

Opposition to Sega's 'Hologram' Claim

Several American holographers are opposing the trademarking of the word *hologram* for coin operated arcade applications by Sega Enterprises, Inc. (USA), a major international producer of video arcade games. Sega describes its latest game, *Hologram Time Traveller*, as 'the world's first hologram arcade video game', even though it uses non-holographic 3D effects. This claim also ignores Atari's holographic arcade game produced in the early 1980s.

Hologram Time Traveller recently premiered in several thousand outlets across the USA. According to a spokesperson from the company that developed the optical technologies used in the machine, With Design In Mind of Chatsworth, California, it uses customized software, interactive laserdisc, video projection, a dome-shaped mirror and a darkened stage to create 'full motion, full colour...images that appear to move, talk, walk and hover in free space.' However, the game's name and all the promotional materials and signage that accompany the game repeatedly link the term *hologram* with Sega's non-holographic display technology. David Rosen, co-chairman of Sega of America and founder of Sega, is quoted in one press release as acknowledging the contributions of the 'people who made this hologram technology possible.' **Holography News** has already seen newspaper articles that have reported erroneously on the game's 'holographic' visual effects.

Detrimental References to Holograms

In addition to mis-using the word *hologram*,

Sega's press releases contain many damaging references to holograms, such as 'Holograms have been around for years, but have never been used effectively in a commercial application' and '...a true hologram would also be prohibitively expensive to manufacture for a consumer product.'

Gary Zellerbach, holography consultant and co-owner of the DZ hologram giftware company, reports that potential clients have already been misled by the hype surrounding the game. He is concerned that 'this will be another Princess Leia for the holography industry' and intends to oppose the pending trademark application. He will also seek clarification of statements made in the company's literature. Holographer Steve Provence is also opposing Sega's trademark efforts. Among other concerns, Provence is worried that the arcade game's name 'is especially misleading and will confuse the adolescent market - which is our future.' He invites all interested parties to contact him and suggests that anyone who feels Sega's trademark proposal is deceptive should write a letter to the Federal Trade Commission. 'Send one copy to the FTC, one copy to the president of Sega, and one copy to the business editor of your local paper.' The FTC file reference is: Goods/services: Video Arcade Games Series Code 74; Serial Number 156411, filed April 12, 1991. ㄐ ㄐ

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