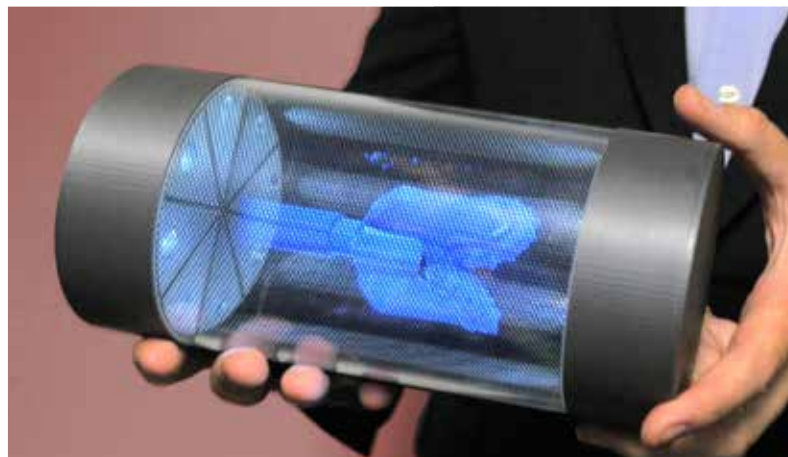


# Holograms by Exhibitry



Experience Comparison

Experiences	Products	Page	Technology	Interactive	Real-time	Display	Resolution	Rental
HoloTube	HoloTube Life-size HoloTube Kiosk HoloTube Halfpipe	4-5	Exhibitry DirectVue	Yes	Yes	up to 7-feet	up to 4K	Available Q2 2023
HoloTube Mini	HoloTube MINI v2	6	Exhibitry DirectVue	Yes	Yes	8-inch	1080p	Available Q2 2023
HoloTube AI Interactive Avatars	HoloTube AI	7	Exhibitry DirectVue	Yes	Yes	Up to 7-feet	up to 4K	Available
Sony 3D Display	Spacial Reality Display	8	Lenticular display with eye tracking	Yes	Yes	15-inch	1080-lp	No
Dual Hologram	Dual-sided Hologram Projector	9	Reflective	Yes	Yes	Up to 12-feet	4K	Available
Open-air Holograms	HoloTable Product Mapper	10-11	Reflective	Yes	Yes	Up to 12-feet	up to 16K	No
HYPERVSN	HYPERVSN Holographic Human	12	LED Fans	No	No	6-feet	1080p/fan	No
HoloClear	HoloClear Interactive HoloClear	13	Interactive LED Fans	Yes	No	Near Unlimited	1080p/fan	Q2 2023
Holographic Presentations	Onstage Hologram HoloPresenter	14-15	Projection, Augmented Reality	Yes	Yes	Unlimited	Unlimited	Available
HoloLens	Microsoft HoloLens	16-17	Augmented Reality	Yes	Yes	Unlimited	1K	Available
TouchFree 3D	TouchFree 3D HoloTube TouchFree TouchFree Kiosks	18-21	Exhibitry TouchFree	Yes	Yes	—	—	Available

About Exhibitry

You have a story to tell. Exhibitry creates unique interactive experiences that demonstrate products, explain technology and tell your story. Our in-house staff of animators, artisans, programmers and craftspeople can help turn your story into a best-seller.

Design and Production

From concept to completion our producers and designers provide conceptual design, animation, illustration, video, technology integration and custom electronics.

Programming

Our technologists and programmers work in a variety of mediums: interactive technologies, augmented and virtual reality, holography, apps, and a plethora of frameworks and platforms.

Fabrication

Our 40,000 sq. ft. manufacturing facility brings together a variety of skilled engineers, builders and modelers.

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





## HoloTube

### INTERACTIVE HOLOGRAMS

HoloTube leverages our exclusive DirectVue Holographic Technology. DirectVue offers a viewing and interactive experience superior to any other holographic technique on the market (such as LED fans, reflective imagery, transparent monitors, video projections) to create the magical floating imagery.

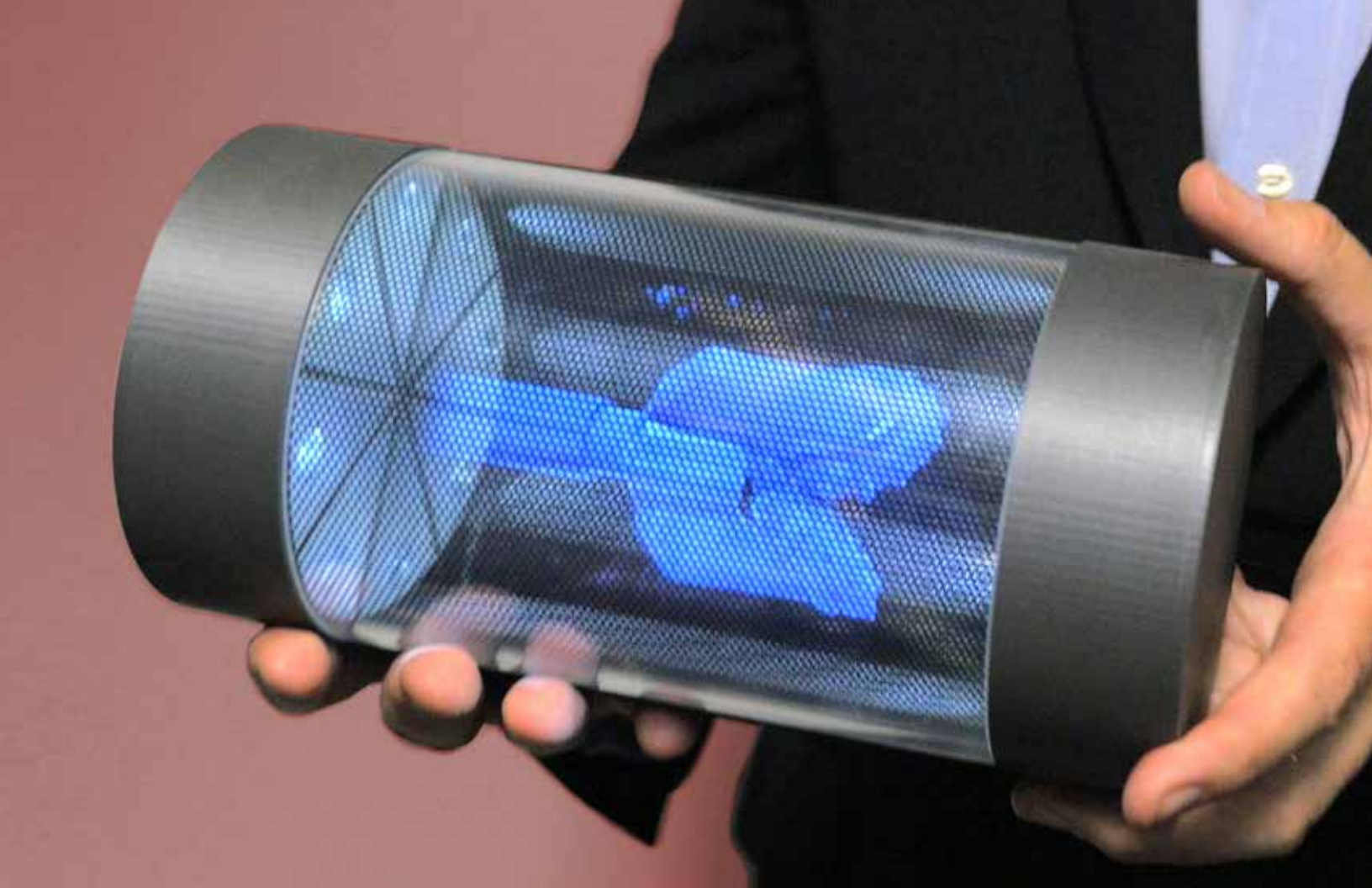
The unique real-time environment allows direct interaction with live 3D objects, models

and products. Live imagery (as opposed to pre-rendered content) allows for applications such as two-way telepresence, live remote holograms and voice interaction with artificially intelligent avatars.

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







## HoloTube AI

exhibitry

### INTERACTIVE AVATARS

Exhibitry leverages cutting-edge 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 requested information, 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, hyper-realistic avatars based on generative models, and real-time lip-synced animated speech.

The fully customizable virtual host appear life-size in the HoloTube display. They can listen to, and talk to, your customers while they tell your story with "Siri-like" natural speech and animated gesture interaction.

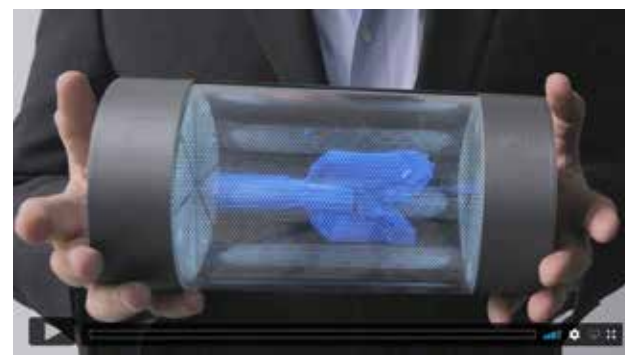
HoloTube AI features a custom voice audio system with sound-focusing microphones, text-to-speech systems, and customized lists of voice commands.

## HoloTube MINI

The new HoloTube Mini for 2021 brings close-up magic principles to your product presentations. But you needn't be a Houdini to demo your products to customers "right before their eyes".

HoloTube Mini is a gadget right out of science fiction that captivates viewers and offers an entirely new way to display and explain products, artifacts and services. The 12-inch tall device features multiple interactive possibilities that can elevate any demonstration.

Its like a futuristic jukebox of 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](https://exhibitry.com/holo)

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





## Sony 3D Display

The Spatial Reality Display follows the eye position of the viewer to create highly-realistic 3D experiences that are viewable without special glasses or headsets. This award-winning new product is based on Sony's Light Field and Exhibitry's TouchAnything technologies.

"We're excited to work with forward-looking companies like Exhibitry to bring the SR Display to new audiences," commented Michiko Araki Kelley, vice president, New Business and Corporate Marketing Group, Sony Electronics

Inc. "We look forward to working closely with Exhibitry as we help to drive the future of displays, today. "

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

## Dual-sided Hologram

There are two sides to every story so why not tell your story in 360-degrees.

The Dual-sided Holographic Projection Table presents interactive content to two different audiences at once. Floating see-through imagery within the open holo chamber will draw guests into your trade show booth and fascinate them with your holographic messaging.

The Dual-sided Holographic Projection Table comes in a variety of sizes and is available for purchase or rental. Exhibitry can create custom

interactive 3D content and/or leverage your existing content, both 2D and 3D to create compelling interactive experiences.

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



# HoloTable

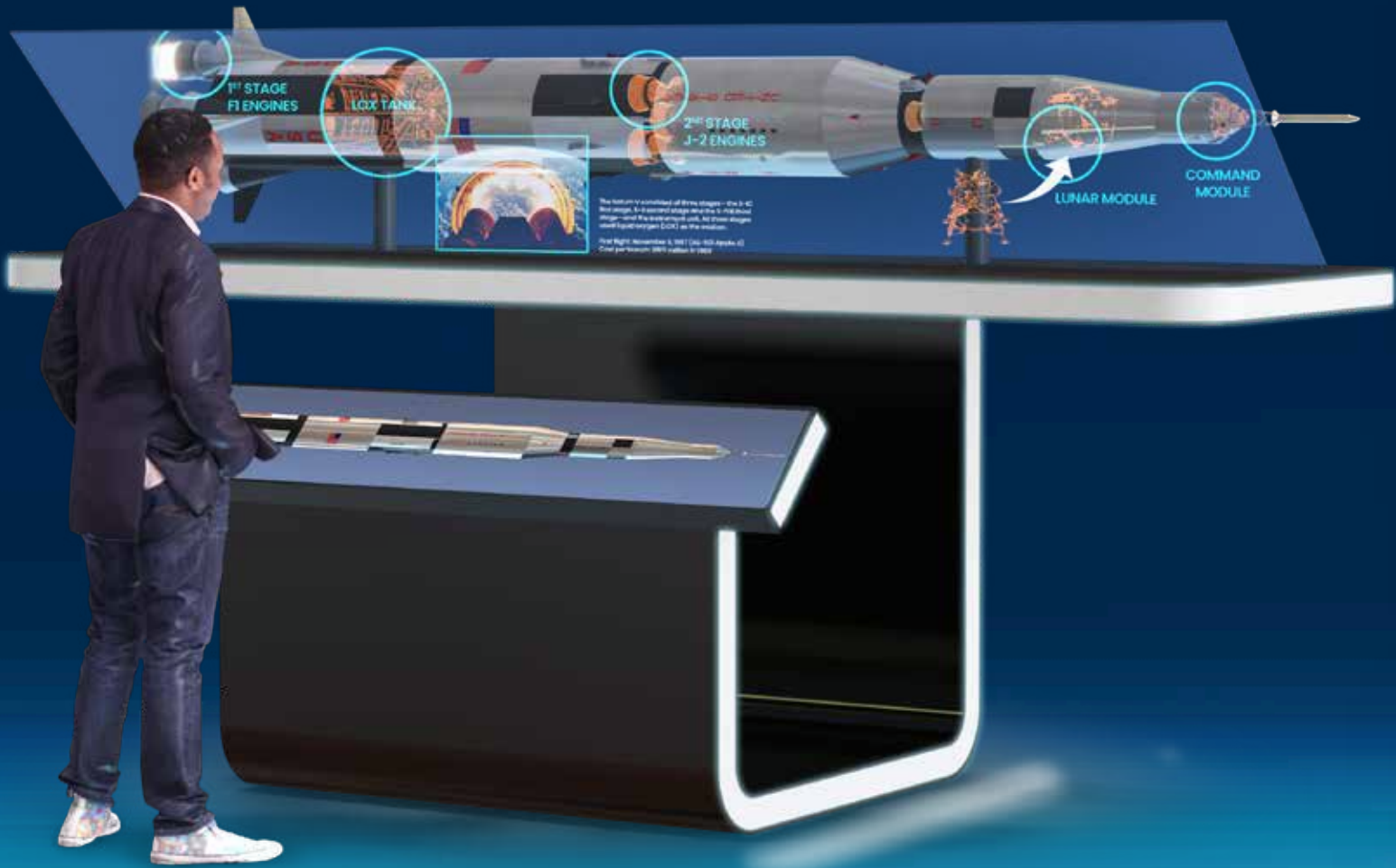
## OPEN-AIR HOLOGRAM

HoloTable takes holograms “beyond the box” into an open-air environment. HoloTable eliminates the bulky cabinets typically associated with holographic projection technology.

HoloTable puts your product in the middle of the magic as product samples, physical equipment or scale models come to life surrounded by floating holographic imagery. Customers learn the features and benefits of

products by using a touch screen controller, or Exhibitry’s TouchFree 3D interface, to go hands-on (or hands-off) with the holographic experience and content.

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



# ProductMapper

## HOLO PROJECTION MAPPING

ProductMapper combines reflective holographic technology with projection mapping, computer controlled lighting, multi-touch interactivity and other visual effects techniques, to create a compelling interactive experience around the presentation of products and services.

Customers can examine, explore and even operate holographic representations of products and machinery. Physical scale models come to

life with activity in a virtual world, highlighting features and benefits. Products, equipment and environments become interactive at the touch of a finger or the wave of a hand.

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





## LED Fan Technology

Rapidly spinning arrays of computer controlled LED lights produce vibrant floating imagery at such high resolution they appear to be holograms, even under bright light, extreme temperatures or behind glass.

LED fans can be an economical approach for holographic digital signage, retail displays and interactive experiences. Exhibitry also provides our award-winning interactive production services for a turnkey experience.

### HYPERVSN Holographic Human

Holographic Human (below) utilizes spinning LED fans to create life-size hyper-visual imagery.

Exhibitry is an authorized dealer and development partner and for HYPERVSN products.



## HoloClear Interactive

HoloClear interactive brings Exhibitry's exclusive *TouchFree 3D* control to HYPERVSN LED technology. Users no longer have to touch a public surface to interact.

All HoloClear exhibits include integrated audio, road-worthy travel cases and a robust build that make them perfect for traveling shows and trade show exhibitors on-the-go.



## HoloClear

HoloClear is available in a variety of sizes and configurations. Holographic imagery of almost any size and dimension is possible. Contact one of our hologram specialists to fully explore the possibilities with HYPERVSN LED technology.





## Onstage Holograms

Onstage Holograms is a practical, portable system for creating life-size holograms for keynote speeches, press conferences, sales presentations and customer events.

Exhibitory provides the technology, content production and experienced holographers. We handle everything on site from setup to presentation to tear down.

Our production team is experienced in working with provided content, be it corporate videos,

PowerPoint presentations or just napkin sketches, and transforming it into compelling interactive holographic stage presentations.

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

## HoloPresenter

Augmented Reality makes 3D holographic presentations possible, portable and affordable.

HoloPresenter is a multi-camera live video production that fits into a backpack and requires a minimal crew. The presentations can be shown anywhere, from the largest theater to the smallest conference room.

Exhibitory creates amazing live presentations from your PowerPoint slides, corporate videos or just your paper napkin doodles. So much

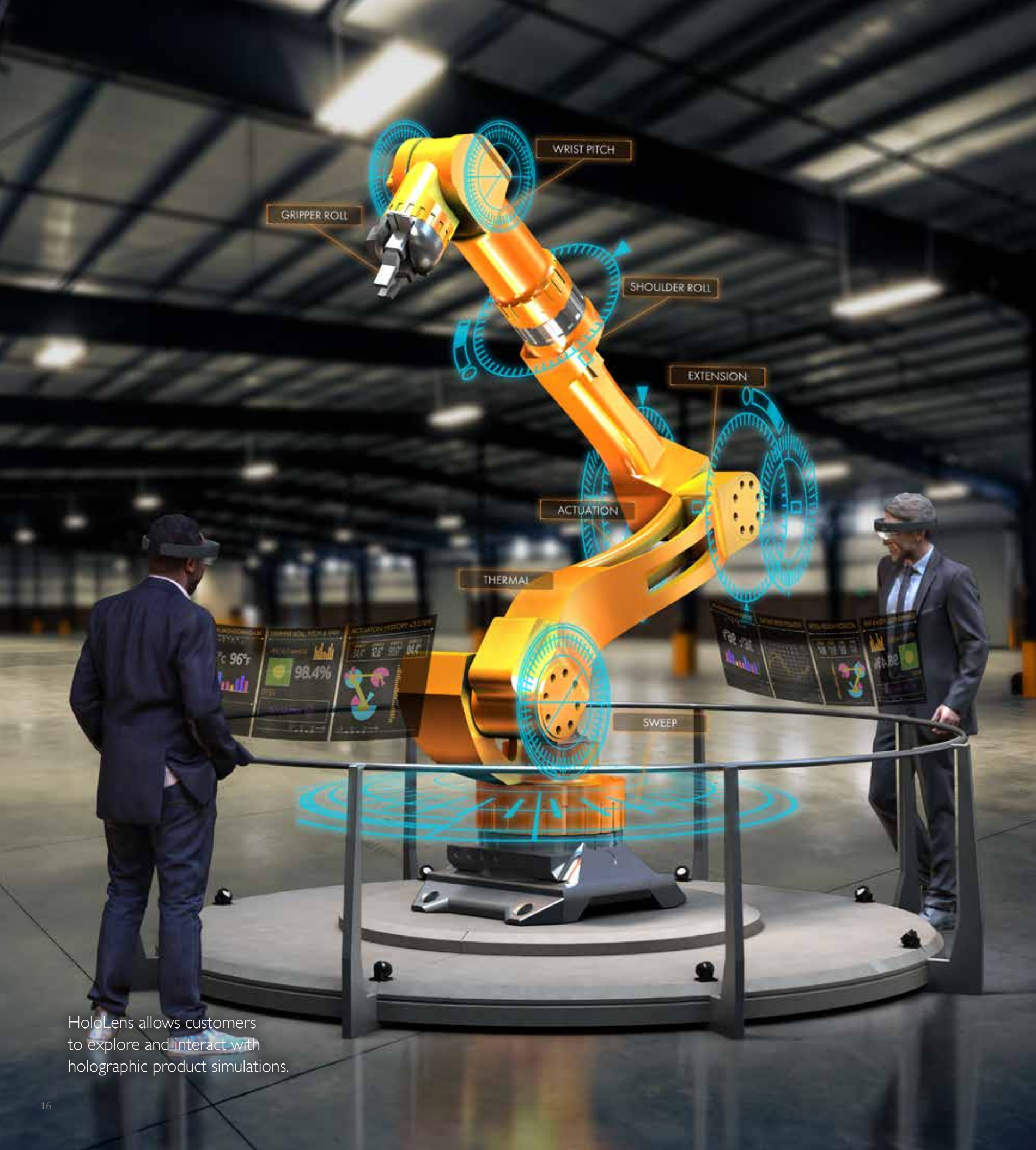
so that Exhibitor Magazine recently bestowed their prestigious Buyers Choice Award to HoloPresenter for best new exhibit technology.

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



"Even the most elaborate PowerPoint presentations are just a bunch of slides. HoloPresenter, on the other hand, is interactive and incredibly dynamic. This will amaze any audience"  
~Exhibitor Magazine





HoloLens allows customers to explore and interact with holographic product simulations.

# HoloLens

## HOLOGRAPHIC CORPORATE STORYTELLING

We developed HoloStory as a holographic storytelling platform for the Microsoft HoloLens. HoloStory places the customer in an augmented hybrid environment where real-world objects, such as this industrial robot, mix with virtual visualizations, sound effects, narration and interactivity to explain and demonstrate products and services.

Exhibitry is in a unique position to leverage our holographic production platform along with 20+ years of creative corporate storytelling experience, our digital media production studio, and our fabrication facility to offer a single source for creating the multi-faceted corporate presentations.

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



Extended video demonstration at [exhibitry.com/story](http://exhibitry.com/story)



## TouchFree 3D

Explore websites, kiosks and a variety of digital media with just a wave of the hand. TouchFree creates a three-dimensional interactive space in midair for a fully non-contact experience.

The intuitive design and visual feedback guides the user so they instantly know how to “air-click,” drag, zoom without ever having to touch a public surface.

TouchFree 2020 is a USB device and is compatible with internet browsers and most standard Windows computers and applications. Contact Exhibitry to see a live on-line demonstration of TouchFree with your website or custom content.

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



“TouchFree combines gesture recognition technology with a sleek, contemporary design. It will add a futuristic element to any interactive display.”

~ Awarded best new exhibit product by Exhibitor Magazine





## HoloTube TouchFree

Exhibitry's HoloTube is part interactive presentation station, part magic trick. Now available with integrated TouchFree technology, customers can manipulate a variety of holographic imagery, video, animation and simulated objects with the wave of a hand.

Users can explore, and even operate, floating holographic simulations of products, interact with a live holographic host, or chat with a lifelike animated AI virtual assistant — all without touching any surfaces.



## HoloTube AI

HoloTube AI converses with viewers in plain language to inform, present products and explain information – all through the power of speech. A life-size animated spokesperson greets visitors, tells them about your offerings and guides them to specific requests within a trade show booth, museum or retail location.

HoloTube AI leverages the most advanced AI systems available (Google DialogFlow, IBM Watson, Microsoft Azure, etc.) to create a “Siri-like” conversational experience. Exhibitry can design and implement a turnkey experience from scratch, or leverage system you already have, and bring them to life holographically.

## TouchFree Blade

Transform existing content into a non-contact interactive experiences. Customers explore your message without touching screens, mice or other publicly-shared surfaces. TouchFree Blade is compatible with most Windows apps, or Exhibitry can create a custom experience.



## TouchFree Product Window

Exhibitry creates custom non-contact, yet hands-on, interactive experiences with our new ProductWindow kiosk.

The transparent OLED screen presents animated messaging to highlight model features with animations, videos, and even overlaid “x-ray views” of internal components. Customers can effortlessly manipulate 3D overlays with the wave of a hand.





# About the Founder

Tracy Evans is president of Exhibitry, an interactive media production studio in Houston, Texas.

In his 30+ year career Tracy has founded or cofounded 5 companies, built interactive media departments for 2 other studios, taken a variety of original products to market, won numerous industry awards and holds a US Patent.

His experience comes from playing a variety of roles in marketing, communications and production including:

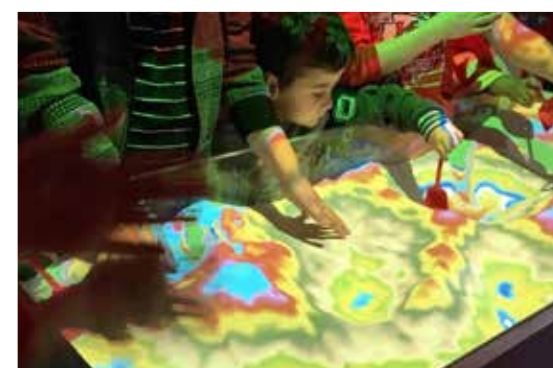
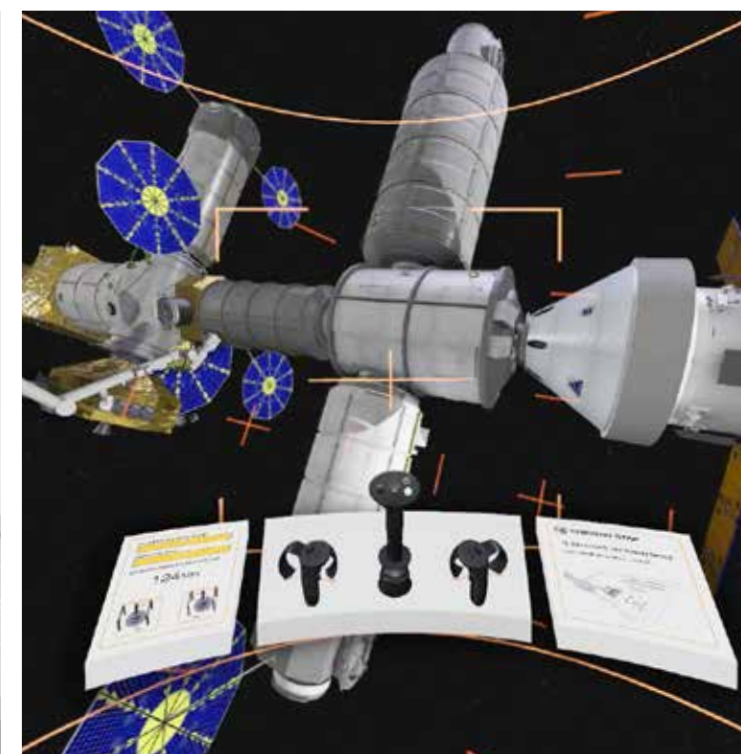
- President
- COO
- Producer
- Director
- Designer
- Theatrical Producer
- Writer
- Public Speaker
- Stage Magician
- Inventor

Mr. Evans commands a variety of skill sets including:

- Animation
- Video Editor
- Holography
- Stage Illusion
- Virtual and Augmented Reality
- Programming
- Projection Mapping
- Interface Design
- Technology Integration

Tracy, and the entire Exhibitry team, excel at helping clients tell their product and marketing stories in original and engaging ways at trade shows and events the world over.

Contact Tracy Evans directly at [tracy@exhibitry.com](mailto:tracy@exhibitry.com)







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