms, product demonstrations, augmented reality, kiosks, live presentations and robotic displays specifically tailored to a unique product, market and customer base.

From concept to completion, our digital studios provide conceptual design, animation, video production, programming, technology integration and custom electronics. Our 40,000 sq. ft. manufacturing facility employs a skilled team of engineers, builders and crafts people.

Our client list includes:

- NASA
- Mitsubishi
- GE
- NBC Universal
- Halliburton
- Kennedy Space Center Visitors Complex
- AT&T
- Lockheed Martin
- Northrop Grumman
- Bell
- Shell

Visit us at [www.exhibitory.com](http://www.exhibitory.com) to see video examples of our award-winning production work, custom interactive presentations, and our unique line of presentation products.



Digital Studios



Fabrication Facility







[www.exhibitory.com](http://www.exhibitory.com)