



Users push buttons as they would on a usual touchscreen, yet are interacting with a beam of light | Photo source [Business Wire](#)

[Innovation](#) > [Retail](#) > [Holographic menus and pay points for safe, touchless food ordering](#)

HOLOGRAPHIC MENUS AND PAY POINTS FOR SAFE, TOUCHLESS FOOD ORDERING



The contactless touch systems ensure that no germs are transferred between customers, with menus taking orders via a hologram

Spotted: For everyone in dire need of moisturiser thanks to the drying effects of alcohol-based hand sanitisers, Holo Industries has a solution. The company's contactless touch systems ensure that no germs are transferred between customers. Each menu takes orders via a hologram. Users push buttons as they would on a usual touchscreen, yet are interacting with a beam of light. With each push of a button, the hologram releases an audible confirmation that the interaction has been understood.

The system comes encased in an aluminium frame designed to be mounted flush to surfaces for easy, unobtrusive use. Businesses interested in this type of solution are invited to test out a demo version and then work with Holo Industries to finalise the hologram for points of sale and self-service kiosks. Holo Industries can wire and manufacture the devices or provide the technology to a company's preferred supplier. Demo devices are available currently throughout North America and Europe, and the company is seeking investment for expansion.

Innovators are creating a number of new ways to stay safe while re-entering a more sociable life, with Springwise spotting [an app](#) that reserves tables at bars and restaurants based on current capacity and [socially-distanced cinema seats](#) made of COVID-repellent materials that use built-in UV lights for sterilisation.

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Takeaway:

Holograms have been making fairly regular appearances at music performances over the past few years and now are starting to appear in a wider variety of locations and industries. Some holograms are capable now of interacting with humans, and the technology has been deployed in increasingly realistic, surprising, and engaging marketing campaigns. As knowledge and understanding of the innovation increases, the opportunities for creative applications will grow apace, particularly as brands find ways to incorporate the flexible use and germ-free benefits into their current offerings.