colour holographic

unreal reality

TruLife™

Introducing a hologram of such clarity that, when lit correctly, it is indistinguishable from the actual object it depicts. TruLife™ holograms have been carefully developed over 14 years, with constant improvements being made along the way. The result is a hologram so realistic, it's unreal.

TruLife™

Own a TruLife hologram

Introducing the first release of TruLife holograms you can own. These 8”x10” holograms capture objects of up to several inches in depth, in glass just 3mm thick.

TruLife holograms can be displayed using your choice of TruLight arm or box viewers. Alternatively, you can hang them on the wall and light them with a standard halogen bulb. Simply ensure the light is about 1 meter away from the hologram and angled at 45 degrees. Please select the framed option from the order form if you intend to hang your hologram on the wall.

All TruLife holograms are hand made to order and therefore unique. As a result each TruLife might have certain small artefacts visible under close examination which will be specific to your particular copy of the TruLife image.

In addition to the TruLife images available below, please contact us for details of how we could make a bespoke TruLife from one of your own objects, starting from £2000.

Walther PPK: £295

The Walther PPK was made famous by Ian Fleming's legendary James Bond franchise and remains 007's weapon of choice for his latest adventures, in the latest movie, Skyfall*. An ideal gift for anyone who loves a good spy film; this hologram is made from a live working gun and live ammunition, kindly loaned by the Army Small Arms Collection museum.

**Please note this product is not endorsed by nor associated with Metro-Goldwyn-Mayer, Skyfall or the official James Bond franchise in any way. It is simply a hologram of the same kind of gun the character uses in most (pretty much all) the films (which is still pretty cool)!*

10"x8" | Landscape

Item courtesy of The Small Arms Weapons Collection, Warminster

Thylacine Skull: £345

Cranium and mandible of *Thylacinus cynocephalus* the extinct 'Tasmanian tiger'. Thylacines were once widespread across mainland Australia, Tasmania and New Guinea but went extinct in 1936. The last individual died in a zoo in Hobart, Tasmania.

10"x8" | Landscape

Item LDUCZ-Z88 courtesy of The Grant Museum of Zoology at UCL

Dried Hedgehog: £295

Dried specimen of European hedgehog *Erinaceus europaeus*. This technique of air or freeze drying specimens allows us to see how animals looked when they were alive.

10"x8" | Landscape

Item LDUCZ-Z1698 courtesy of The Grant Museum of Zoology at UCL

Glass Octopus: £345

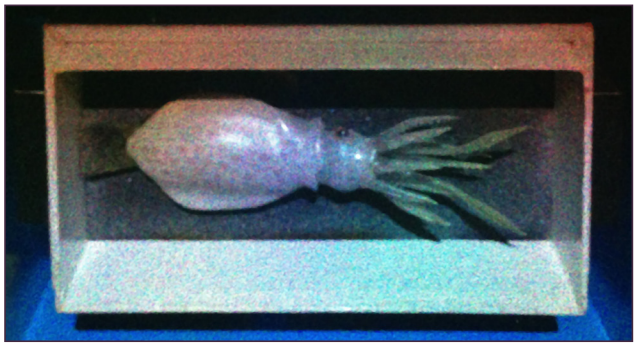
This is a hologram of a glass model of a small octopus made by the Blaschka family in the 1800's. The Blaschka family produced a
limited run of these beautiful models to show how various animals would have looked in life. Unfortunately, the secret of creating these models in glass died with the family.

8"x10" | Portrait

Item LDUCZ-R88 courtesy of The Grant Museum of Zoology at UCL

Glass Squid: £195

This hologram of a glass squid is a second example of a stunning model made by the Blaschka family in the late 1800's using their now forgotten techniques.

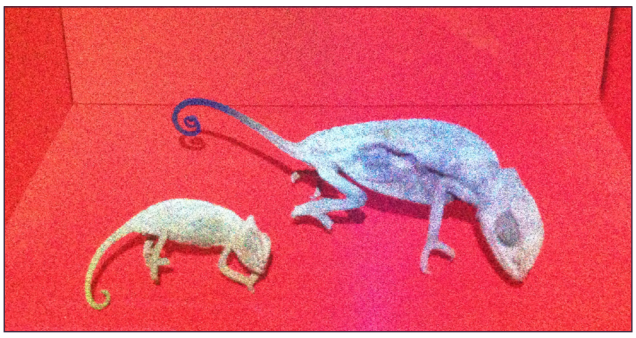


7"x4" | Landscape (9"x6" in frame with cardboard mount)

Item LDUCZ-R77 courtesy of The Grant Museum of Zoology at UCL

Pair of Dried Chameleons: £195

There are over 150 species of these highly specialised lizards. Famed for their ability to change colour, some species change their colour as a form of camouflage, to signal other chameleons and even to regulate their body temperature.

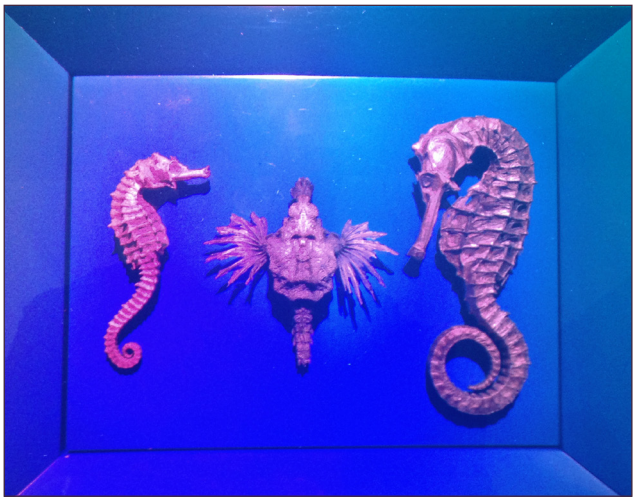


7"x4" | Landscape (9"x6" in frame with cardboard mount)

Items courtesy of The Grant Museum of Zoology at UCL

Seahorses and Seamoth: £295

These confusingly names animals are actually both highly specialised ray-finned fish. The scientific name for Seamoths is *Pegasus*, so in a sense all of these fish are seahorses of a sort.

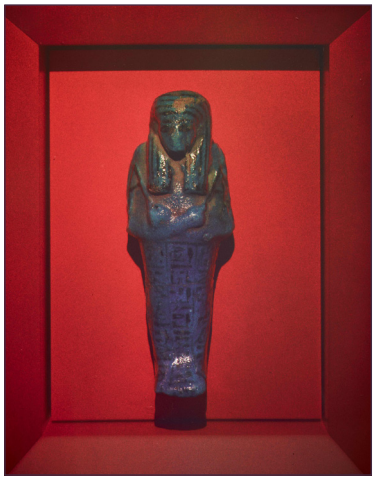


10″x8″ | Landscape

Items courtesy of The Grant Museum of Zoology at UCL

Nesi: £345

A piece of Ancient Egypt you can own; this ushabti figure of Royal Princess Nesitanebashru is around 3,000 years old. These mummiform statuettes were made of wood, stone or faience and placed in ancient Egyptian tombs. Nesi, as we call her, was alive during the period referred to as the 'Reign of High Priests and Priest-Kings of Thebes'. Many similar pieces can be found in the British Museum, though this particular ushabti is from a private collection.



Front | 8″x10″ | Portrait

Reverse | 8″x10″ | Portrait

Austro – Hungarian silver and gilt jug: £395

This Art Deco jug dates from the 1920's and is made from silver and gold gilt. It is hallmarked in two places. Addtionally the jug is decorated with pearls, enamel and chalcedony. The jug would have been used for wine and other drinks on special family occasions.

8"x10" | Portrait

Insects: £275

These two brightly coloured insects show the co- lour and detail of our holograms. Indeed the wings shimmer in the light. The first insect is a preying mantis and the second an exotic Yellow Winged Stick Insect known as Tagesoidea nigrofasciata (f).

10"x8" | Landscape

TruLight™ viewers

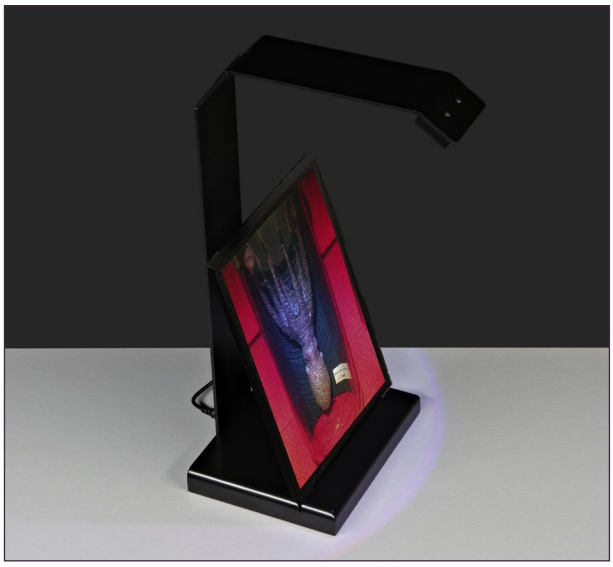
Colour Holographic has developed three TruLight viewers for TruLife holograms. They use a special LED that has been tuned to similar frequencies to the lasers that were used to create the hologram, ensuring optimal playback.

Please ensure you order unframed TruLife holograms for use in TruLight box viewers. Framed holograms are only required if you intend to hang them on the wall, for display in the TruLight Aluminium Arm viewer, or when purchasing those objects available in the 7”x4” size.

TruLight Aluminim Arm: £225

The TruLight Aluminium Arm viewer really emphasises the holographic effect. Viewed from the front, the depth of the hologram can be seen. Viewed from the side, however, you can clearly see the item is held in a plate of glass just 3mm deep.

It can be used with both Landscape and Portrait holograms and holograms can be swapped over in seconds, by simply sliding them in and out of the base. Designed and produced in the UK by Colour Holographic, it is made from black powder-coated aluminium, with a black lacquered base. It’s simple but striking, with sensational effects.



TruLight Box (Mahogany): £395

Available in Landscape or Portrait versions, the TruLight Box viewers are designed to maximise the realism of the holograms.

The boxes create the illusion of the holographic object actually being there. It's only when you remove the hologram from the side, can you see that it isn't real.

They come fitted with strong hinges that hold the lid at the correct angle to illuminate the hologram.
A specialised LED is built into the lid, which is activated by a switch on the back. Your hologram is held in place by grooves in the bottom half of the box, while two magnets hold a detachable side bar in place. This can be removed to slide out the hologram and swap it with another. The base also holds an extendable support that can be used to tilt the box into the correct viewing position.

TruLite boxes are made in Turkey, from fine mahogany, with the electronics assembled in the UK, by Colour Holographic.

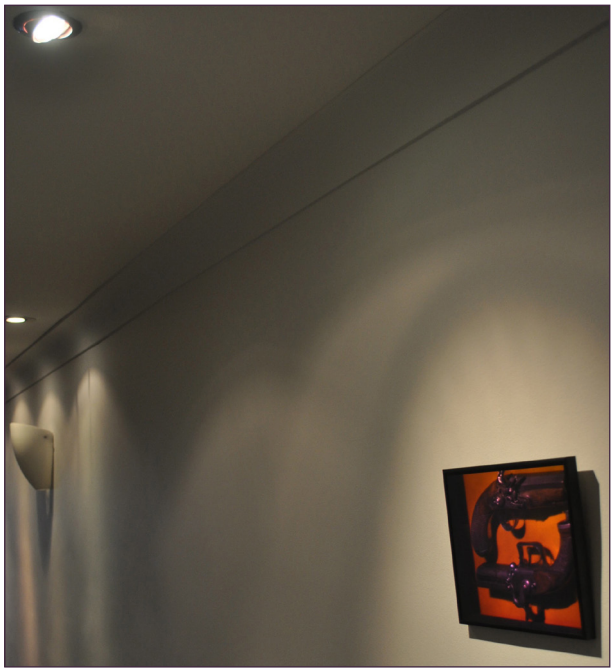
Please note - landscape holograms are only compatible with landscape boxes, and portrait holograms with portrait boxes. For universal compatibility, we recommend the TruLight Aluminium Arm.

Wall mounting your TruLife

If you prefer to illuminate your TruLife yourself, you can buy the holograms framed and ready to hang on the wall, you can then light your TruLife with a halogen light bulb, angled at roughly 45 degrees towards the hologram. Position the hologram at head height and angle a halogen bulb towards it.

The photo shows a framed hologram, illuminated by a standard 50w halogen bulb, fitted in the ceiling. Ideally the light should be about 1 metre away from the hologram. Much further away and it will start to dim. Much closer and it will start to distort.

To achieve the best results, position the hologram in an area without too many additional light sources. If there are too many lights directed at the hologram, then they will interfere with each other and cause the image to distort.



What is a hologram?

The word Hologram derives from a combination of the Greek – hólos, "whole" and grafe, which means "message". Holography is the process of recording light either transmitted or reflected by an object, so that this light field can be reconstructed, without the object being present.

TruLife holograms capture the exact light rays that reflect off an object – jewels sparkle as if they were real, shadows are cast; your eye sees the same light rays as it would were the real objects present. As a result, your eyes discern no difference between the hologram and the real thing. That's unreal reality.

How do we make TruLife?

TruLife holograms are made using Colour Holographic's proprietary light-sensitive plates, which offer a vastly greater resolving power than a traditional photographic plate. They capture the frequency, intensity and direction of the light waves, meaning we can create true 3D replications of real life objects; hence TruLife .

This analogue technology has absolutely no digital manipulation of any kind. We take the real object and place it on an anti-vibration isolation table. This is to ensure the object doesn't move at all during the process – even a difference as small as a tenth of the wavelength of light will cause a loss of definition in the hologram.

The holographic plate is then placed above the object and exposed to a spread laser beam of white light, which actually consists of a red, blue and green laser beam combined. This beam passes through the transparent plate and onto the object, where some of it is reflected back. This secondary reflected beam interferes with the incoming light beam, creating an interference pattern on our recording material.

After exposure, the holographic plate is removed and processed in a completely dark environment. Once the image has been processed, our hologram is ready to be examined.