



**euclidean**  
HOLOGRAPHICS.



**PRODUCT CATALOGUE**  
**JUNE 2019**

# TABLE OF CONTENTS

3. **ABOUT EUCLIDEON HOLOGRAPHICS**
4. **HOLOGRAM BUSINESS TABLE**
5. **HOLOGRAM ROOMS FOR BUSINESS**
- 6-7. **HOLOGRAM WALLS**
8. **HOLOGRAMS FOR ENTERTAINMENT**
- 9-10. **HOLOGRAM ROOM DINOSAUR ADVENTURE**
11. **HOLOGRAM ARCADE MACHINES**
12. **HOLOGRAM ARCADE MACHINE GAMES**
13. **HOLOGRAPHIC TOURS OF REAL-WORLD PLACES**
14. **HOLOGRAMS IN RESTAURANTS**
15. **HOLOGRAMS IN MUSEUMS**
16. **HOLOGRAMS IN CONFERENCES**
17. **HOLOGRAMS IN ADVERTISING**
18. **HOLOGRAMS IN EDUCATION**
19. **VR CAVES FOR EDUCATION**
- 20-21. **HOLOGRAM WALL CONFIGURATIONS**
22. **CONTENT CREATION**
23. **HOW MANY USERS CAN SEE A HOLOGRAM +  
SPACE REQUIREMENTS**

Euclidean Holographics is the world leader in hologram devices. We produce more devices with more features than any other company currently operating in the hologram industry.

We have created some of the world's most advanced technology in this field to cater for numerous use cases across many different industries.

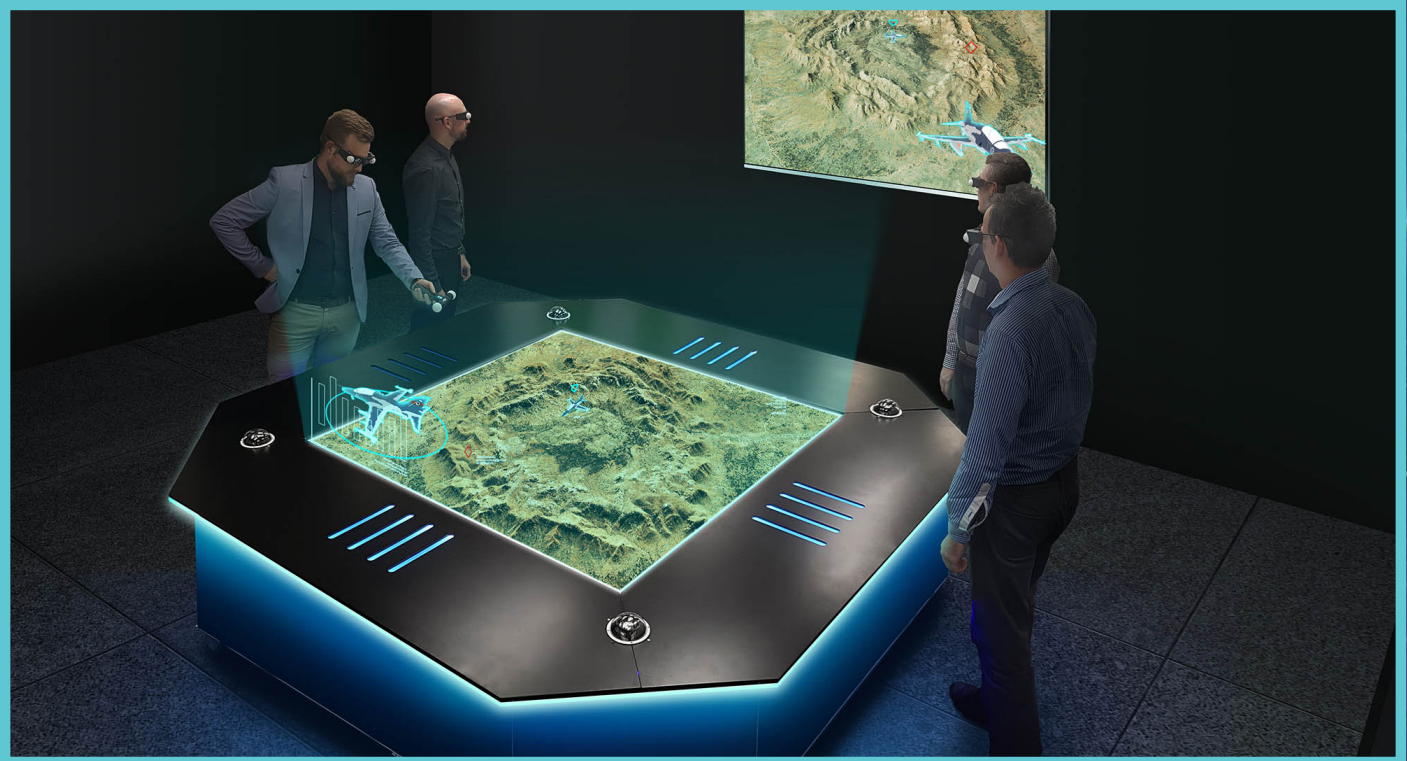


## EXISTING CUSTOMERS

Companies who currently use Euclidean Holographics technology in their businesses include:

- Motorola
- US Marines
- Hong Kong Airport
- Royal Australian Air Force
- Beijing University
- Hong Kong Architecture Association
- Indonesia Telecommunications
- QLD Department of Transports & Main Roads
- Amaravati Smart City
- Airbus
- Qatar Military
- Florida Institute of Technology
- Bentley

And many more.



## DESCRIPTION

This device looks like a large square coffee table (2m by 2m), it is a sealed box of metal with a shiny top. The device makes holograms that project up to 70cm from the surface, and sink into the table around 50cm or more.

## NEW TECHNOLOGY

This device uses Euclidean Holographics' new "multi user hologram technology".

Normally multiple people cannot view holograms at the same time. For example, if one person is on the front of the table and another person is on the back then the hologram could make the back of a building for one person, or the front for the other, but it could not do both at the same time. We have overcome this problem with our new technology that bends light waves to allow two people or two groups of people to see objects on the table from different sides.

## POWER

The business table uses Euclidean's unlimited point cloud data technology, this allows the table to run laser scans of entire cities or countries. For running large geospatial models, this is the most powerful device available in the world today.

## USE

The business table is used to show laser scans or photogrammetry models of cities. You can use your wand to zoom in to see tiny details, or zoom out to view the whole city. It can also be used to show polygon models such as CAD or architectural designs. Buildings can have numerous floors stored separately as bookmarks that can be easily accessed in presentations. Presentations can also be made with animations or movable objects.

## CONTENT

The product comes with software that will allow you to easily make 3D holograms of small, real world objects such as historical artefacts. You can upload your own 3D computer models to the table and prepare presentations with them, you can convert and upload laser scans and point cloud models as well as polygon models from most formats. You also receive software for your PC that will help you make your content and presentations.

## COMPARISON TO OTHER DEVICES

Because this is a table shape it is the best solution for looking at large flat areas, like cities or land. other devices will allow one user to get close to an object, or multiple viewers to view an object from a distance. This is the only device that will allow two people to get very close to objects at the same time.



## DESCRIPTION

A hologram room is a large room/box made of a metal frame and fabric. Inside the rooms are projectors and tracking equipment. The device projects objects inside that appear to be floating in the air. The hologram room's walls make the box look much bigger on the inside, the walls turn invisible so it looks like you are in a large open field, or other large environment.

## POWER

The hologram room uses Euclidean's unlimited point cloud data technology, this allows the room to run laser scans of entire cities or countries. For running large geospatial models, this is one of the most powerful devices available in the world today.

## TECHNOLOGY

Holograms up close can be seen by one person with tracked glasses, or by many people if they stand more than two metres away in the room.

## USE

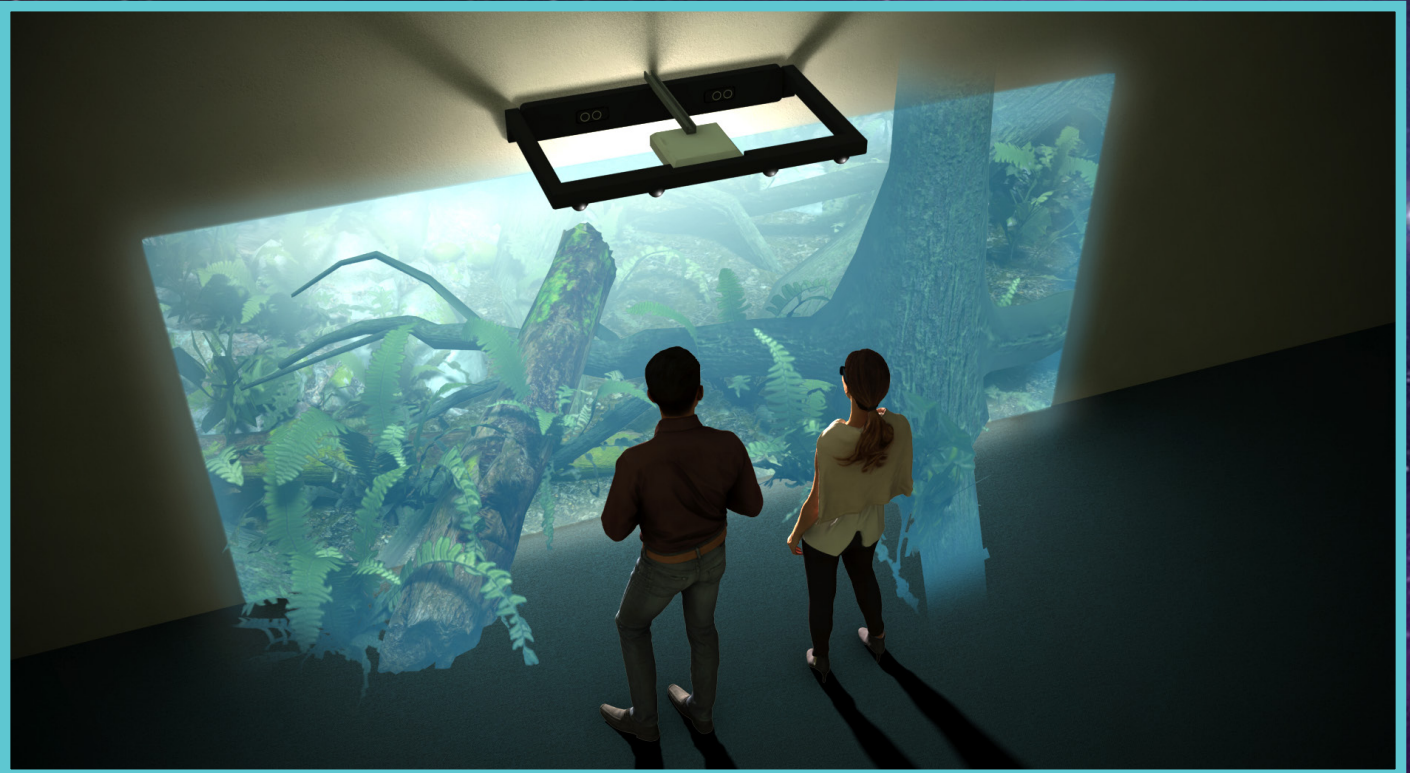
You can load 3D models holographically, prepare presentations with animation labels, and many other features. You can also make "bookmarks" to different scenes or models you have prepared.

This is used by governments and road authorities (to discuss or show infrastructure changes), militaries (for planning purposes), shopping centres (to sell off the plan), and architects (to show designs at their real size).

## CONTENT

The product comes with software that will allow you to easily make 3D holograms of small, real world objects such as historical artefacts. You can upload your own 3D computer models to the table and prepare presentations with them, you can convert and upload laser scans and point cloud models as well as polygon models from most formats. You also receive software for your PC that will help you make your content and presentations.

Alternatively, Euclidean Holographics also supplies a cost-effective service where we can create the content you would like to show.



## DESCRIPTION

This box uses lasers to project onto a wall just as a normal projector would. The projection appears to go into the wall, so it looks like a window to the outside world. It also projects holograms up to 1m in front of the wall. The device can hang above the wall (this is best for public places where you don't want people to touch it), or we have a portable version of the device which can pack down into two bags and be easily transported. The portable version projects holograms 50cm from the wall, the permanent version projects holograms 1 metre out from the wall.

## TECHNOLOGY

Within 1 metre of the holograms a person will need to use "tracked glasses". Only one person can use such glasses at a time, however multiple viewers can see holograms with normal 3D glasses if they are more than 2.5 metres away. After 5 metres people do not need any glasses at all if the holograms are on a poly-silk screen (on stages for conferences or used in advertising).

## USE

The hologram wall has many different features, and can be used in many different ways.

## ARCHITECTURAL USE

You can load 3D models holographically, prepare presentations with animation labels, and many other features. You can also make "bookmarks" to different scenes or models you have prepared. This is used by governments and road authorities (to discuss or show infrastructure changes), militaries (for planning purposes), shopping centres (to sell off the plan), and architects (to show designs at their real size).

## SCAN DIGITAL COPIES OF REAL-WORLD PLACES

You can also buy a 360° digital video capture device. This device looks like a pole with a laser calibrator on one end and a 360° stereo camera at the other.

Scanning the real world is as easy as walking around the site with the digital video capturing device. Our software turns the site into a 3D interactive video. Interactive videos are different from normal videos because you have a controller in your hand and you can travel around the sites pretty much like a computer game. The digitised environment is in a 3D format that has been calibrated to the sizes of the real world. The resolution is 8K for each eye and people feel like they really are there. This sort of technology is used to show people real-estate, or other locations. Some companies want to demonstrate for the purpose of selling, others want to make digital tours of their own assets for planning purposes.

### GEOSPATIAL POINT-CLOUD ENGINE

This is the world's best geospatial software for running large scale scans of cities or countries. You can overlay numerous different types of data. The hologram wall comes with a 3D version of this software that multiple viewers can all see.

### HOLOGRAMS AT CONFERENCES

Project holograms of people, objects, or animals on stage. They look real and audiences will love the high-tech nature of your presentation.

### HOLOGRAMS IN ADVERTISING

Impress people and get attention with a variety of holographic advertising options.

### Hologram Tours of Real-World Places

You can scan in real world historical sites, or have us do it for you, and then replay them back as a 3D digitally recreated tour. Scan in forests, ancient cities, caves, boats, etc. Groups of people can go into a hologram room and travel around the scanned in environment as virtual tourism. This same technology is used by many different industries.

### HOLOGRAMS IN RESTAURANTS

Turn your photos of food into full 3D holograms, and have a holographic menu where people can choose their meal. Give your restaurant a fantastic advantage that will make it stand out from the crowd.

### HOLOGRAMS IN MUSEUMS

We supply you with everything you need to scan in real world artefacts, or you can use our scanning service. Once the objects have been scanned, they are converted to hologram form. People visiting the museum can see life-sized models that look real but are really holographic laser projections.

### CONTENT

The product comes with software that will allow you to easily make 3D holograms of small real-world objects such as historical artefacts, food, or any other small object (smaller than 1.6 square metres is preferred). You can upload your own 3D computer models to the wall and prepare presentations with them, and you can convert and upload laser scans and point cloud models as well as polygon models from most formats. You also receive software for your PC that will help you make your content and presentations.

### HOLOGRAM WALL GAMES PACKAGE

This exciting addition to the Hologram Wall gives you 4 hologram games with new games being automatically added every 3 months for the next 2 years.

To begin with, you will receive Cave Explorers, Hungry Crocodiles, Catapults & Castles and Rally Racer - please see our section on Hologram Arcade Machine games for a brief description of these games. All games are for 2 players, and will be the same high quality arcade games that are on our Hologram Arcade Machines.

ONE OF THE MOST COMMON QUESTIONS WE'RE ASKED IS...

## IS THIS VIRTUAL REALITY?

The answer is **NO**. Virtual reality is where users wear a large helmet with little TV screens over their eyes.

Holograms are a more advanced technology where we make objects out of light that appear solid and float in the room with you.

You still wear a pair of lightweight glasses similar to a pair you'd wear at a 3D movie, but they do not have screens like bulky VR helmets.

Holograms are objects that are made out of light. We use laser projectors and our own custom-built tracking equipment to make impressive devices that are enjoyed across many industries.

## HOLOGRAM ROOMS

These rooms are similar to the holodeck in Star Trek. A person goes into the room and objects made of light float all around them. You can go to Africa, swim with the fish, and visit the dinosaurs. This is the world's best, new, high-tech entertainment device. These devices are sold to existing entertainment centres, or can be used to set up a new entertainment centre under the Holoverse brand.

## HOLOGRAM ARCADE MACHINES

These are similar to ordinary arcade machines except that the characters jump off the screen and project as holograms up to 90cm away. There are many different games to play. These devices are sold to existing entertainment centres, or can be used to set up a new entertainment centre under the Holoverse brand.

## HOLOGRAPHIC TOURS OF REAL-WORLD PLACES

You can scan in real world historical sites, or have us do it for you, and then replay them back as a 3D digitally recreated tour. Scan in forests, ancient cities, caves, boats, etc. Groups of people and travel around the scanned in environment as virtual tourism.

## HOLOGRAMS IN RESTAURANTS

Turn your photos of food into full 3D holograms, and have a holographic menu where people can choose their meal. Give your restaurant a fantastic advantage that will make it stand out from the crowd.

## HOLOGRAMS IN MUSEUMS

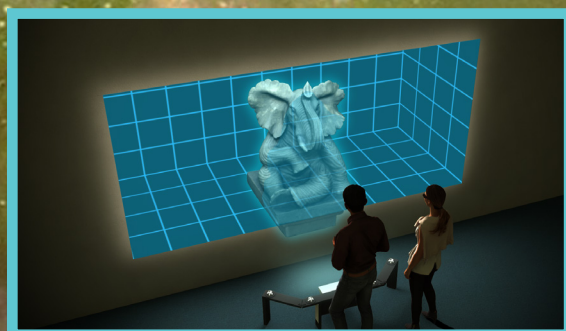
We supply you with everything you need to scan in real world artefacts, or you can use our scanning service. Once the objects have been scanned, they are converted to hologram form. People visiting the museum can see life-sized models that look real but are really holographic laser projections.

## HOLOGRAMS AT CONFERENCES

Project people, objects, or animals on stage. They look real and audiences will love the high-tech nature of your presentation.

## HOLOGRAMS IN ADVERTISING

Impress people and get attention with a variety of holographic advertising options.





# HOLOGRAM ROOM DINOSAUR ADVENTURE 9



## DESCRIPTION

Hologram rooms are an entertainment device. They are large boxes made of a metal frames and fabric, inside are projectors and tracking equipment. The device projects objects inside that appear to be floating in the air. The hologram room's walls make the box look much bigger on the inside, and the walls turn invisible so it looks like you are in a large open field, or other large environment.

## USE

People pay to have hologram experiences inside these rooms. Hologram rooms take up to six people. They have seats inside, and each person takes a turn as different hologram experiences are presented.

## THE EXPERIENCE

The hologram dinosaur adventure, takes 1 to 6 people, and goes for 1 hour.

It consists of ten mini experiences set in the times of the dinosaurs: don't get trodden on as giant T-Rexes battle around you, get attacked by prehistoric insects, swim under water with the plesiosaurs, pat the baby brontosaurus which hatches from its egg, and much, much more.

In between each section it pauses for a photo opportunity so that your guests will post pictures on social media as a free advertising for you.





## THE MUSEUM

See a holographic dinosaur skeleton!  
It looks solid, but it is made out of light, so you can put your hand straight through it!



## PANGAEA

See the earth as a hologram.  
In the past, all of the world's countries were joined together in one supercontinent called Pangaea.



## T-REX FIGHT

Two giant holographic Tyrannosaurus Rexes fight while you are on the ground underneath them.  
Try not to get stepped on!



## BRONTOSAURUS NEST

Feed grass to a mother Brontosaurus, then defend her nest from egg-stealing dinosaurs. Watch a baby dinosaur hatch out of an egg. Don't forget to pat it, it's very cute!



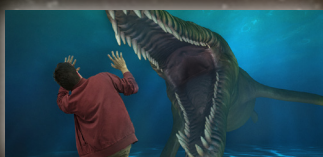
## INSECTS

Did you know that insects used to be the size of cats?!  
See some holographic creepy crawlies and give them a pat.



## STAMPEDE

Something has scared the Triceratops herd.  
Dodge them as they stamped towards you!



## OCEAN RAFT

Sail on a raft over the prehistoric ocean.  
Feed fish to the plesiosaurs then take a swim with a Kronosaurus.



## VELOCIRAPTORS

Velociraptors are very dangerous dinosaurs!  
Hide in the long grass and duck down low.



## PTERANODONS

In this section, you are a Pteranodon!  
Fly with your flock through the caves and over the oceans. Oh dear...there seems to be a big ball of fire in the sky! I'm sure it's nothing to worry about...



## FOSSIL DIGGING

Use your holographic drill and dig through the holographic rocks.  
Maybe you'll find something important...



## SUMMARY

These are similar to ordinary arcade machines except that the characters jump off the screen and project as holograms up to 90cm away. There are many different games to play. These devices are sold to existing entertainment centres, or can be used to set up a new entertainment centre under the Holoverse brand.

## DESCRIPTION

Hologram Arcade Machines are an entertainment device, the machine itself is 1.8 metres square. They feature two laser-based hologram screens on each side. All games are two players. The machines project hologram objects up to 90cm away from the screen. Because the hologram screens require darkness, the machines come in a large fabric room. The room is 1.8 metres by 4 metres, and 2.2 metres high. It consists of a metal frame with fabric walls.

## CONTENT

There are currently different games with new games being released every 3 months, each game is two-player. Each machine comes with three games, new games can be added every three months for a small percentage of sales.



# HOLOGRAM ARCADE MACHINE GAMES 12

Below are some of the titles available on our Hologram Arcade Machines.

Every game designed for our Hologram Arcade Machines is build by Euclidean and can easily be installed remotely. We are regularly making new games so your customers will always have somethign new to play.

For a full list of available games, consult our Hologram Arcade Machine catalogue.



# HOLOGRAPHIC TOURS OF REAL-WORLD PLACES 13



## SUMMARY

You can scan in real world historical sites, or have us do it for you, and then replay them back as a 3D digitally recreated tour. Scan in forests, ancient cities, caves, boats, etc. Groups of people can go into a hologram room and travel around the scanned in environment as virtual tourism.

## USERS

1 to 32 people may use this device at the same time (with untracked glasses).

## INSTALLATION

This arrives in a box, it has a normal projector arm to connect it to the ceiling, it also comes with vibrating sound chairs. You should be able to install it yourself, however we can visit your premises and install it ourselves if you prefer.

## DESCRIPTION

This box uses lasers to project onto a wall just as a normal projector would. The projection appears to go into the wall, so it looks like a window to the outside world. The 3D graphics have been calibrated to real world sizes for much better realism. A user has a controller in their hand where they can travel around digitised and scanned environments. The user feels like they are really in the scanned place. There is also the option to add 5 vibrating sound chairs. These chairs match the vibrations of the sounds and make the sound feel a lot more alive. For example, if a bird calls or a waterfall is splashing, the sound feels a lot more real.

## USE

Operators put this device in their entertainment centres. Their customers pay money to take their families inside and have virtual holidays to real world historical sites.

## CONTENT

Content is scanned in from the real world, using a 360° camera with software converting it to stereoscopic 3D. Once the footage of the environment has been recorded it is processed in our software that then matches the footage to different paths or roads at the location. Now in the completed project a person can travel around and choose their paths when they reach a crossroad intersection.

## OPTION 1

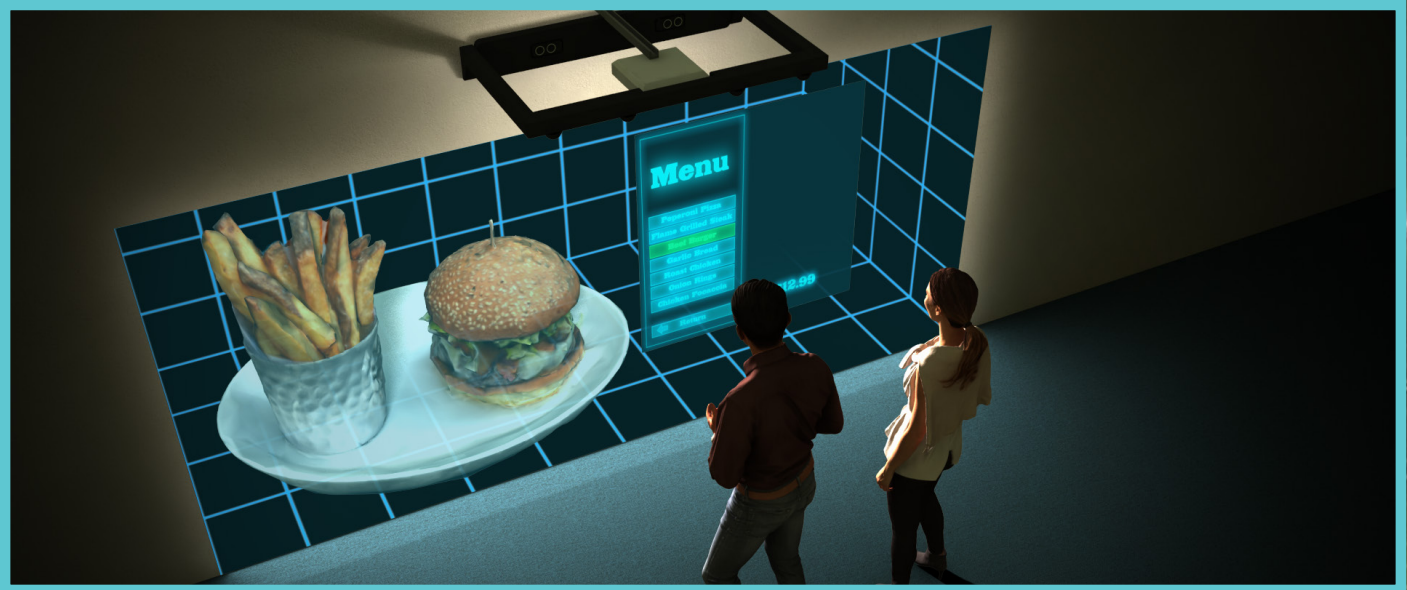
Purchase our 360° camera product and software so you can make your own holographic historical tours for virtual tourism.

## OPTION 2

Use our service where we come and scan in the historical site and do all the processing for you.

## OPTION 3

You can buy tours from all around the world that were captured by our team of Euclidean Scanning Experts.



## SUMMARY

Turn your photos of food into full 3D holograms, and have a holographic menu where people can choose their meal. Give your restaurant a fantastic advantage that will make it stand out from the crowd.

## DEVICE

Hologram Wall (permanent installation).

## SIZE

This connects to the wall and is above the people's heads. Its projection on the wall is 3.6 meters by 2 meters high. The roof must be over 2.5 meters high. It projects holograms up to 1 meter away from the wall. You must bolt this to the wall yourself, or we can arrange installation.

## USERS

1 person for close 1-meter views of objects, or multiple people for objects that are further than 2 metres away.

## INSTALLATION

This arrives in a box, and needs to be bolted to the wall. You should be able to install this yourself, but we can visit your premises and do the installation if you prefer.

## DESCRIPTION

This box uses lasers to project onto a wall just as a normal projector would. The box is attached to a wall or from the ceiling. The projection appears to both sink into the wall as well as projecting out of the wall. The holograms project around a metre away for the wall.

## USE

If you are a restaurant owner you can use our software to take pictures of your meals and convert them into holograms. You can easily make a hologram menu of all your dishes. Customers at your restaurant begin their dining experience by going up to your hologram wall and seeing large holograms of your food. The customer has a laser wand which they use to choose different foods from a list. The food spins and looks great.

## OPTIONS

This can run on a wall or a poly-silk screen (to make it more ghost-like).

## CONTENT

The product comes with software that will allow you to easily make 3D holograms of your meals. You use this software by taking lots of pictures of your food from different angles with any normal camera. You upload these photos into the software and it converts them into a 3D model that can go on the hologram wall. Alternatively, Euclidean Holographics supplies a cost-effective service where we can come to you and photograph all your food and convert them to holograms.



## SUMMARY

We supply you with everything you need to scan in real world artefacts, or you can use our scanning service. Once the objects have been scanned, they are converted to hologram form. People visiting the museum can bring up life sized models that look real but are really holographic laser projections.

## DEVICE

Hologram Wall (permanent installation)

## SIZE

This connects to the wall and is above the people's heads. Its projection on the wall is 3.6metres by 2metres high. The roof must be over 2.5 metres high. It projects holograms up to 1 metre away from the wall. You must bolt this to the wall yourself, or we can arrange installation.

## USERS

1 person for close 1-metre views of objects, or multiple people for objects that are further then 2 metres away.

## INSTALLATION

This arrives in a box, and needs to be bolted to the wall. You should be able to install this yourself, but we can visit your premises and do the installation if you prefer.

## DESCRIPTION

This box uses lasers to project onto a wall just as a normal projector would. The box is attached to a wall or from the ceiling. The projection appears to both sink into the wall as well as projecting out of the wall. The holograms project about a metre away for the wall. This can run on a wall or a poly-silk screen.

## USE

People who visit your museum can see your artefacts float in the air as holograms. They try to touch them but their hands go straight through. They can see the artefacts at real world scale, make them bigger to zoom-in on details or zoom-out for large objects like boats or dinosaurs. They can also have historic tours of places that have been digitised (see the "Hologram Tours of Real-World Places" section). Visitors will love this novel approach to examining historical artefacts up close.

## CONTENT

The product comes with software that will allow you to easily create 3D holograms of your artefacts. You use this software by taking lots of pictures of your artefacts from different angles with any normal camera. You upload these photos into the software and it converts them into a 3D model that can go on the hologram wall. Alternatively, Euclidean Holographics supplies a cost-effective service where we can come to you and photograph all your artefacts and convert them to holograms.



## SUMMARY

This technology allows you to project holograms of people, objects, or animals on stage. They look real and audiences will love the high-tech nature of your presentation.

## DEVICE

Hologram Wall (floor portable installation)

## SIZE

Device: 80cm by 60cm, by 50cm + a large polymer silk screen with a frame (5m by 3m)  
Alternatively we can custom build these to very large stage sizes.

## USERS

Multiple people can view this stage hologram device, without using any glasses.

## INSTALLATION

This device sits on the floor, it also has a portable poly silk screen frame that you should be able to assemble yourselves. For larger installations our team will visit your premises and install it ourselves.

## DESCRIPTION

This consists of a large poly-silk screen on a metal frame. We use special lighting techniques to make the screen invisible to the audience. The projections on the polymer silk use a special technology where they appear to be 3D and have depth.

## TECHNOLOGY

Holograms are technically projections that can be seen from all angles. Whilst our other devices are real hologram technology, the technology used in this device is known as "stage holograms", they look like real holograms from a distance but do not give the same detail when you are close to them.

## USE

Conferences can put holograms on stage. These do not require the audience to wear any glasses, however there is a red and blue glasses option that gives an even more impressive 3D effect. Presentations can have hologram people, or large rotating hologram objects, these can run one after another, or can be set to a clicker (like a PowerPoint presentation) - this way a speaker at a conference can move along when they are ready to speak about the next subject. Alternatively, these can be used in impressive dances, or performances.

## CONTENT

The product comes with software that will allow you to easily make 3D holograms out of real-world objects. You can also import computer generated models or pictures. People can be recorded with ordinary cameras and converted in to holograms with our software. Alternatively, Euclidean Holographics supplies a cost-effective service where we can take your pictures and objects and make the hologram presentation for you.





## SUMMARY

Impress people and get attention with a variety of holographic advertising options.

## DEVICE

Hologram Wall (floor installation)

## SIZE

The device is 80cm by 60cm, by 50cm + a large polymer silk screen with a box frame (5m by 3 m by 1 meter) Alternatively we can custom build these to very large sizes.

## USERS

Multiple people can view this stage hologram device, without using any glasses.

## INSTALLATION

This device arrives in a shipping box; you can install it yourself (it is not difficult with 2 people) or we can come to your premise and install it ourselves.

## DESCRIPTION

This consists of a large poly-silk screen on a metal frame. We use special lighting techniques to make the screen invisible. The projections on the polymer silk use a special technology where they appear to be 3D and have depth.

## TECHNOLOGY

Holograms are technically projections that can be seen from all angles. Whilst our other devices are real hologram technology, the technology used in this device is known as "stage holograms", they look like real holograms from a distance but do not give the same detail when you are close to them.

## USE

In showrooms or public places people can have large spinning objects like shoes or cans of drink that are holographically presented. Passers-by all stop because they have seen such technology in movies but never in real life before. This is a fantastic way to advertise, impress and get attention for your product.

## CONTENT

The product comes with software that will allow you to easily make 3D holograms out of real-world objects. You can also import computer generated models or pictures. People can be recorded with ordinary cameras and converted into holograms with our software. Alternatively, Euclidean Holographics also supplies a cost-effective service where we can take your pictures and objects and make the holographic advertisement for you.



## SUMMARY

Holograms are the way of the future; students can be better prepared for that future if their school is equipped with hologram technology.

## DEVICE

Hologram Wall. This device comes in three types: Permanent, Movable or Portable.

## USERS

Whole classes can use this device for tours of environments, single up-close views of objects can only be done by one person at a time if people are closer than 2 meters. Stage holograms on stage, do not require any glasses and can be viewed by whole audiences.

## OUR STANDARD EDUCATIONAL PACKAGE COMES WITH:

- Software and training on how to scan real objects and turn them into holograms. Each educational package comes with 30 photogrammetry licences and training for teachers.
- Educational hologram presentations to teach students how holograms work and guide a class through all the concepts involved.
- A Hologram Wall.
- Poly-silk screen with frame for stage hologram productions.
- Two days training for teachers, so they understand the many features of this equipment.



## **SUMMARY**

The other device we sell is VR Caves. Most companies sell VR Caves to universities for around 1-3million. Our VR Cave has significantly more features, and is so powerful it can run laser scans of entire cities, or very complex designs or models. It is the best product on the market, yet it is 3% to 10% of the cost.

## **DEVICE**

Hologram Room

## **USERS**

1 person for close 2 metre views of objects, or multiple people for objects that are further then 2 metres away.

## **SIZE**

4m by 5m, 2.9m high.

## **INSTALLATION**

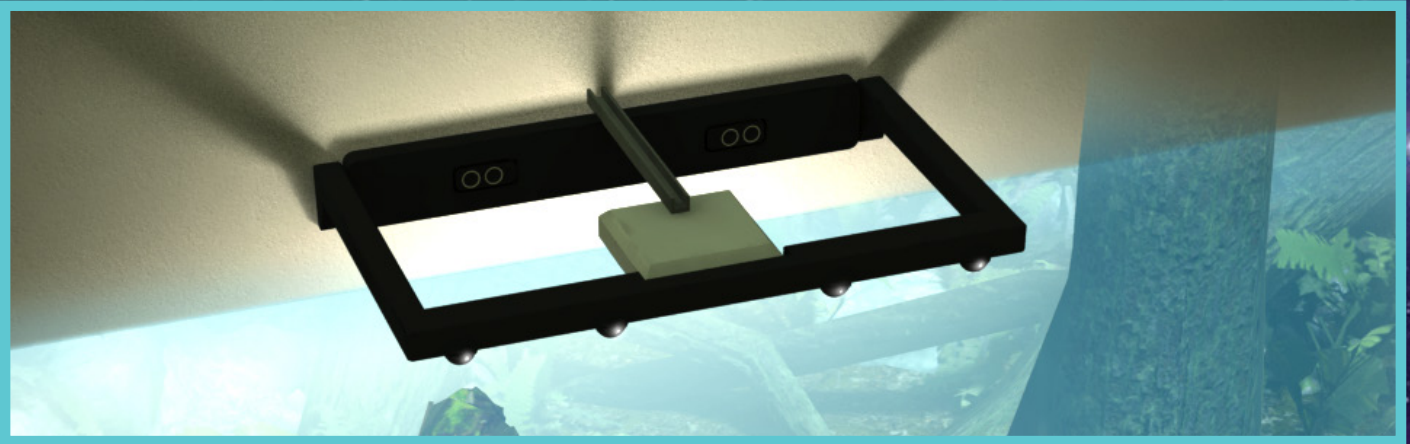
This device is large and requires our team to visit your premises and assemble it for you.

## **DESCRIPTION**

VR Caves are also known as hologram rooms. They are like the holodeck on Star Trek, a person goes into the room and objects made of light float all around them. Students can go into the room in groups of five and be immersed in educational experiences. Present content included hologram dinosaurs, with the holographic planetarium coming out soon. Schools and universities can also prepare their own content. Examples include: see their 3D designs holographically, plan architectural designs, or make presentations.

# HOLOGRAM WALL CONFIGURATIONS 20

## THERE ARE THREE INSTALLATION TYPES FOR THE HOLOGRAM WALL:



### PERMANENT INSTALLATION

This connects to the wall and is above the people's heads. Its projection on the wall is 3.6metres by 2 metres high. This version is stronger and projects holograms up to 1 metre away from the wall.

Its disadvantage is that it is not portable and cannot be moved around. You would not use a permanent installation for a stage hologram or an advertising hologram because these "float in the air", rather than being projections from walls.

### SUMMARY

This one is best for public places where you want people to use the holograms but not touch the device. It is not better for hologram tours, (because environments project in to the wall rather than out) but it is better for viewing separate single hologram objects. There is no cost difference between the three types. This device is delivered to you in a number of boxes and will require some assembly. It will also need to be bolted to the wall (by you, or we can come set it up). Your ceiling will have to be higher than 2.5 metres.



### PORTABLE INSTALLATION

This device has all the same abilities as the "movable" installation.

Its big difference is its appearance. Whilst the movable machine looks very nice, the portable machine looks more like a black frame with components wired in to it. This is because it has been built to travel in two suitcases. The other "movable" version can be carried with two people. But this portable version can be carried by one person with two bags (total weight 35kg) so you can even take it on an aeroplane. It projects 50cm away from the wall.

### SUMMARY

This one is best for sales people who travel to their customers, (e.g.: an architect might travel to a client and show them a new design, or an educator may travel from school to school).

There is no cost difference between the three types.

This device is delivered to you in two suitcases in two boxes.



### **MOVABLE INSTALLATION**

This version looks nice and sits on the floor.

Its projection is also 3.6 metres by 2 metres high, but the holograms will only project out 50cm from the wall (rather than the meter from the permanent installation). This is not a problem for architecture, or tours of real-world places because they are mostly into the wall rather than out of it, but if you want to project objects for museums, sales, food, or education then it is more impressive to have a longer projection range. This installation is also able to do stage holograms for advertising or conferences where as a permanent installation is not able to do such things.

Another downside is that this version sits on the floor, so it is not suitable for up close unsupervised public use where people may touch or kick it.

### **SUMMARY**

This installation can do all functions listed below, (where as permanent cannot) and you can move it around and use it in different ways, but its hologram projection range is shorter, and its not suitable for public commercial public places because it sits on the floor and people can touch it.

There is no cost difference between the three types.

This device is delivered to you in a box.

### **SPECIAL REQUIREMENTS**

Holograms Wall systems are made with lasers, so they require darkness just as normal projectors do. There is no exact requirement as to how dark a room needs to be, but the lighter it is the worse the holograms will look.

### **GENERAL GUIDE**

The room must be in shade with no direct light on it. A room with light coming in the side will normally be fine, but it does not work when the light directly shines on to the holograms.

The hologram device itself should not be looking at any light source (no lights or windows that lead to sunlight).

Sunlight is the worst thing for holograms, artificial light can be tolerated in small amounts, but the hologram devices tracking will not work if it can see any source of sunlight. A room that has no light at all will always work well.

Also: there should be no infrared devices in the room, these are devices that emit infrared light, this includes some types of motion detector security systems. There should not be a mirror with in 4meters of a hologram device, or it will not work correctly.

Hologram business tables must have more darkness then hologram walls or hologram rooms.

All our devices come with software so that you can import models and make hologram presentations. These models can be imported in most polygon formats, or you can import flat images or laser scans.

the software supports LUA script so that programmers can add extra features. Animated objects can also be made in normal polygon animation tools then added. Different scenes can be arranged and stored as bookmarks. You can add sound files, as music, or .wav (sound effects or speech).

You can do many of these things on the table itself, or you can use our creation software on your PC. Objects can have different materials such as metal or glass. Book marks can be attached to menus (e.g. a collection of museum artefacts). Objects can be resized, positioned or rotated, and laser scans should be converted to Euclidean's "unlimited detail" format so that they can be of infinite size. Particularly if they are large cities.

Architectural models will not run directly from cad or Revit, but can be exported as a normal .OBJ polygon model then used.

For stage holograms, you can import objects and make a presentation, you can also add videos in the same environment. People must be filmed against a black background before being added to the presentation (there are some advanced techniques for filming hologram people that we can teach you). The objects that you have added can have our special 3d technology applied to them so that they will appear to look 3D in the air rather than flat on a screen.

## **CUSTOM-BUILT CONTENT**

If you would like a specific hologram presentation to be made then Euclidean is able to do it for you at very reasonable cost.

Euclidean has many artists and a strong content production team. We are the most experienced in this field and produce many hologram games and presentations each year.

You can supply your own artwork or we can make it for you. We can visit your premises and scan single objects or whole environments. Sometimes restaurants want us to scan their food, sometimes tourist destinations, factories or shopping malls want us to scan in their environments to make hologram presentations. Sometimes we are asked to recreate holograms of cars or jewellery. We can custom build whatever your imagination can think of. Pricing is available on request.

## **AEROMETREX**

If you would like a whole city on the table then our partner company Aerometrex is one of the world's leading firms in aerial scanning. They will fly over your city using planes, drones, or helicopters and will make a 3D scan. The detail of this scan is according to how low they fly.

If you would like a hologram of a city that might already have been scanned then please contact us and we will check our data base to see if such a model already exists, we will then put you in contact with whoever is selling it.

# HOW MANY USERS CAN SEE A HOLOGRAM? 23

## **HOLOGRAM WALLS AND HOLOGRAM BUSINESS ROOMS:**

If a person wants to look very closely at a holographic object (a distance less than 2 metres), then they will need to wear our tracked glasses (glasses with little light balls on the sides).

Only one person can wear tracked glasses at a time, but their view is very realistic and extremely 3D. If people are more than 2 metres away, then they do not need tracked glasses and you can have as many people as you like.

## **HOLOGRAM BUSINESS TABLE:**

The Hologram Business Table requires two people to examine designs and plans up close so it uses light wave splitting technology to allow two users to see the holograms up close at once.

Alternatively, two groups of users can see the holograms provided the whole group is on the same side of the table.

## **HOLOGRAM ENTERTAINMENT ROOMS:**

In the Dinosaur Experience, one player has tracked glasses so they can be close to the dinosaurs and interact with them, while the other players are two metres back and they observe with untracked glasses. In between each mini section the player swaps and gives someone else a turn.

## **HOLOGRAM ARCADE MACHINES:**

Two people use the hologram arcade machine, one person is on each side of the table. Both have tracked glasses.

## **SPACE REQUIREMENTS**

Each of our products need different amounts of space to be installed properly. Below you will find a breakdown of how much space each device requires.

### **HOLOGRAM BUSINESS TABLE:**

The Hologram Business Table is a 2.1 metre (6.8ft) by 2.1 metre square, with a height of 61.5 centimetres (2ft). The screen is 1.2 metres (3.9ft) by 1.2 metres. However, we recommend a minimum floor space of 3 metres (9.8ft) by 3 metres to comfortably use the Hologram Business Table.

### **HOLOGRAM ROOM FOR BUSINESS & ENTERTAINMENT:**

The front of the hologram room is 5 metres (16.4ft) wide, and it extends back 4.5 metres (13.1ft). It is 2.9 metres (9.5ft) tall.

### **HOLOGRAM WALL:**

To function properly, the Hologram Wall device requires a blank wall at least 3.6 metres (11.8ft) in width and 2 metres (6.5ft) in height. However, if you are considering a permanent Hologram Wall installation, then you will require a ceiling of at least 2.5 metres (8.2ft) in height.

### **HOLOGRAM ARCADE MACHINE:**

Each Hologram Arcade Machine is housed in a small booth 4 metres (13.1ft) wide by 2 metres (6.5ft) deep. The booths are enclosed as the holograms require darkness to look their best.