

**international holographics incorporated**

# DISPLAY HOLOGRAPHY

Display holography is a total involvement concept unique to itself. It is the right product at the right time in a changing technology and a market that is hungry for new ideas. It has all the glamour of a gimmick and all the sincerity of its true scientific purity. Holograms have been in the development stage since 1960 and, with the productization and know-how of International Holographics, Inc., it is now possible to take them out of the laboratory and to the market place. Up until this time, if you were to ask a physicist, "What is holography?", his answer would have been an elongated explanation involving coherent optics and all the technical ramifications of laser light. For our purposes, holography is a piece of film that when illuminated from behind becomes a window to a 3-dimensional view that is for real. The net result is mind-blowing. Actually you can't imagine it—you have to see it!

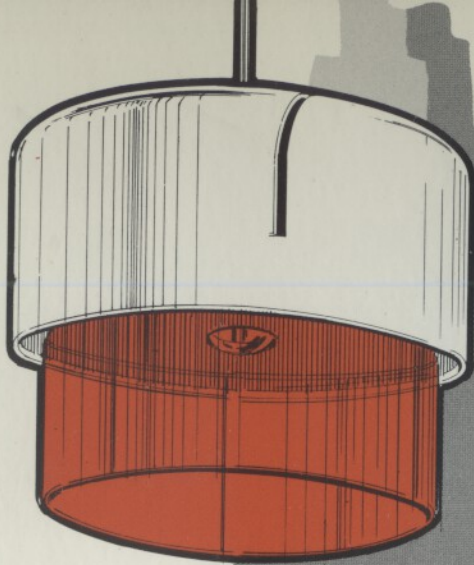
## SO WHAT?

For several years, scientists have been running out of the lab holding up holograms in front of lights to the amazement of each other, but with little thought other than the excitement of their technology. It's been said that holography is a technology looking for a tool or a need. We, at I.H.I., feel we have dramatically bridged the gap between pure science and application. For example, with the concepts of the low level lamp or display stand which makes use of the circular hologram, it is now possible to walk around a consumer product and see it from every side exactly as it was recorded. The immediate effect by the viewer is TOTAL INVOLVEMENT. The soft, low key emulates a distinctive aura all its own. It is evident that there is no other way this could possibly be produced.

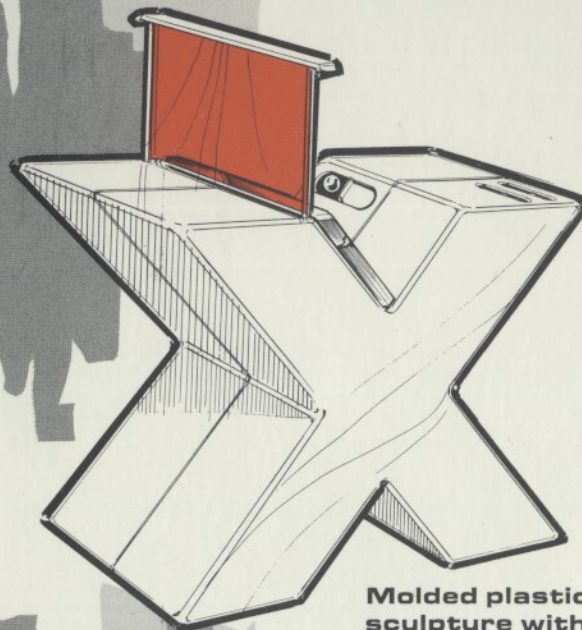
## TAKE ADVANTAGE OF THE NEW SCIENCE

1. Use the total involvement concept to dramatically introduce *new* products.
2. Relate the *new* science to new marketing innovations in your field.
3. Introduce a *new* concept of movement and graphics never before possible.
4. Utilize three-dimensional animation that can take your products into markets never before possible.

TOTAL  
INVOLVEMENT



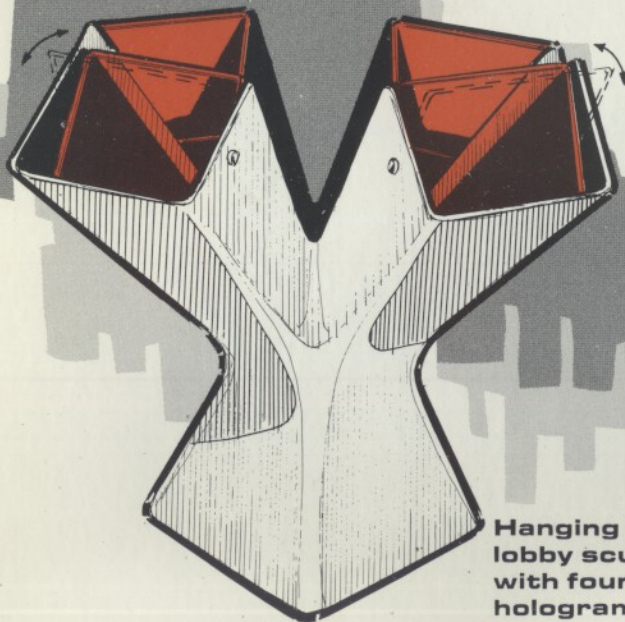
**360° hologram  
mounted in  
hanging lamp.**



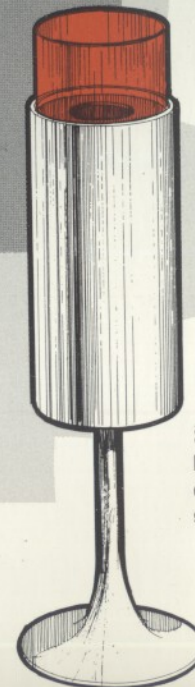
**Molded plastic  
sculpture with  
cassette  
tape player.**



**18" x 24" flat plate  
holograms mounted  
on six foot high  
plexiglass  
sculpture.**



**Hanging or standing  
lobby sculpture  
with four two-scene  
holograms.**

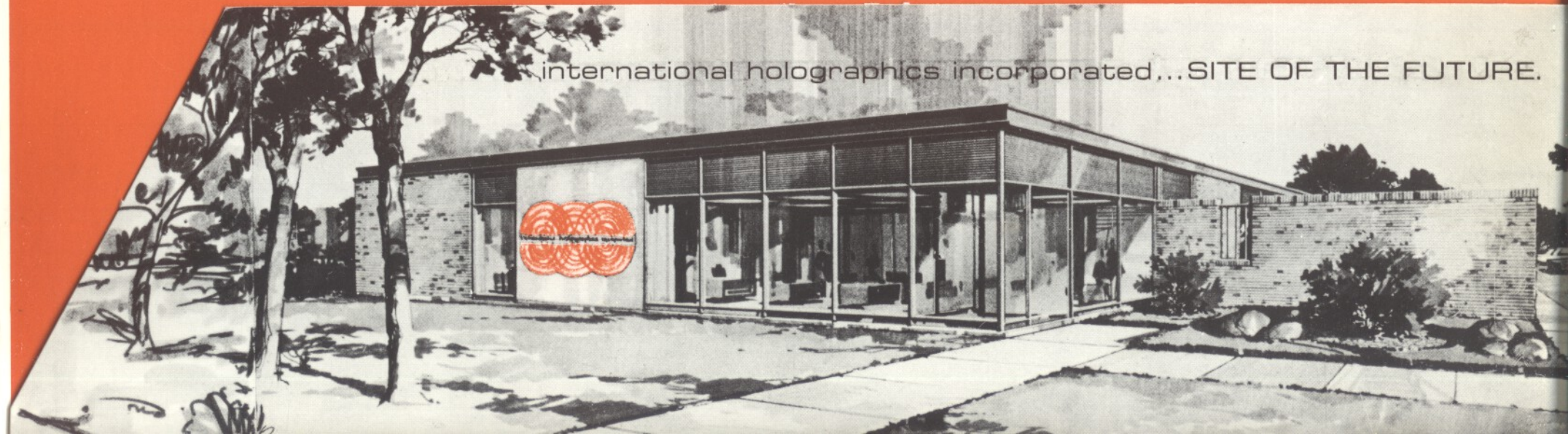


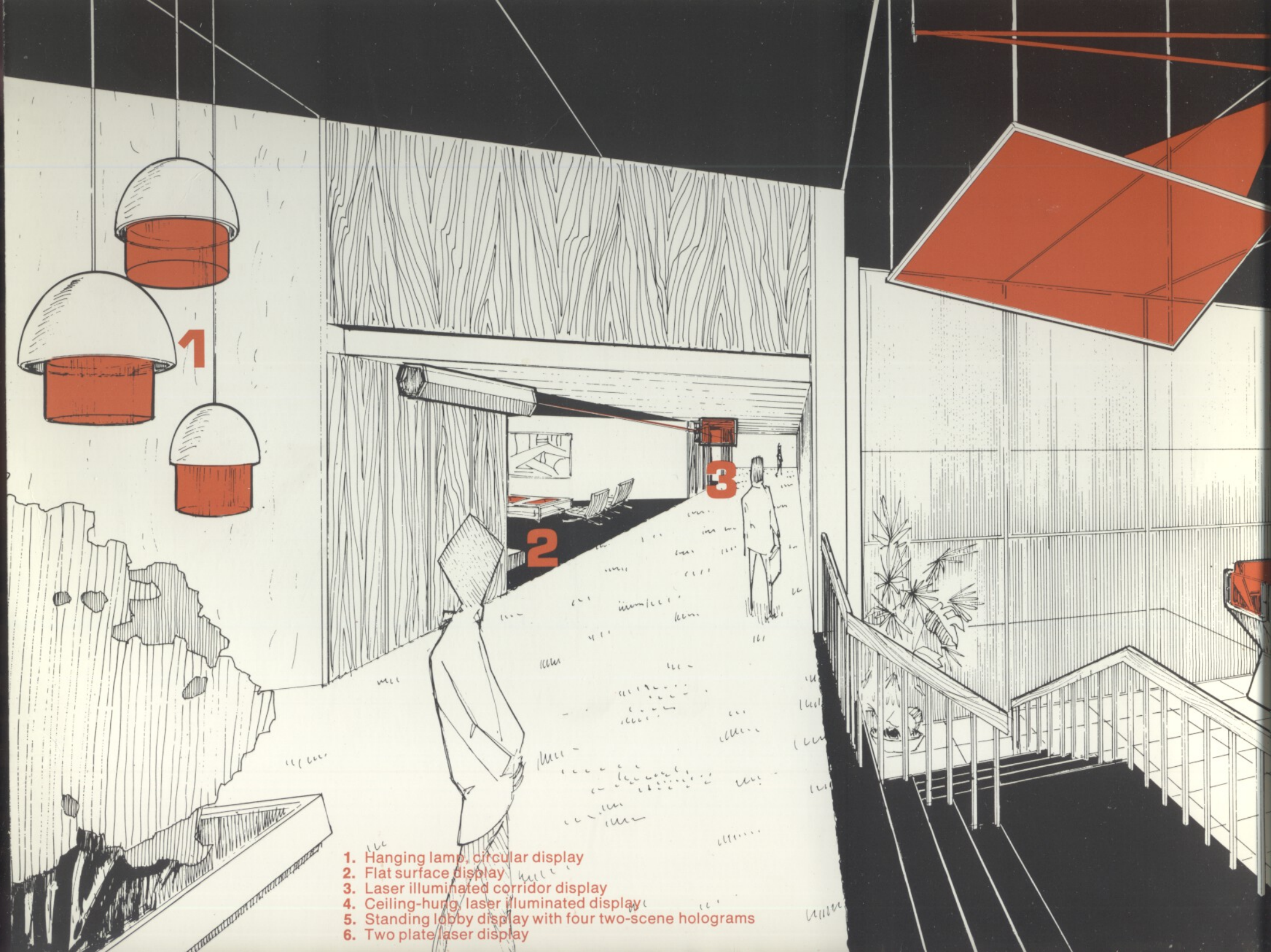
**360° rotating  
hologram mounted  
on contemporary  
stand.**

## OTHER SERVICES:

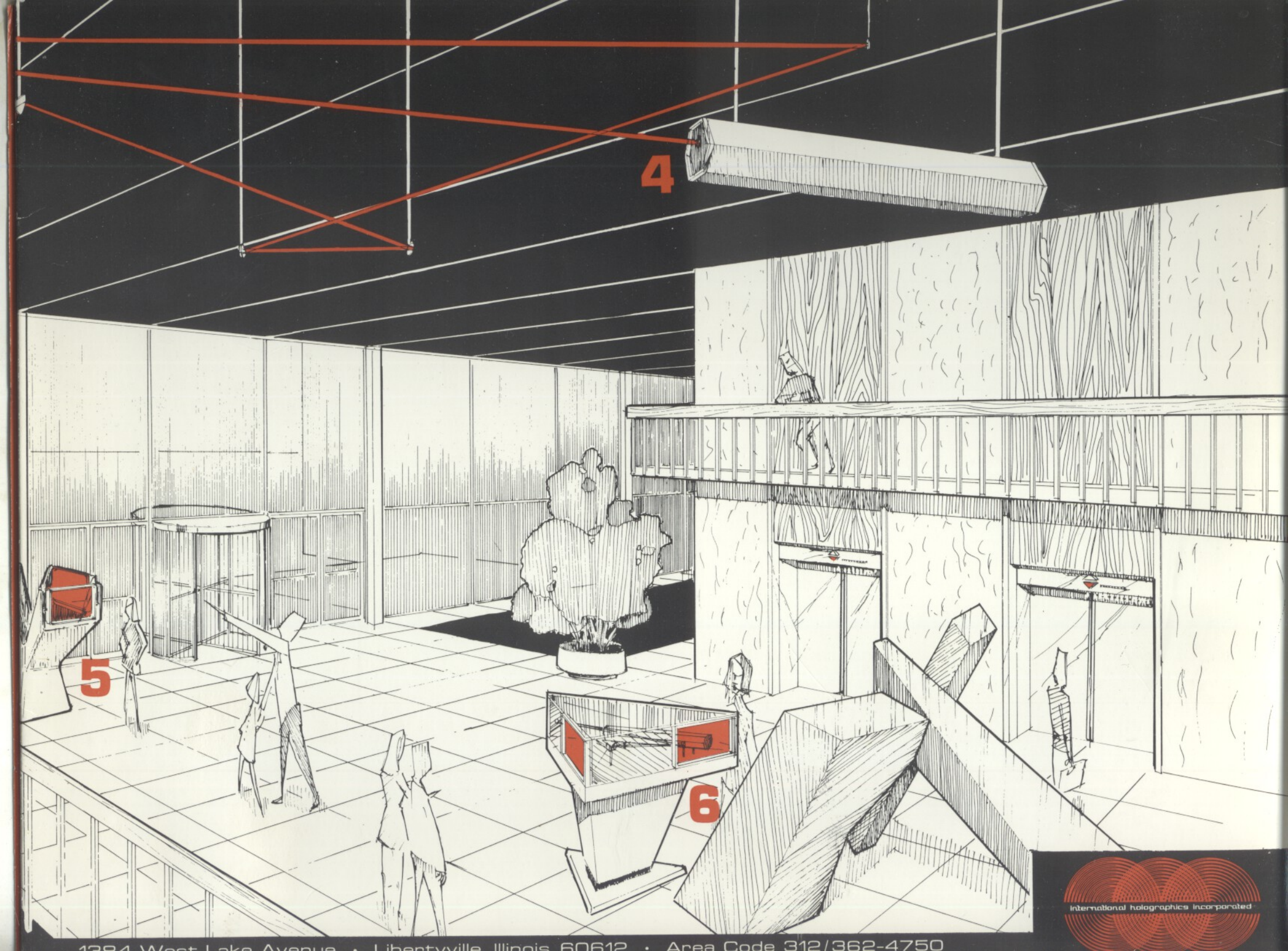
1. software and coherent optics research and development on a joint venture basis or by individual contract 2. holographic information storage and retrieval 3. interferometric studies and analyses 4. holographic microscopy 5. holographic recording materials analysis and processing.

international holographics incorporated...SITE OF THE FUTURE.





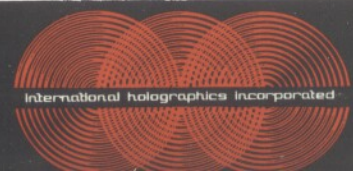
1. Hanging lamp, circular display
2. Flat surface display
3. Laser illuminated corridor display
4. Ceiling-hung, laser illuminated display
5. Standing lobby display with four two-scene holograms
6. Two plate laser display



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