



HYPERVSN has been used to create a variety of experiences for companies and events | Photo source HYPERVSN

## THE WORLD'S FIRST 3D HOLOGRAPHIC DISPLAY SYSTEM

 COMPUTING & TECH

**Creators can choose from ready-made visuals in the HYPERVSN content library, or create bespoke content in its 3D Studio**

Visual technology company HYPERVSN has built the world's first 3D holographic display system. A lightweight, easy-to-install combination of hardware and software, the system brings ideas, concepts and products to fantastical, surprising life. Images appear to float in mid-air. Creators can choose from ready-made visuals in the HYPERVSN content library. Or, teams can create bespoke content in the HYPERVSN 3D Studio. No design skills are necessary. The system's Pro Management Software provides businesses with complete oversight of devices, users and content.

A single HYPERVSN SOLO device produces images up to 75 cm in size. When used in multiples, the SOLO devices combine to form a HYPERVSN WALL capable of displaying visuals of almost any size. HYPERVSN has been used to create a variety of experiences for companies and events including a Nike product launch in Seoul, an installation for Louis Vuitton at Selfridges and a Hennessy event at Roland Garros.

*Selected for the **Createch 2019 Ones to Watch**, produced by the **Creative Industries Council** with the support of **Digital Catapult, London & Partners** and **Springwise**.*

18th June 2019

Email: [info@hypervsn.com](mailto:info@hypervsn.com)

Website: [hypervsn.com/](http://hypervsn.com/)

## Takeaway:

Holographs are applied by a diverse range of organisations for a mix of purposes. Military mapping via holographic images helps improve reconnaissance. Financial security systems already apply holographs in several ways and are likely to expand their use. Retail is another sector making interesting use of holographs. Springwise has spotted [augmented-reality retail experiences](#) using holographic images and [virtual outlets](#) that make starting a business accessible to more budding entrepreneurs.