



## **YOUR 3D EXPLORER**

We see the world around us in three dimensions (3D). However, most of the media that we experience around is in two dimensions (2D). The shift from 2D to 3D media viewing always brings better attention and an immersive user experience. The technology is making rapid advancements to be able to provide an immersive experience for experiencing different types of media. Some buzzwords in the 3D ecosystem are virtual reality, augmented reality, stereoscopic 3D, holographic 3D, 3D television, 3D glasses, etc. Various immersive 3D technologies at the consumer end are yet in their nascent stage. That is also the reason many of these technologies are still quite expensive for an affordable consumer experience.

At HOLOFIL we are trying to address the issue of making 3D technologies affordable, while providing an amazing 3D viewing experience for the viewers. Targeted towards small and medium scale businesses and consumer markets, HOLOFIL device creates a 3D holographic illusion using a special projection technique.

HOLOFIL's solution involves two aspects, the hardware and the software. HOLOFIL uses a specially designed and engineered device to project specially created 3D visualizations. The software aspect involves specially created videos mapped for this device's specifications, which when projected into the device creates the perfect 3D illusion. We envision to have HOLOFIL device at different small scale businesses and consumers for branding, product promotion, marketing, and unique user experiences during demos, exhibitions, and talks. We also envision HOLOFIL to act as a display for visualizations of 3D scientific data-sets in many fields of sciences. The possibilities are endless as there is a lot of 3D data out there in different industry verticals, and there is always a need for visualizing this data in a more realistic way that gives a better visual experience than just plotting it on a two dimensional flat screen, in the traditional way.

Making the transition from 2D to 3D is equally challenging. One of the foremost challenges is whether the consumers are ready to adopt such technologies, because 2D technologies seem to be just doing fine in conveying the necessary information, and also seems to be improving

rapidly with better resolution HD displays available for affordable prices. Unshackling the mindset of being happy with the information being conveyed in 2D form, versus the information getting conveyed in a more realistic 3D form is the biggest challenge facing any 3D technology. So, the ability to look at technology adaptation from luxury to need based is crucial for widespread adaptation of various 3D technologies.

HOLOFIL has global ambitions with the aim to provide the solutions pertaining to making 3D content accessible through its hardware and affordable software. The ambitions can be realized only by having collaborations in different regions. Having been designed and developed in Amsterdam, Netherlands, HOLOFIL's natural expansion is happening into the European market with different clients, collaborations, and partnerships. The next aim is to enter into the US market. Preferred Depot, will act as the collaborator to enter into the US market. Preferred Depot has expertise in providing a launchpad to companies outside US for a soft landing into the US market. Preferred Depot will promote HOLOFIL in the US market through its existing network and connections. HOLOFIL understands the Dutch market pretty well having been in the Dutch market since its inception, and would in turn provide promotional support for Preferred Depot to get suitable clients through suitable means. Thus, HOLOFIL and Preferred Depot have a great opportunity to help each-other, with a mutually beneficial relationship.

We are living in an exciting era where technology has allowed us to make rapid progress in the merger of virtual vs real life experiences. With the advent of 3D technologies our experiences in day to day lives are going to be much more immersive and transformative, compared to the traditional experiences using the two dimensional (2D) media. We at HOLOFIL want to be a part of this exciting journey and contribute towards making this progress happen.

