

Thematic Analysis

Quote	Raw Code	Theme	Description
“marketplace where people were not engaging with the static content”	3D effects for better viewing experience	<i>Driving force that sparked the need for Holographic advertisement</i>	Perfect for advertising and marketing as holograms provide high resolution 3D-realistic visual effect for better viewing experience and helps turn the audience into real buyer
“customers looked for something engaging”	Eye catching		
“people remember the visuals and brings more revenues”	Increased sales with increased user engagement		
“easy installation”	Feasibility concerns	<i>Deployment concerns</i>	The 3D holographic system can change the digital content at any time according to the demand. The app based unit, WiFi controlled, after installation services are additional features provided to clients to boost up the sales and increase the market share.
“plug and play”	Complexity concerns		
“WiFi controlled”	Operational concerns		

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“more R&D in AR/VR in coming years”	Innovation and the need for R&D	<i>The way forward/ Future prospects</i>	Brands are no more skeptic about the use of holograms for advertising their products as they were initially and this has resulted in increasing demand for holographic advertisement and the use of holograms in various events.
“more demand in Asia Pacific region..”	The growth of digital advertising industry		
“Ongoing update of product and improvement practices”	Using best technology for research		
“Strong commitment to preserve the quality and to resolve quality issues”			
“advertising cannot work in isolation”	Digital marketing and self-interaction (in some cases) cannot be secluded for better results	<i>Complementary Marketing techniques</i>	Use of digital marketing along with holographic advertisement is necessary to increase sales.
“face to face interaction”			
“majority of income is from rental”	More revenue through rental option	<i>Preferred Customer Segment and revenue stream</i>	Majority of the revenue comes through rental services to the customers involved in trade shows, events and other industries rather than the actual sale of the display units.
“trade shows.. event organizers”	Most viable customers		