



Hologram

THIS APP COULD MAKE BRICKLAYING FASTER AND CHEAPER

 WORK & LIFESTYLE

A software company is selling a hologram-creating app to help brick masons

Spotted:

Software company [Fologram](#) is using holograms to revolutionise how brick masons work. Traditionally, complicated brick work is expensive, requiring time-consuming planning and minute control over details. Fologram has produced an app that translates a sketch of an already designed brick project into a hologram that is projected on the work site. By wearing special glasses made by Microsoft, called [HoloLens](#), bricklayers can see the hologram and follow step-by-step instructions to rebuild the sketch in real life.

The app has already been piloted by Tasmanian company [All Brick](#), working with [HoloLens](#). CEO of [All Brick](#), [Colin Barratt](#), who worked with the technology, said it took just [seven hours to complete a job](#). Normally, it would have taken two weeks.

The app is currently available for download on the [Fologram website](#). Access to the program costs \$125 per month per headset.

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Takeaway:

Brickwork is attractive but expensive and time consuming. Several innovations have sought to use artificial intelligence to streamline the process. For instance, there is already a robot arm that **lays bricks faster than a human**. But the designers at Fologram maintain that even the most sophisticated computer vision algorithms cannot match the intuition and skill of a trained bricklayer. A **skilled bricklayer can charge** as much as \$62 an hour, according to industry websites. This app offers new opportunities for brick masons and architects to do more with less.