

exhibitory

AR, VR and HOLOGRAMS



DIGITAL STORYTELLING

- B to B Marketing
- Museums
- Education
- Entertainment

Your product has a story to tell.

ABOUT EXHIBITRY

We fuse an eclectic mix of skills and capabilities, with button-down business sensibilities, in order to create product demonstrations, augmented reality, holograms, kiosks 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 adds a variety of skilled engineers, builders and crafts people.

The pages that follow present a few samples of our award-winning interactive work, some prize-winning productions from past years, and some brand new presentation products.

Our client list includes:

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



Augmented Everything



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Tactile AR

Augmented reality (AR) is an ideal medium for demonstrating products, illustrating concepts and explaining complex processes. But sometimes virtual presentations are too ... virtual.

Exhibitry Tactile AR brings a physical presence and hands-on interaction to virtual presentations. With Tactile AR, customers can reach out and physically interact with virtual objects in an instantly usable and intuitive manner.

The Lazy Susan-like turntable becomes a magical display pedestal when viewed through a phone, tablet, touchscreen or virtual reality headset. Virtual product representations appear to rest upon the turntable and move in sync with any physical interaction. The simple act of tuning the Tactile AR unit triggers a variety of engaging interactions such as cutaway views, pop-up information and demonstrative animations.

Companies use Tactile AR to engage customers in a variety of ways: product simulations, live presentations, interactive kiosks, headset-free virtual reality and interactive museum installations.

exhibitry.com/tactile



Extended video demonstration at exhibitry.com/tactile



"Judges were wowed by Tactile's ability to create buzz in a booth, attract passersby, and show-case items that are too large to exhibit in smaller spaces."
~Exhibitor Magazine

Example Apps

A Tactile AR application can include multiple demonstrations and scenarios. Think of it as a product demonstration jukebox. Customers learn-by-doing, interacting with your product as they wish and examining it from any angle. They can zoom in on the details and features and explore your offering at their own pace.

Product Demo

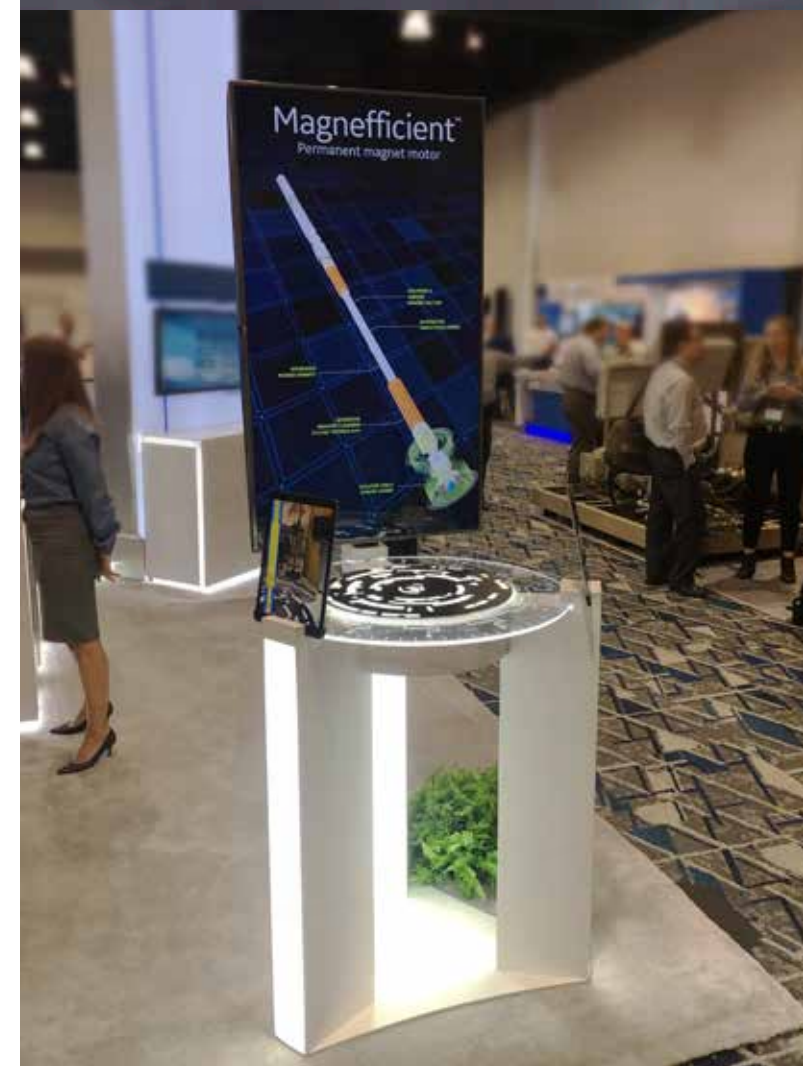
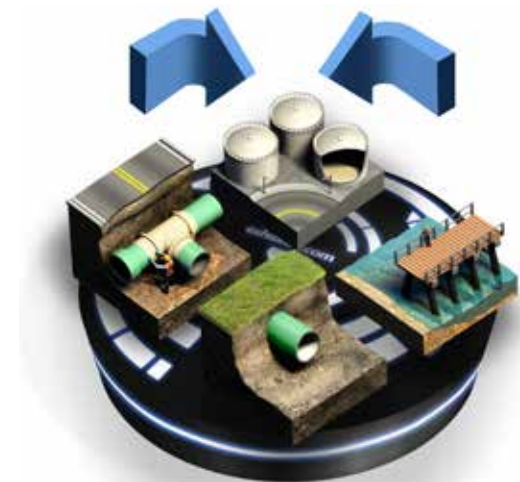
A product demo is typically built around interactive 3D representations of the product to be demonstrated or explained. For example; an air conditioning unit with a cutaway view, or a diesel engine showing the animated fuel path. Pop-up information and additional product data such as spec sheets can all be integrated into the application.

Service Explanation

Service companies have a story to tell even if they don't have a widget to sell. Interacting with 3D animated info-graphics is an engaging way to explain concepts such as financial transactions or step-by-step procedures.

Locations Tour

Virtual representations of physical locations can also help explain and demonstrate products, services. Exhibitory can us maps, drawings or even scan a location to create an accurate interactive walk-through or augmented reality tour.



All Shapes and Sizes

Tactile AR applications are uniquely tailored to your branding and product demonstration needs. The versatility of Tactile AR apps allow your presentations to be viewed on a standalone turntable, integrated into a virtual reality kiosk for intuitive VR interaction (left) or integrated into a custom installation (above). Apps can also work independently of the Tactile turntable.

Your product line doesn't sit still so neither should your app. Tactile AR presentations are designed modularly so updates and additions are quick, easy and cost-effective as your products evolve and your product line expands.

Presentation CMS

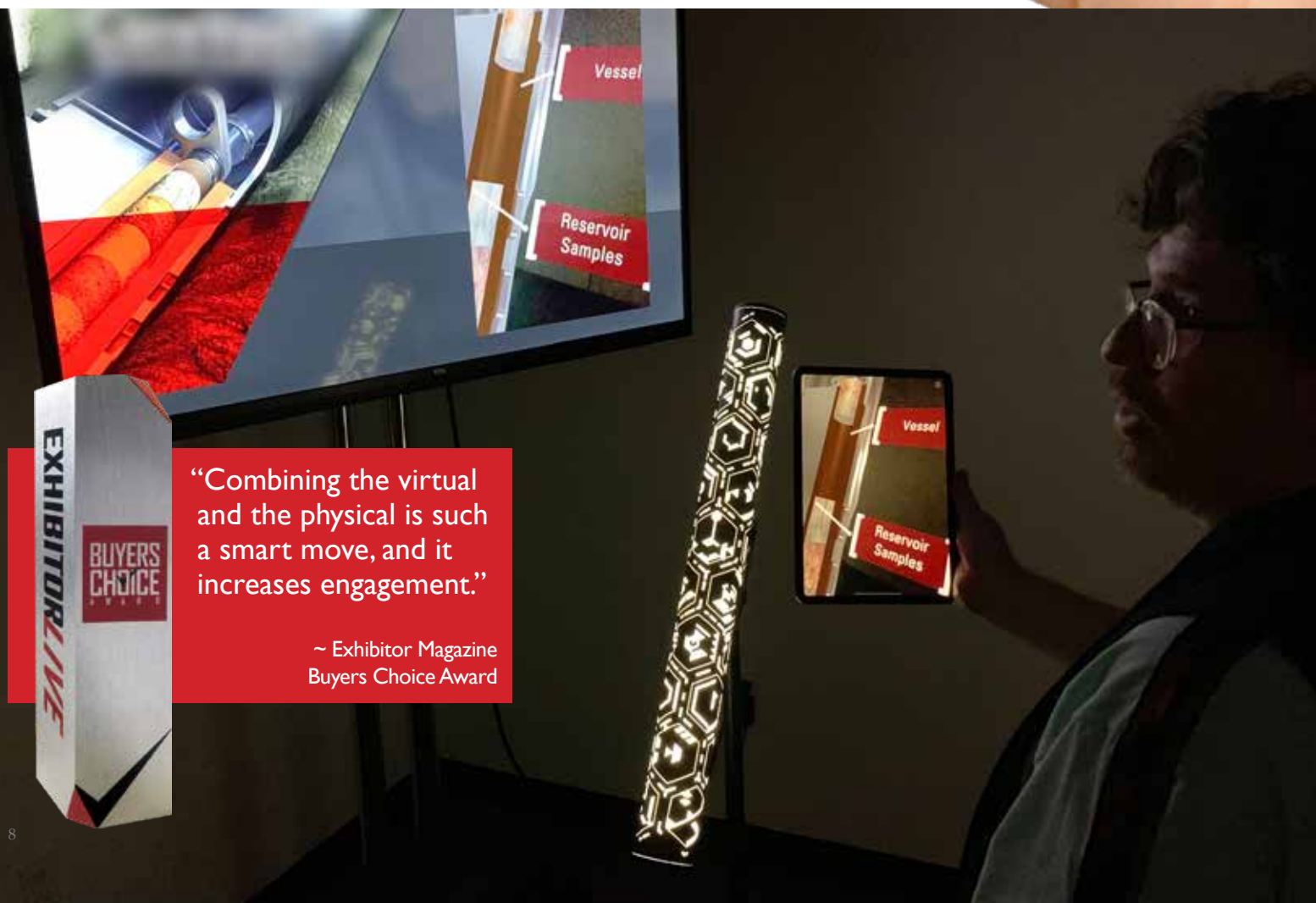
The light-up sculpture transforms into animated versions of products when seen through the tablet or phone. Presenters can utilize a content management system to create custom presentations with their PowerPoint slides, photos and videos.

The AR Selfie feature allows customers to take a picture with your virtual product. They can then share their photo (with the product) on social media.



Customer App

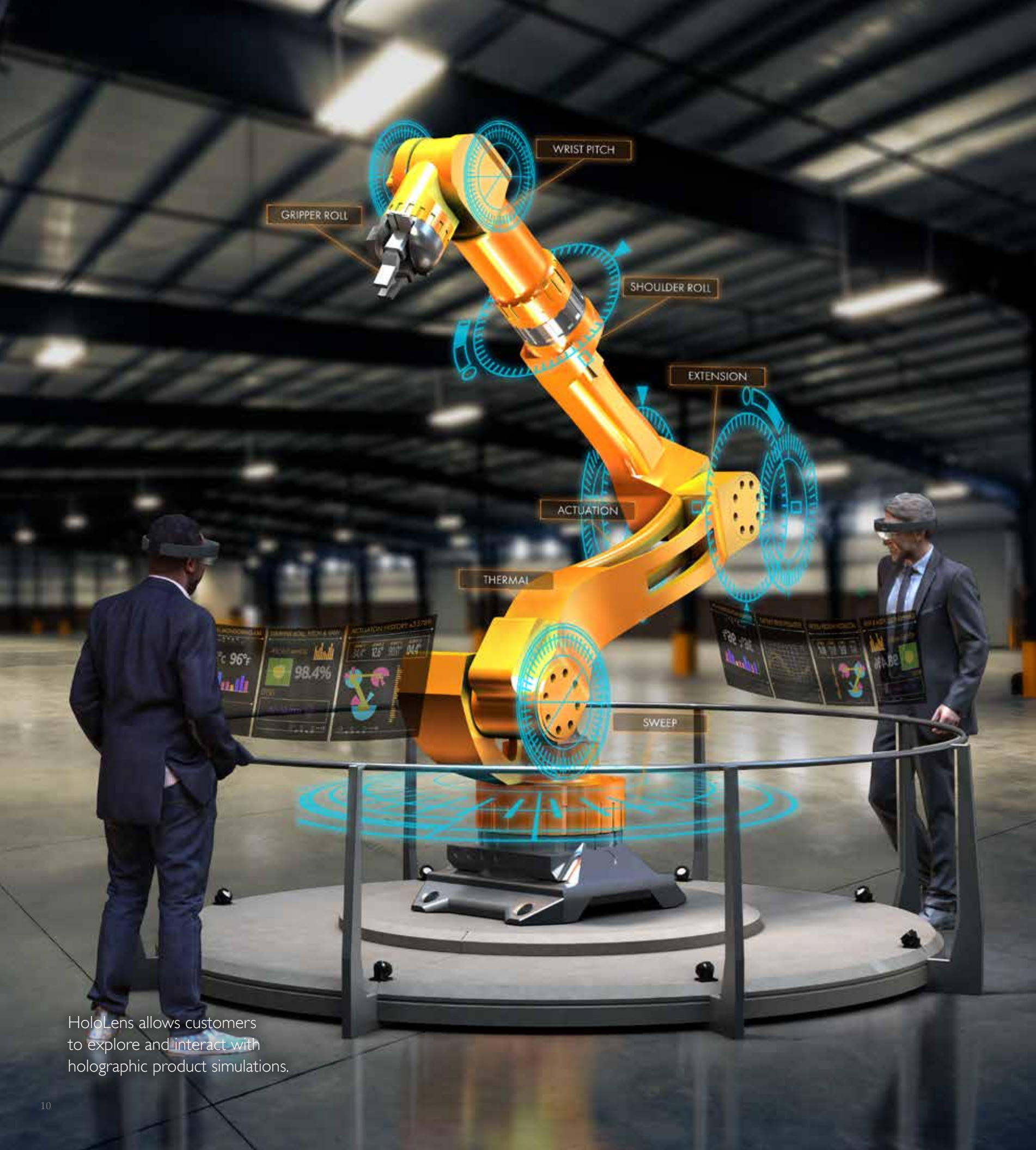
Customers can download your app to experience your products in augmented reality space, on their own phone, anytime and anywhere. The example below shows how a sales rep has placed a virtual air conditioner unit right in the aisle of a trade show. A customer using the same app can explore the product in their own home (right). They can walk around it, viewing it inside and out from every angle, to gain a full understanding of the product's features and benefits.



"Combining the virtual and the physical is such a smart move, and it increases engagement."

~ Exhibitor Magazine
Buyers Choice Award





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

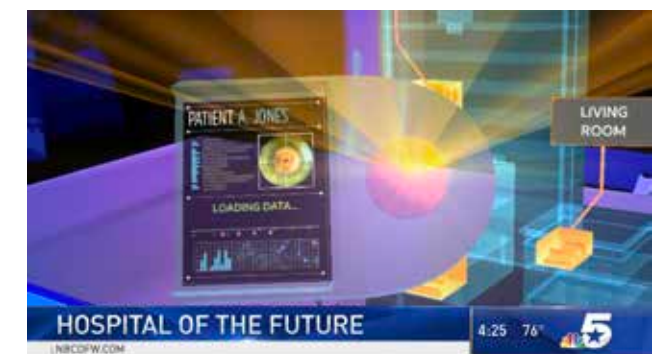
HoloStory AR

AR CORPORATE STORYTELLING

We developed HoloStory as a digital storytelling platform for the Microsoft HoloLens, META headsets and other AR devices. HoloStory places the customer in a 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 inhouse holographic production platform along with 25+ years of creative storytelling production, our digital media production studio, and our fabrication facility to offer a single source for the needs for multi-faceted museum exhibits and corporate presentations.

exhibitry.com/story



Extended video demonstration at exhibitry.com/story



AR Models showcases hidden product features while interactive simulations clarify complex products.

AR Scale Models

AUGMENTED REALITY SCALE MODELS

A manufacturing client regularly used scale models to demonstrate their enormous products at trade shows. After years of use, interest in the models had dwindled with both customers and sales representatives.

Exhibitry brought new life to the models by creating interactive stories around each product. We utilized our AR Models technology to bring a magical quality to the presentations,

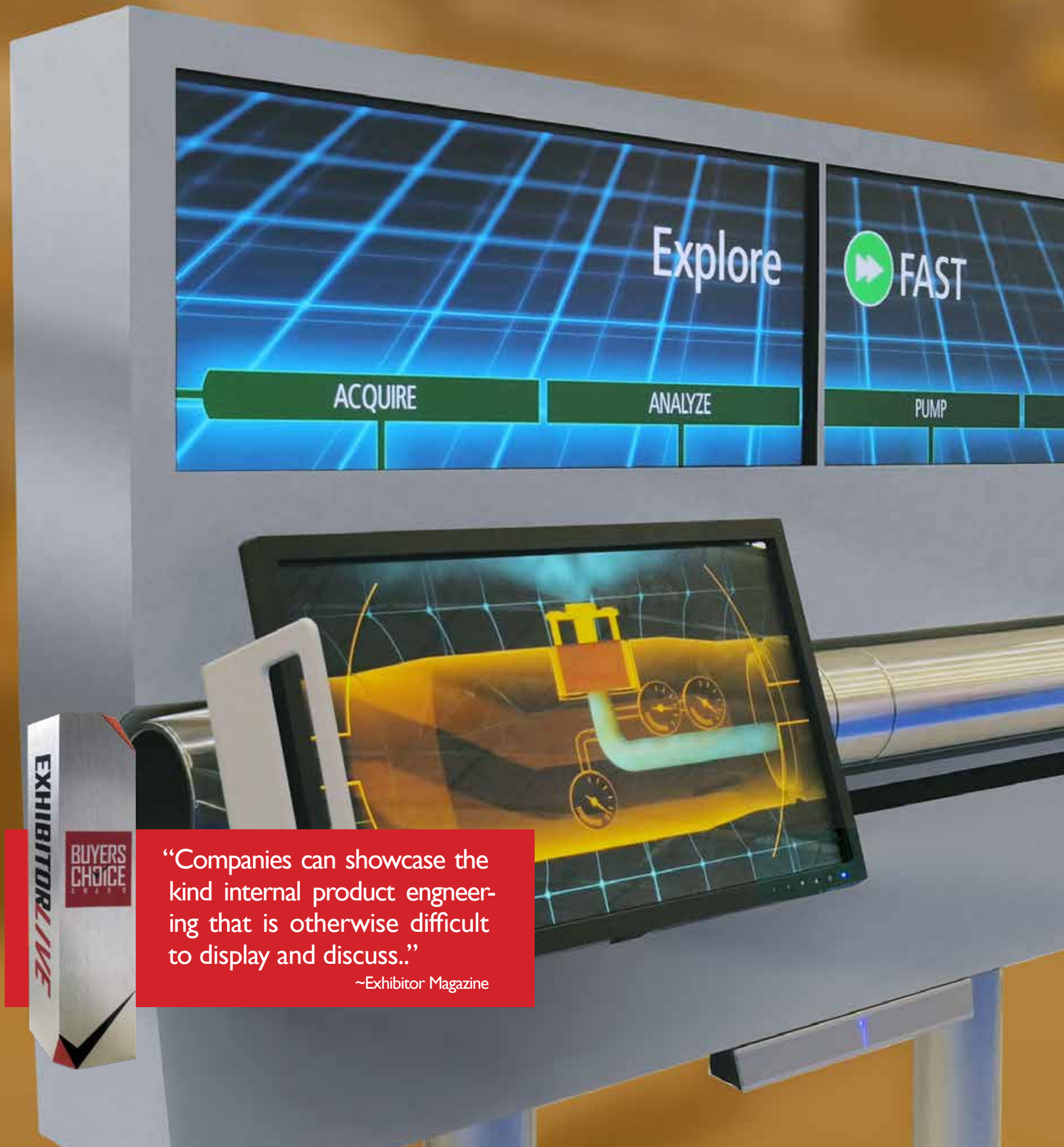
Customers now interact with the models, see x-ray views and even operate simulations of complex machinery.

The presentations significantly increased customer engagement with the products and led to a fuller understanding of the company's offerings.

exhibitry.com/ARmodels



Customers interact with virtual product parts.



“Companies can showcase the kind internal product engineering that is otherwise difficult to display and discuss..”

~Exhibitor Magazine

X-ray Vue

PRODUCT VISUALIZER

Demonstrate products inside and out. X-ray Vue Product Visualizer is a magical screen that shows an interactive x-ray view of your product. Customers can see inside, touch, and even operate your product. The sci-fi screen, suspended in front of your product invites customers to understand your offerings and explore your product in ways never before possible.

X-ray Vue kiosks are customized to your specific product and offered in a variety of sizes and shapes — from small tabletop displays to free standing kiosks to massive room-size installations.

A touchscreen, suspended on hidden rails, floats in front of a product model revealing an “x-ray view” of the internal parts. Customers slide the screen side to side to examine and interact with the internal components. This tactile experience helps customers better understand products and retain that information.

exhibitory.com/xray

- Use X-rayVue for
- Product demonstration kiosk
 - Self-service kiosk
 - Digital signage
 - Product simulations
 - Museum or retail installation
 - Interactive presentation
 - Live presentations



Extended video demonstration at exhibitory.com/xray

HoloPresenter AR

LIVE AR PRESENTATIONS

Augmented Reality makes 3D holographic presentations possible, portable and affordable. Exhibitory creates amazing live presentations from your PowerPoint slides, corporate videos or just your paper napkin doodles.

Stage-based holograms require specialized lighting, trained technicians and a truckload of equipment. HoloPresenter presentations can be shown anywhere, from the largest theater to the smallest conference room.

Award Winning Tech

Exhibitor Magazine bestowed their prestigious Buyers Choice Award for best new trade show technology to HoloPresenter.

In the words of one judge, HoloPresenter “can be used for anything, from selling Post-it notes

to explaining pharmaceutical applications. I’ve never seen anything like it before.”

Another judge appreciated the scalability stating “You can use it in a large theater space or a typical boardroom. Regardless of the location, this system is going to pull people into your presentation.”

Stream, Record, App

HoloPresenter leverages your message at the live event and beyond. A production package can include some or all of the following:

- Interactive 3D presentation
- Your 3D engineering files visualized
- 3- to 8-camera video shoot
- Live stream to web capabilities
- YouTube-ready video of your presentation



3D Holograms



Multi-camera video coverage

“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



Holograms

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HoloTube

INTERACTIVE HOLOGRAMS

HoloTube is part interactive presentation station, part magic trick. Imagine a floating hologram of your product, a holographic spokesperson (or your CEO) demonstrating product features, or even an interactive hologram in the palm of your hand.

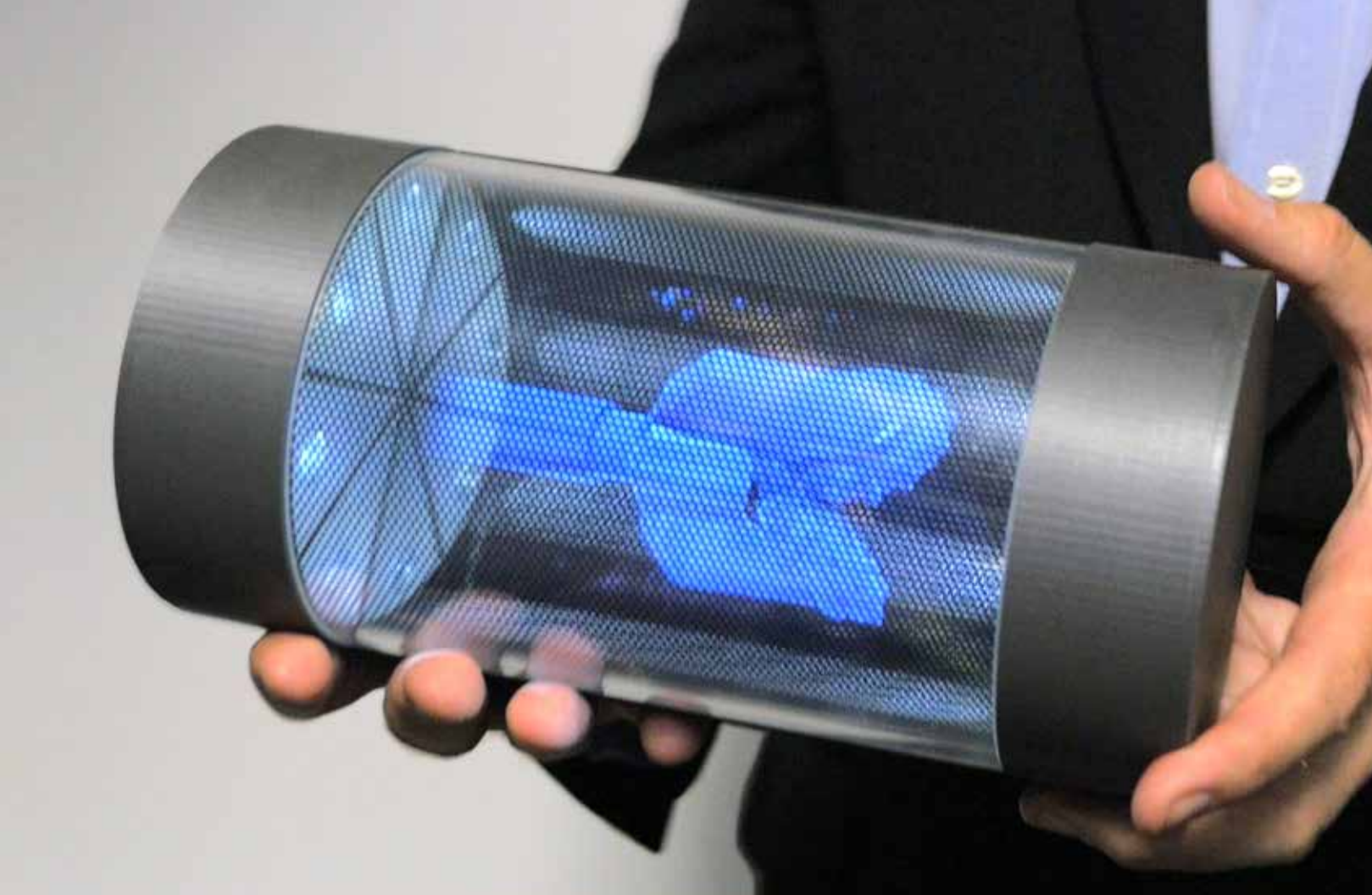
HoloTube leverages our exclusive 3D Vue technology so viewers can interact with, rotate and even operate a hologram of your product in real-time.

The HoloTube line of products is an Exhibitry exclusive. They include all hardware, software and interactive content customized to your marketing needs.

exhibitry.com/holo



Extended video demonstration at exhibitry.com/holo

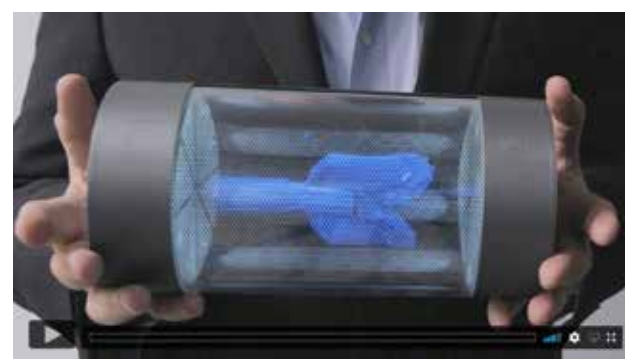


The HoloTube Family

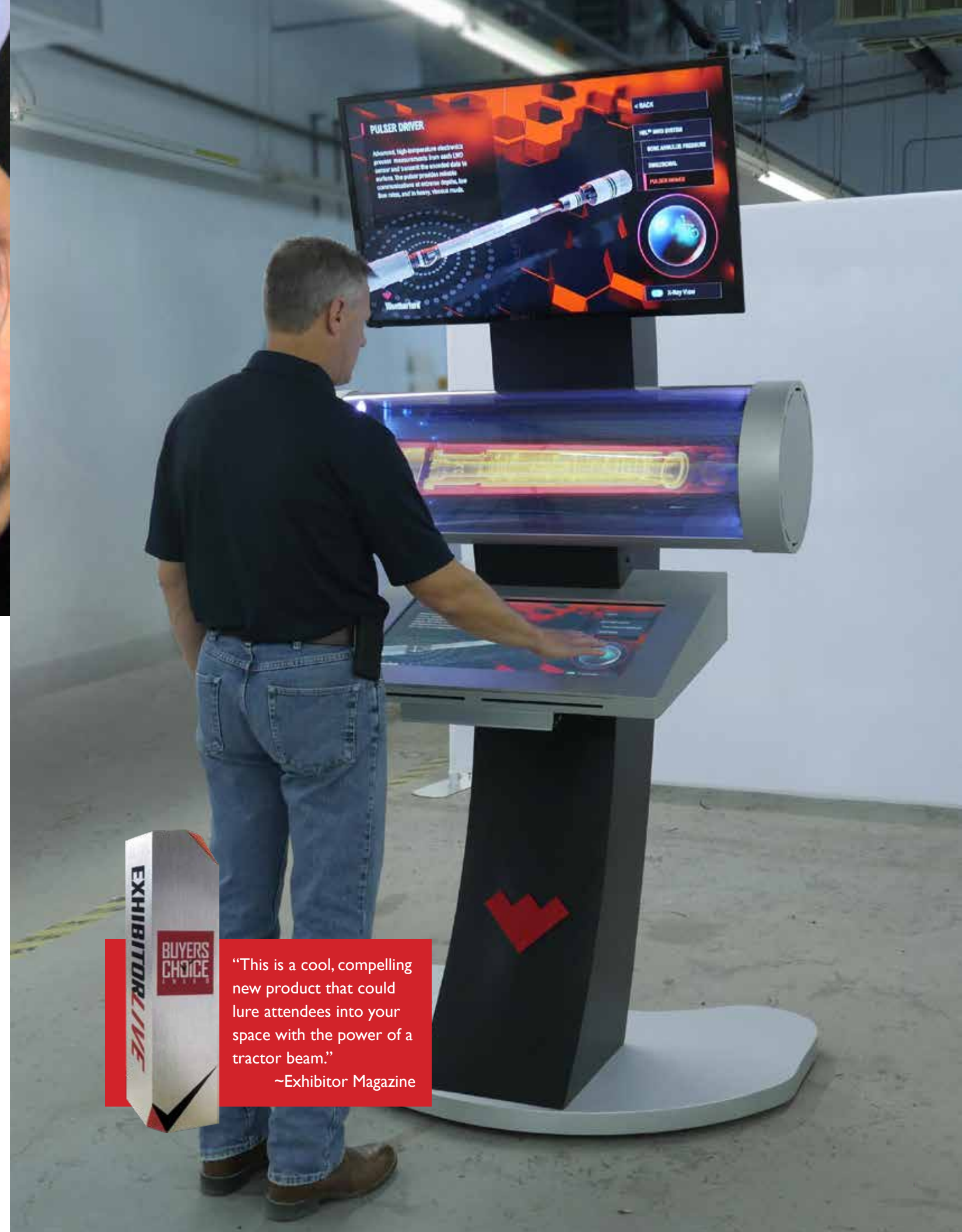
HoloTube is available in a variety of shapes and sizes. HoloTube Life-size (page 28) can feature your product along with a life-size holographic spokesperson who greets visitors, tells them about your offerings, and guides them to specific products within your trade show booth or retail location.

HoloTube Kiosk (page 29) is a compact demo station that's easy to transport. Customers explore and interact with holographic simulations of products. It's a hands-on experience like no other that creates a memorable visceral connection to the story of your product.

HoloTube Mini (above) puts an entire catalogue of interactive product demonstrations in a convenient package for on-the-go presentations, product launches and POP displays.



See HoloTube Mini in action at exhibitory.com/holo



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

~Exhibitor Magazine

AI Holograms

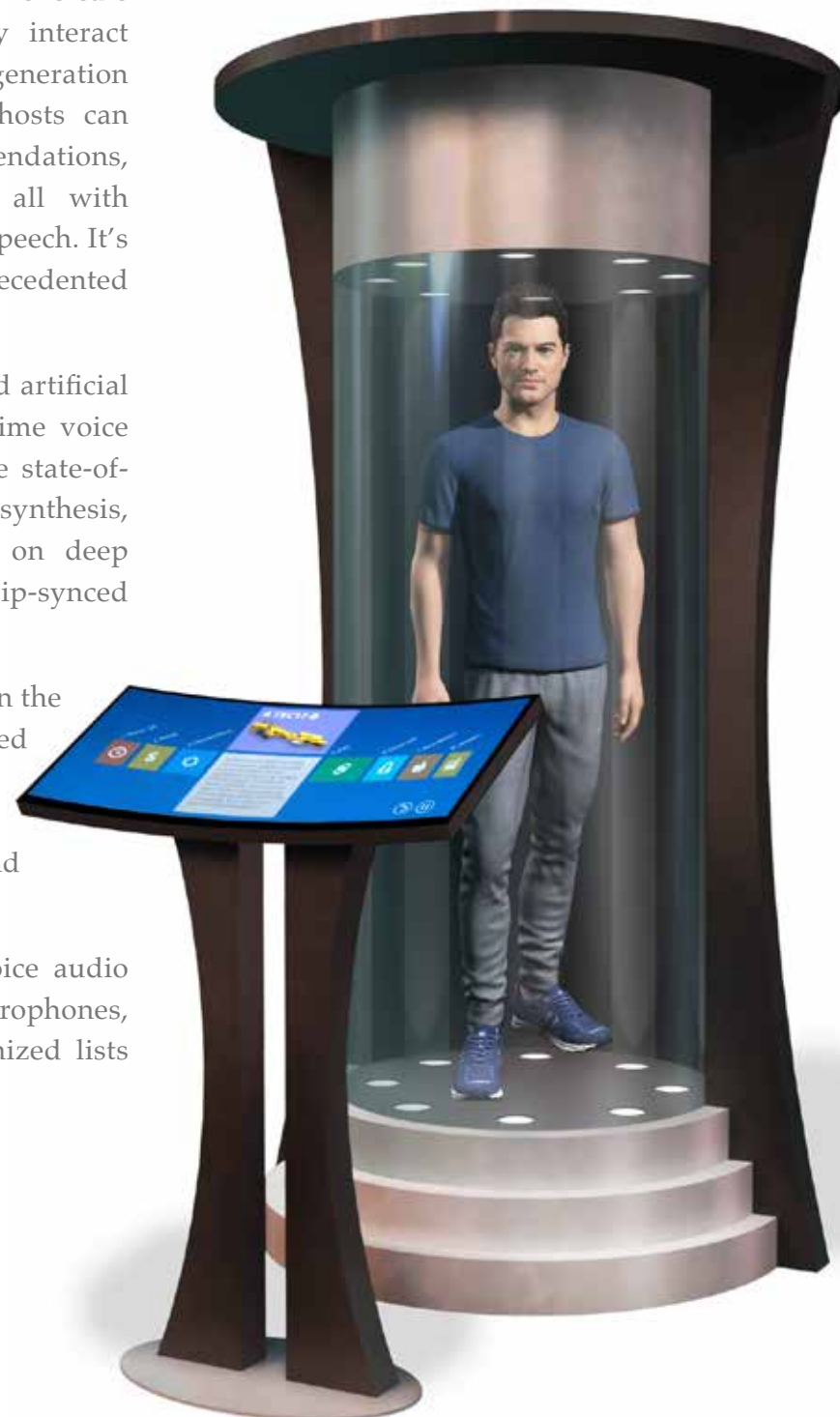
ANIMATED AI AVATARS

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 customized 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 customized lists of voice commands.



HoloTube Life-size with interactive virtual host.

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

HoloTable

OPEN-AIR HOLOGRAMS

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, 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 interface to go hands-on with the holographic experience.

Computer controlled LED lighting on the scale model enhances the holographic illusion. The minimalistic form factor easily integrates into any environment.

exhibitry.com/holotable

ProductMapper

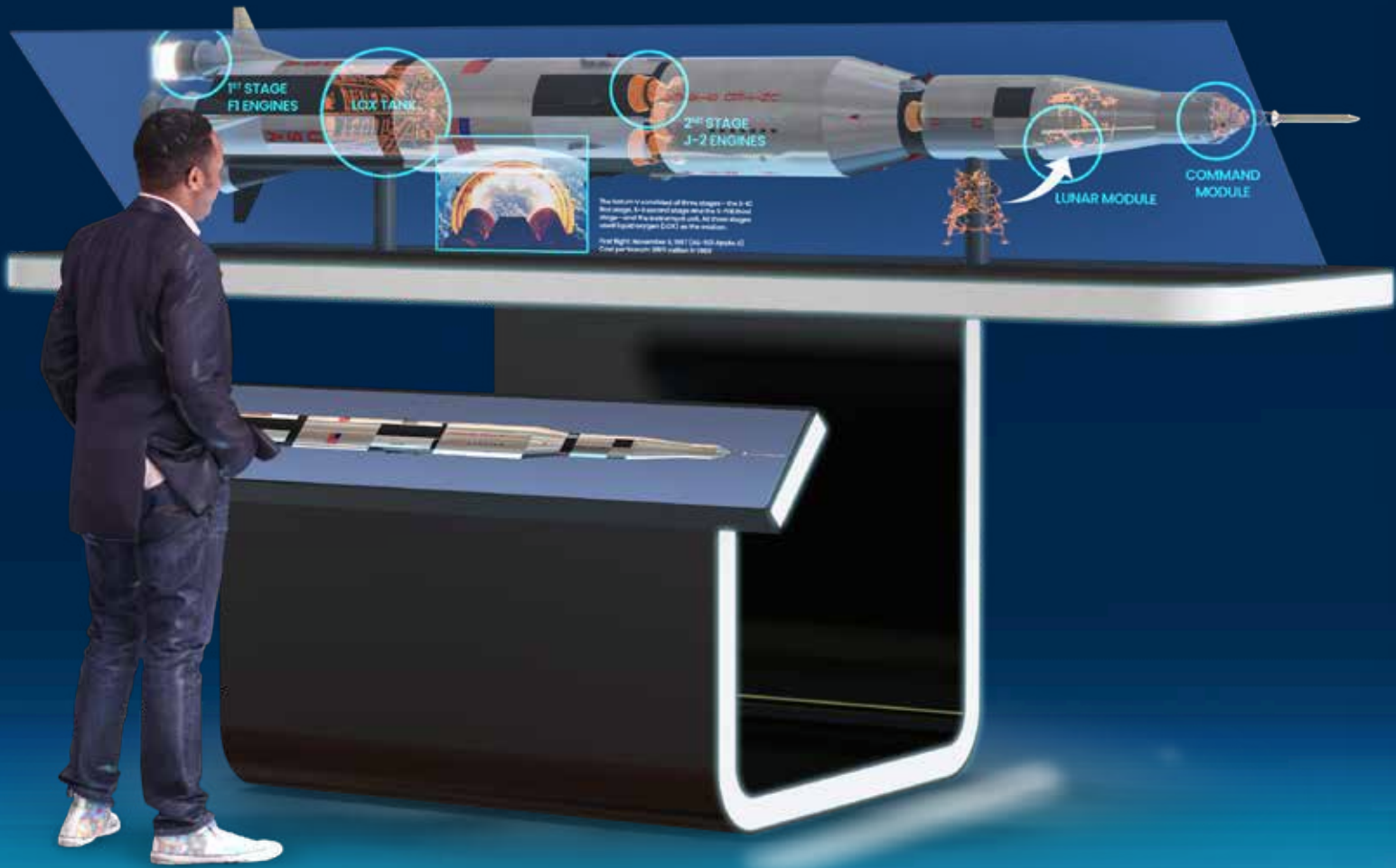
HOLO PROJECTION MAPPING

ProductMapper combines reflective holographic technology with projection mapping, computer controlled lighting, multitouch 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. Product scale models come to

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

exhibitry.com/mapper



Virtual Storytelling

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Alternate Realities

Virtual and augmented reality are ideal for demonstrating products, explaining concepts and educating customers.

Exhibitry creates interactive virtual presentations for trade show exhibits and immersive product experiences for business communications.

HoloLens augments the reality of your product story. Our Touch-free interface eliminates the need for confusing hand-held controllers and our alternative VR Vue devices can eliminate a head-worn display entirely.

Exhibitry presentations go beyond the virtual. We have pioneered award-winning products and techniques that sync real-world objects with their digital counterparts. Customers can see, touch and feel the virtual world in a fully immersive product environment. This unique line of production services and related VR products focus on addressing the inherent challenges of public VR exhibition (traffic flow, sanitation, learning curve, etc.).

“Combining the virtual and the physical is such a smart move and it increases engagement.”

Voted top rated product for the exhibition and event industry. Judges were impressed with a virtual reality experience that integrates real-world components.



VR Vue

PUBLIC EXHIBITION FOR VR SOLVED

The VR Vue system turns onlookers into active participants with headset-free alternatives for viewing virtual presentations.

VR Vue solves the inherent problems associated with trade-show virtual reality. Traditionally VR is a single-user experience. Relying solely on a headset experience however can slow the traffic flow of your exhibit. VR Vue components

expand the experience to a wider audience. They can be used individually, or all at once with everyone interacting in the same 3D space.

VR Vue Examiner is a hand-held device that works like a magic camera for viewing virtual reality space. Point it at almost anything and touch the screen to interact with that object's

virtual simulation. VR Vue precisely syncs real-world objects, that customers can see and touch, with their digital counterparts.

A scale model of your product, a generic object or even your actual product comes to life with animated activity in the VR Vue world.

VR Vue Viewer turns your VR presentation into a group experience. Onlookers can easily interact with the virtual demonstration without having to don a headset. They can point the viewer in any direction, and touch the screen to directly interact with virtual objects.

For a fully immersive view of your demo, our **VR Vue Custom Headsets** are designed for the requirements of trade show use, and they can be customized to fit your product theme.

exhibitry.com/VRvue



EXHIBITOR **LIVE**
BUYERS
CHOICE
A W A R D

VRVue receives a BUYERS CHOICE award for best new product. In the words of one judge, "Combining the virtual and the physical is such a smart move and one that increases engagement."



Extended video demonstration at exhibitry.com/vrvue



VR Vue puts a customer right in the center of a virtual 5,200 sq. ft. double-decker trade show booth.

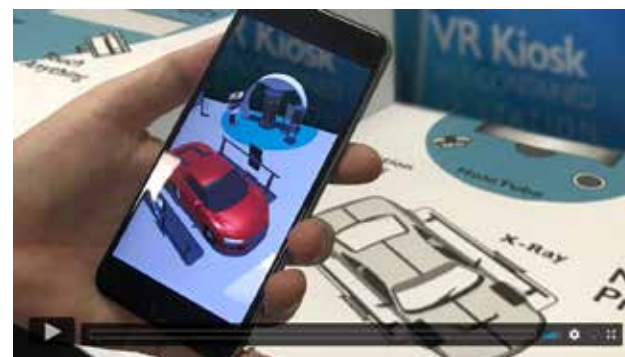
VR Vue Virtual Booth

VIRTUAL AND AUGMENTED REALITY

A stylized sculpture (above) represents a virtual version of a trade show booth (facing page). Visitors look through a VR Vue Handset as a lilliputian virtual booth appears in place of the sculpture.

Customers can explore the booth in miniature, or with a simple voice command cause the virtual booth to grow to life-size proportions with the viewer standing in the center of the action.

Voice commands allow one navigate around the booth examining each exhibit at a real-



world scale. VR Vue is an award winning favorite with exhibitors and customers alike. See it in action at:

exhibitry.com/vrbooth

Mixed Reality Kiosk

PORTABLE VIRTUAL REALITY

The Exhibitry Mixed Reality Kiosk is an affordable, portable self-contained virtual reality station for trade show VR presentations.

The kiosk is designed specifically for the Microsoft Mixed Reality platform, but remains compatible with all current VR and AR platforms including HTC Vive, Oculus Rift, Oculus Go, HoloLens, Google Daydream and Exhibitry VR Vue.

exhibitry.com/mixed



VR Kiosk

SELF-CONTAINED VR STATION

The eye-catching VR Kiosk speeds up and simplifies the on-site setup, management and maintenance of trade show VR experiences.

The all-in-one kiosk design eliminates the need for setup technicians, external devices or additional cable runs. It arrives at the show pre-configured and calibrated. Simply plug it in, turn it on and it is ready to go.

exhibitry.com/vrkiosk



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

~ Exhibitor Magazine



TouchFree 3D

NON-CONTACT INTERACTION

Exhibitry brings non-contact interaction to digital media experiences. Users no longer have to touch a surface just to interact with your digital content.

We provide a variety of safe and sanitary interactive devices, associated software and our award-winning media production services for:

- Self-service kiosks
- Digital signage
- Interactive exhibits
- Lobby or retail installations
- Product demonstrations
- Interactive holograms

TouchFree is an Exhibitry exclusive. To learn more give us a call at 281-240-2212, e-mail us at info@exhibitry.com, or see it in action on our web site.

exhibitry.com/touchfree



Video demonstration at exhibitry.com/touchfree

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 Exhibitory 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

