



# A New Display Holography Studio System for Portraiture and Art Holography

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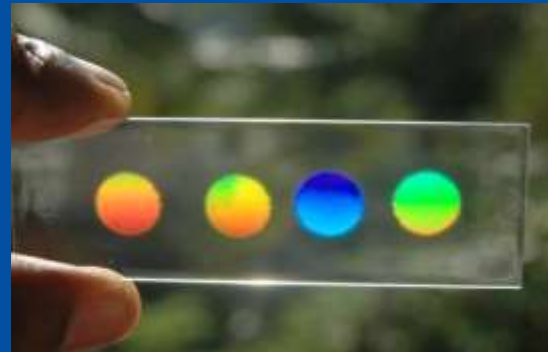
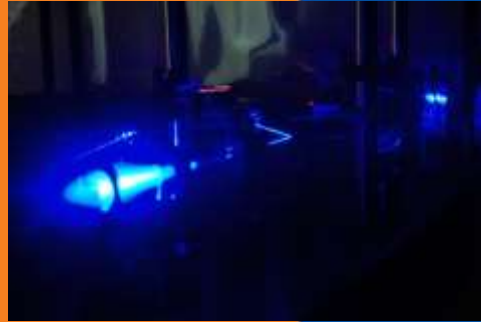
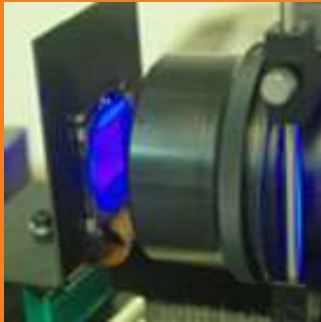
# Memories of Relevance . . .



# Light Logics



# Products



# R&D and Funded Projects

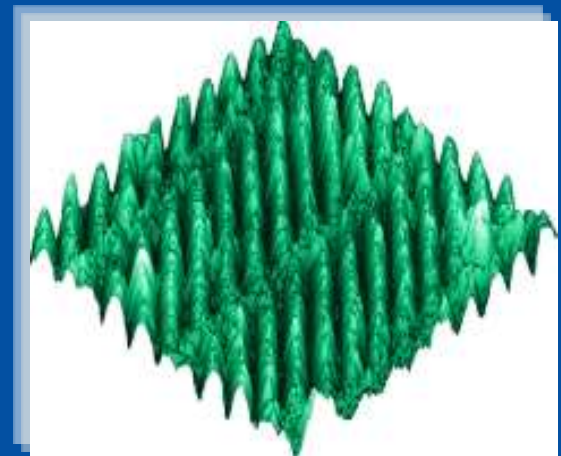




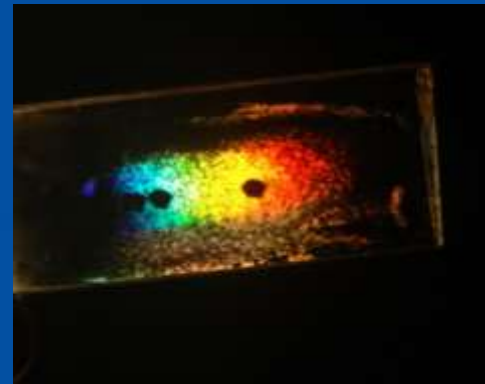
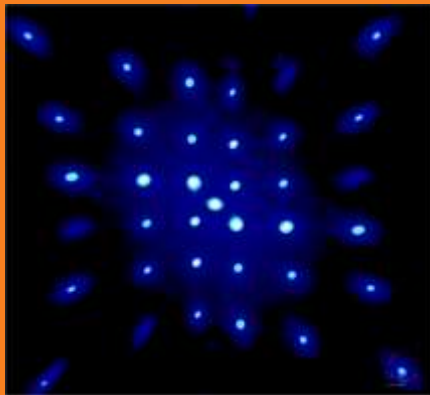
# Holography Innovations – Mind to Market



# Services



# Education and Training



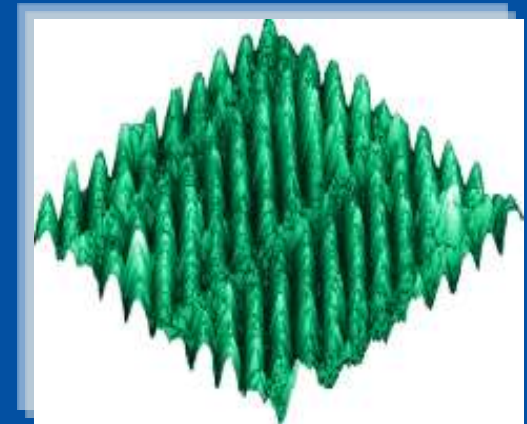
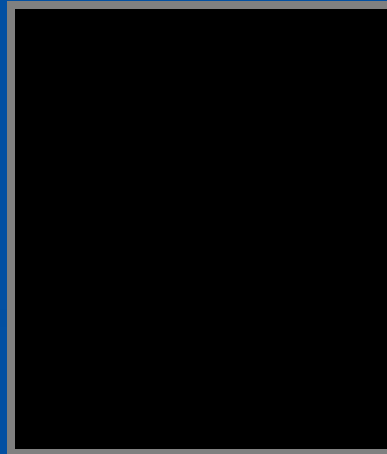


# HOLOGRAPHY –



## Making Micro Structures that Sculpt Light

- Displays
- HOES
- Storage
- Security





# Display Holography



The “wow !!!!” factor.



# Production of Display Holography Machines



Production Machines  
Holography Camera  
&  
Studio System

*Getting detached from my passion ..*

Critically evaluating the market  
for display holograms  
Evaluating existing Production  
Machines  
Raw materials  
Processes  
Entrepreneur (Manufacturer)  
Expectations

# Is there a market pain point?



- Portraits
- Celebrity
- Worship
- Branding (Corporate Logo , Advertisement, Gifts, Printing)
- Art Holograms
- Archiving
- General
- Strategic



# Display Holography

Why display holograms are not very popular?

Why display holography business is not as successful as the security holography?

... irrespective of the “wow” factor.



# Display Hologram – a product



## Technological

Production

Machines

Raw materials

Process

## Market

Demand

Supply

Pricing

Cultural

# Entrepreneur Expectations



- Easy Handling
- Standard Formats
- Customer Comfort
- Delivery Time
- End Product
- Lifetime (Hologram and Machines)
- Machine Downtime



# Observations

Raw materials

- Limited repeatability of recording materials

- No ready to mix bulk processing chemicals

Processes - Well defined

Production Machines

# Available Production Machines -

- Table top based (CW and Pulsed)
- Laser, Head and Tripods
- Field Camera



**Entrepreneur 's expectations on machines, raw materials and process are satisfied only partially**

**Scope for mass production is limited???**





# Business Model

- Deciding on a format (to limit machine freedom)
- Promoting the Machines for 'mass production' of general displays
- Production of specific displays on demand
- Production of film based displays





A Production Dynamics  
based on the Business Model-  
*Online Mastering and Offline Copying*

**Online Mastering**  
**Plus**  
**Minus**

**Offline Copy**  
**Plus**  
**Minus**

# Hardware Design Considerations



Minimum Operator Adjustments

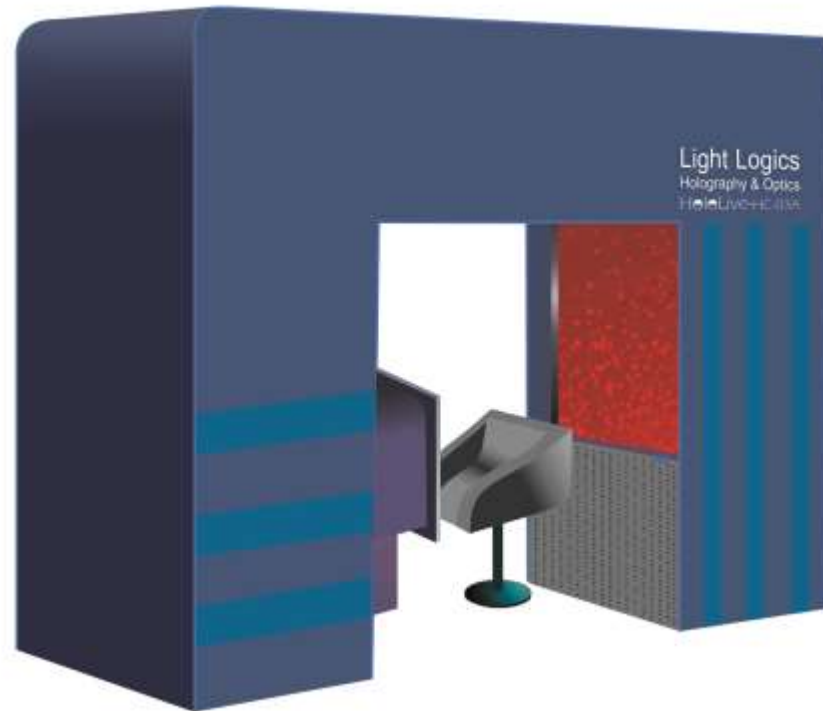
Standard Image Format

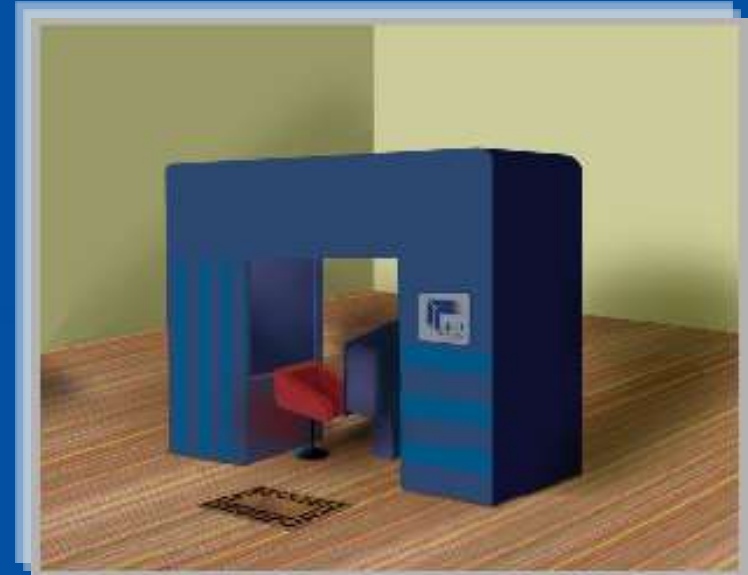
Minimum Consumption of Space

Single Modular Design



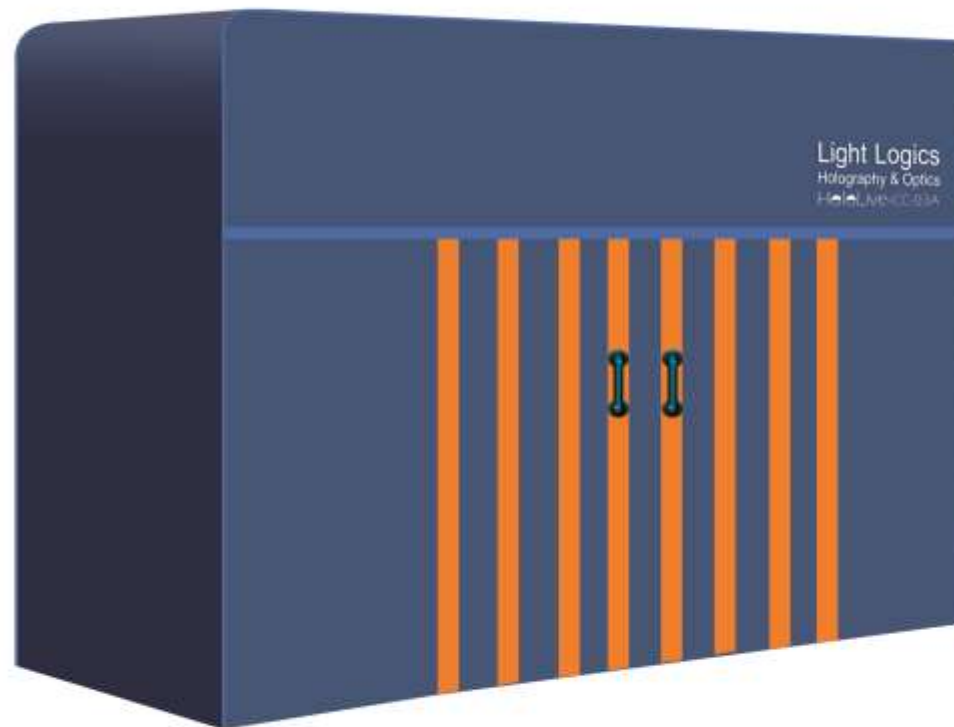
# Mastering Camera







# Copy Camera







# A portrait Recorded





# Plus and Minus

## Plus

- Specific Format
- Single Modular Design
- Minimum Space
- Online Pulsed Mastering
- Offline CW Copy
- Suitable for Metro level Studio
- Off line Bulk Copy Centre (plus the framing) can be away
- Meets Entrepreneur Expectations
- Ready to be marketed as **HoloLive™** Studio System.  
(with standby Laser Support)

## Minus

- Constrained Size
- Limited freedom for Advanced Creative Holography



# Highlights

- Demo Studio is ready
- Tour and Shoot - Studio Rental
- Gallery
  - Single Copy Signed
  - Multi-copy
- In-house Plate Production (negotiations ON)
- A Workshop on Display and Creative Holography in India.



**THANKS**

... a lot for your kind attention

