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IT-515

Assignment 3-2

HYPVERVSN like many other companies faces a difficult time due to the COVID-19 pandemic. However, unlike many companies HYPVERVSN is in a field that is perfect for this pandemic. With the right strategy this company can become an industry leader in holograms.

The current problem with the company is that there is too much that’s needed for the product to work. Users don’t desire the ‘ideal’ situation for every time they want to use the hologram. They want to be able to use this product anywhere in the world and that is our current problem. Our solution is to create a product that we can use anywhere in the world. Holograms don’t always need to be an entire room of holograms. The truth is that the company lacks immenseness anyway and surrounding a client in holograms is not the solution. Let’s look at the first ever iPhone. The phone that people got lost in the technology even though it was on a screen less than four inches. This immersion was not built on complete submersion but on interest of what’s on the screen. This is what we need to focus on, how can we use holograms to have people interact with what’s being displayed rather than amount of display. We need to work on the quality of the display and the touch and voice interactions. The size and price are our largest downfall, although changing the size will also help the price.

Three technologies that can be used in our company is lasers, augmented reality, and electromagnetic radiation. Holograms are created from lasers but in a special way. New technologies called safe lasers and split lasers is how we are going to be able to move forward in our hologram evolution. These new lasers will be able to change paths based on the command of the base it’s being sent from. This can then create a reality that is augmented, for example we can create a person in a room with lasers but that obviously isn’t a real person. This is called augmented reality, a reality that is augmented. This will be our main point of immersion. Shifting reality for our users is how we can connect with users and keep their mind on the hologram. We can create the hologram to be very lifelike and have an impact on how believable our hologram is. In our more advanced immersions, we have something of a virtual reality. Finally, lasers use a special electromagnetic wavelength. We can control exactly what the users are able to see and when. The human eyes are only able to see certain wave levels of light. In another example thing about when a video game is loading. It has to ‘load’ the level. This is a huge flaw in games, now with this new technology we can load instantly, we can adjust the electromagnetic radiation level of the lasers to an unseen level while things are being created. Then when it is ready, we can shift the level it sits on. This means we can load multiple things at once and still control what is being seen. Regarding cost, lasers are light and thus use power. Our main will be the machines we need to create the small glass the lasers will be bouncing off, still this is cheap overall. Implementation of these holograms after research and development will be simple. It will just be a small device the size of one’s palm that will be able to shoot lasers in every direction creating what is needed.