

# HOLOVISN

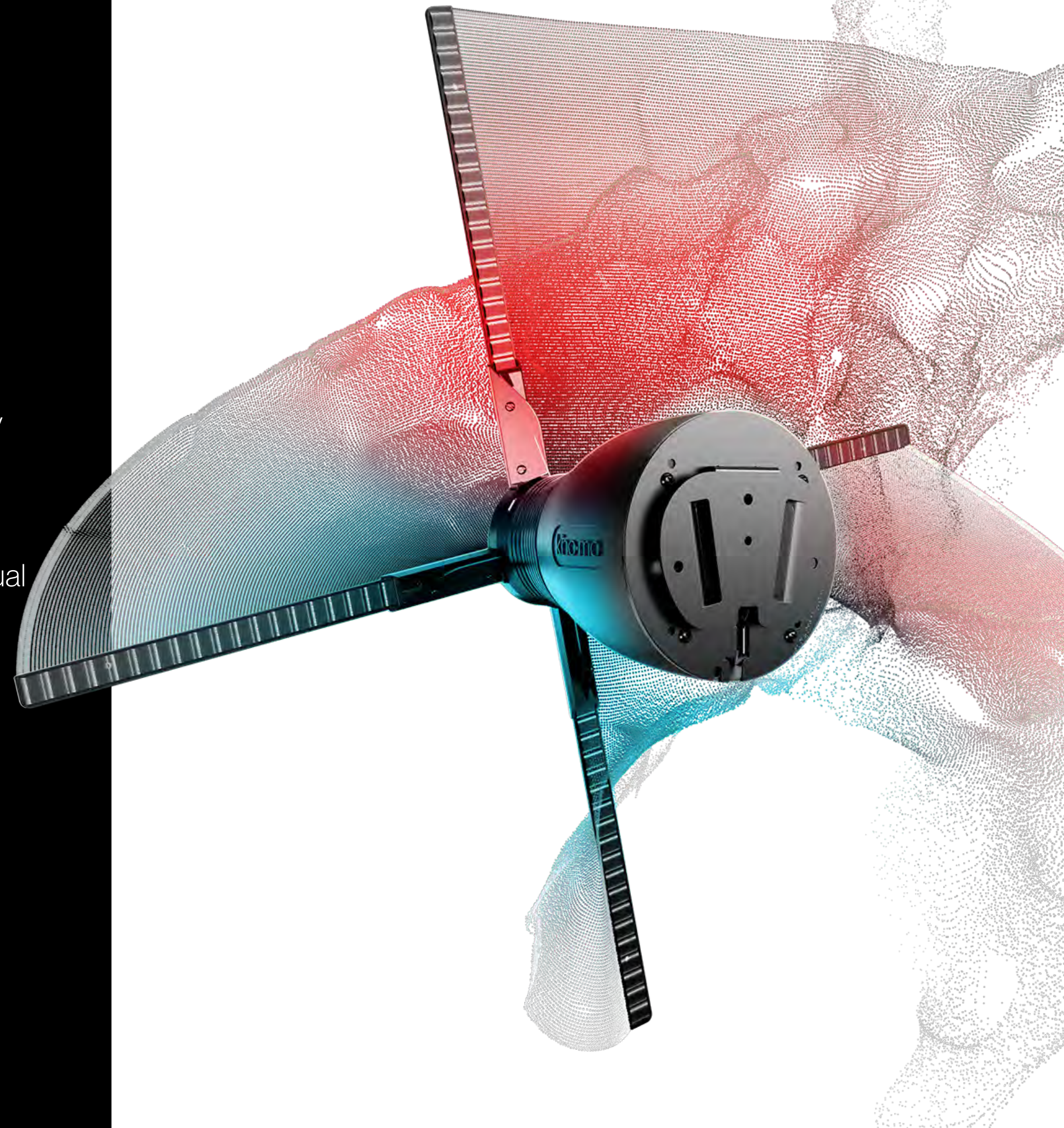
Imagination Redefined.

# HOLOVISN

Our technology partner, HYPERVSN, initially backed by Sir Richard Branson and more recently Mark Cuban.

Our two companies have redefined the concept of visual storytelling. Our technology brings an immersive, engaging, and impactful experience to people.

HOLOVISN devices have been named among the world's most impressive products by BBC, CNN, Mashable & USA Today.



# Where we're going, we don't need roads

The global holographic display market is expected to grow to \$12B USD by 2030 as brands look for innovative ways to engage and create experiences with customers.

Our extensive commitment to research, product development, and marketing has positioned us as a category-leader in the holographic technology space.

# Where we're going, we don't need roads

HOLOVISN offers the world's most advanced holographic technology coupled with a robust content management and data analytics system that allows clients real-time access to change content and gather key data on their clients.



## Our Products

22" / 30" holographic fans with the highest brightness and most reliable fans in the world

Custom Holographic Walls of 6/12/28 fans to make a single holographic image from 7.5' to 18'

Robust content management system allowing us to change the content in real time and target consumers on an individual fan basis

For example, we can serve only Nike or Adidas ads outside of Foot Locker



## SOLO (V) HOLOGRAPHIC FAN

**HOLOGRAPHIC IMAGE SIZE:** up to 56 cm (22")  
**IMAGE RESOLUTION:** 880 px

### HDMI & LIVE STREAMING

Supports 3D & 2D Content, Brightness of up to 3000 nits,  
Interactive Capabilities, Lightweight & Portable

### INTERACTIVITY

Give customers the ability to change and interact with the  
holographic imagery

### SOFTWARE

HOLOVISN proprietary CMS software enables easy and  
secure control of HOLOVISN displays, creation, upload and  
management of 3D content

## SMART (V) HOLOGRAPHIC WALLS

**WALL SIZES:** 6 / 9 / 28 Fan Option  
**IMAGE RESOLUTION:** 1550 x 2170

### HDMI & LIVE STREAMING

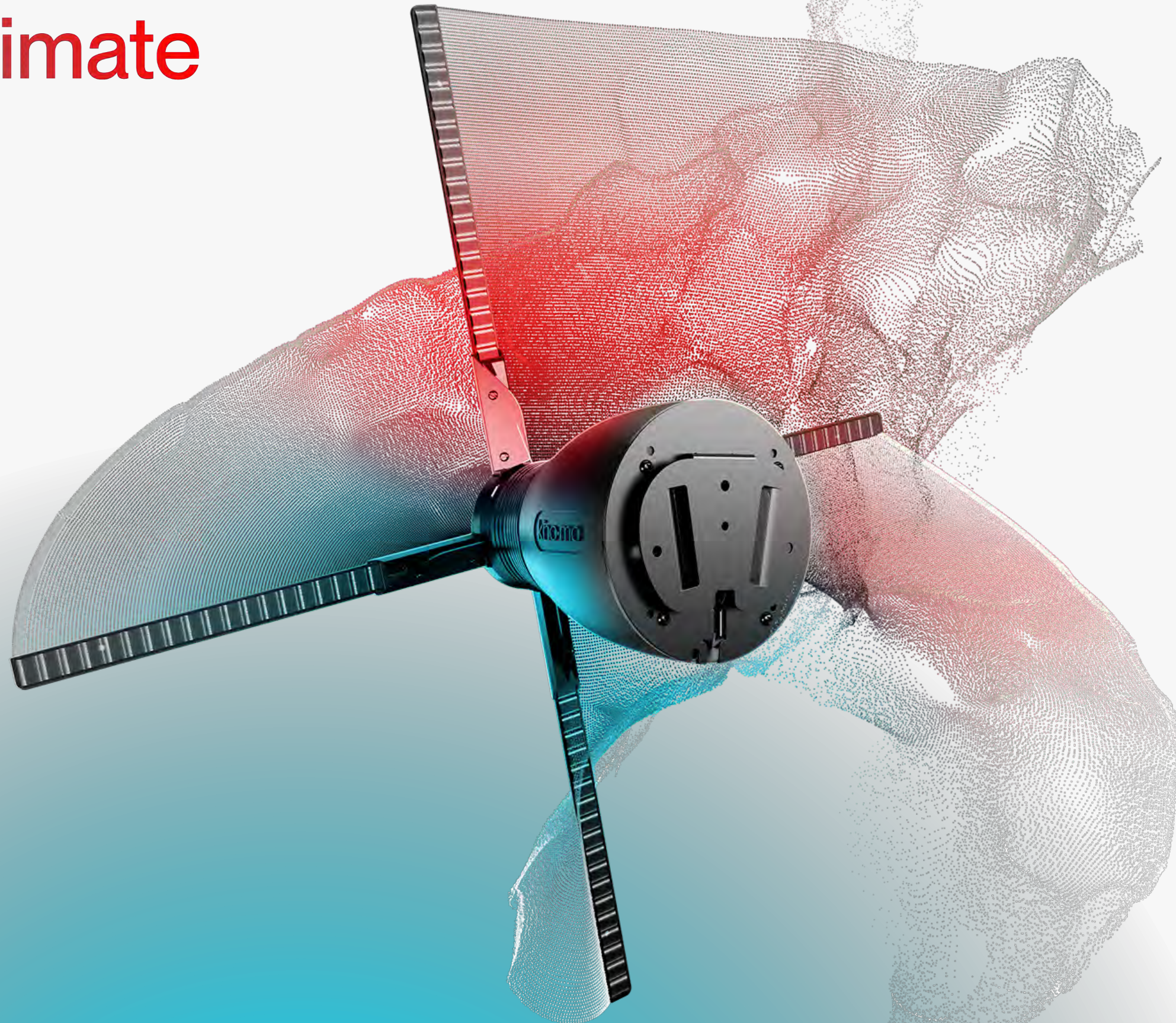
Supports 3D & 2D Content, Brightness of up to 3000 nits,  
Interactive Capabilities, Lightweight & Portable

**We offer short-term, long-term rental, as well as  
outright purchase options**

# Creating The Ultimate Experience

- Increase Point of Sale Purchases by 30%
- Consumer dwell time over 120s+
- Branding Opportunities at Kiosk Display
- QR Code Utilization
- Mobile / Augmented Reality Experiences
- Proprietary Content Development

**HOLOVISN fans cost 70% less than traditional digital advertising**



# Creating The Ultimate Experience

## 3D Modeller

An interactive solution that allows a viewer to actively manipulate the 3D models with their hands. Now you can manipulate, rotate and display 3D models using a touchpad.

## 3D Catalog

SmartV 3D Catalog is a complete, interactive technology solution, giving your audience the ability to virtually manipulate holographic images of your products with their hands!





# Our Locations

**250 + MALLS**

**65+ OUTLETS**

**AND GROWING.**



# Creating The Ultimate In-store Experience

## HOLOGRAPHIC HUMAN

Connect with your audience with the human-sized 3D display solution.

Holographic Human is an all-in-one solution to display life-size 3D humans to demo products, provide information or showcase the latest trends. It is made up of three SmartV Solo L devices set-up in a vertical configuration and synchronized to display human-sized content.

## KEY FEATURES

- Increase human connection
- Revolutionize your display
- Increase message retention
- Personify your brand



# Tradeshows + Events

HOLOVISN has the ability to create dynamic and engaging experiences within the tradeshow and event space. Connect with the audience in a more impactful way by capturing their attention, inspire new ideas and start those conversations to build relationships.

## **AVAILABLE PRODUCTS FOR TRADESHOWS + EVENTS:**

Solo Unit Fan / Kiosk

3x2 Tradeshow Wall

4x3 Tradeshow Wall

3D Holographic Human



# Case Studies

## CASE STUDIES

**CHALLENGE**

Coca-Cola set out to strengthen brand awareness and increase sales of their dairy product Santa Clara in Mexico.

**SOLUTION**

50 HOLOVISN devices were installed in 25 branches of Mexico's biggest cinema chain, Cinopolis. Awe inspiring 3D holographic visuals of the Santa Clara product offering were displayed at eye level at point of sale.

**RESULTS**

**12% INCREASE IN SALES OF SANTA CLARA.** Directly compared to other Cinopolis branches where HOLOVISN devices were not installed.

**90% OF VIEWERS STOPPED FOR AT LEAST 15s.** Conventional advertising engagement lasts for an average of 8 seconds. HOLOVISN captivated audiences for double that time.

**88% OF THE 16K VIEWERS SHOWED THE EMOTION OF HAPPINESS.**

The AI algorithm identified a delighted facial reaction (interpreted as an emotion of happiness) from 88% of the audience.

## CASE STUDIES

# P&G

## CHALLENGE

To reach their goal of growing net sales for men's consumer goods in the CIS region, Procter & Gamble partnered with HOLOVISN.

## SOLUTION

With HOLOVISN innovative 3D holographic technology and compelling custom visuals, Procter & Gamble boosted brand awareness directly in stores.

## RESULTS

The results of this specific study that used HVSN visuals of P&G men's care products in one of Eastern Europe's leading retail chains allowed Procter & Gamble to achieve Key Performance Indicators (KPI's).

The two men's care products that the HVSN advertisement promoted saw an increase in in-store sales by 31.4%, an increase in turnover by 23.4%, and a rise in customer acquisition by 35.3% in only a month long campaign.

**CASE STUDIES****CHALLENGE**

Looking to increase their sales of new cold drinks, Starbucks partnered with HOLOVISN and installed Solo M holographic fans at 4 Arla Foods grocery stores in Norway for one month.

**SOLUTION**

With HVSN innovative 3D holographic technology and compelling custom visuals, Starbucks boosted their cold drink sales over the period of time that the HOLOVISN fans were installed in the location.

**RESULTS**

The cold drinks advertised with HVSN technology saw a sales increase of 4 times compared to the same period without HVSN. Senior Regional Commercial Manager for Arla Foods described HYPERVSN as "Visually very attractive and eye-catching" and commented that "HVSN holograms provide documented sales increase."

## CASE STUDIES

# base:

## CHALLENGE

Base Sports and its 254 locations throughout Spain have partnered with HOLOVISN, intending to use their eye-catching technology to increase the number of people entering their stores.

## SOLUTION

20 HOLOVISN devices were installed within 10 Base Sports stores by an authorized reseller Publigrama.

## RESULTS

During a 3 month campaign, 1 million people saw the devices, and Base Sports saw an 18% sales increase of the products showcased by HVSN. Following the 3 month campaign, Base Sports decided to synchronize their units into an HVSN Wall 2 at each store.



**CASE STUDIES****CHALLENGE**

Looking for an innovative way to celebrate the 50th brand anniversary of Volkswagen and the Jetta GLI, Volkswagen Mexico partnered with HOLOVISN to increase customer engagement, attract local media attention and track audience reactions and demographics.

**SOLUTION**

Authorized reseller Parko Publicidad installed a HOLOVISN Wall at multiple shopping malls in Mexico City for one month.

**RESULTS**

Independent agency, Smart Deeds, found that people spent 13.9 seconds looking at the devices on average and 90% of the total 10,000 viewers expressed happiness when looking at the HVSN walls. After the 1 month campaign, Volkswagen Mexico commented, "HVSN pushed our brand reputation to new heights it truly is the future of visual marketing."



# JOIN OUR PARTNERSHIP NETWORK

[w] [www.holovisn.com](http://www.holovisn.com)  
[e] [sherry@repandrepeat.com](mailto:sherry@repandrepeat.com)  
[c] 631.839.4345

