

My innovative development "Natural Hologram Projection" is quite an interesting product for both sellers and customers of stores.

It allows you to use sensors to track the movement of the consumer's hands and thus interact with holograms. Interaction consists of two stages:

The first stage – the consumer interacts with the holographic projection of the familiar information Board in a brighter and more innovative format.

Thanks to ultra-sensitive sensors, the system responds to any, even the lightest touch. The consumer can easily find the information they are interested in, check the availability of goods, get acquainted with the program of the institution, while the logo of the advertised brand constantly gets into their field of vision.

The second stage-when the consumer has selected the product they are interested in, an interactive hologram of this product is launched. For example, if a young person came to buy a soccer ball in a sports store, then selecting this ball will open a game with which the consumer can not only view the ball and all its characteristics, but also try to score a goal with it in a virtual goal. With this system, any showcase can turn into a full-featured sales channel, whether it is a showcase of a car dealership, a Bank, or a stand of a yogurt manufacturer.

This technology can be used for the "promotion" of a new product, because, first, the consumer will appreciate the innovative approach of the manufacturer, and secondly, will be grateful for the unobtrusive presentation of information and time savings, and, third, will receive a lot of positive emotions.

The construction of systems of Natural Hologram Projection Equipment

The Natural Hologram Projection system is built on the "four pillars": the control computer, the player, switches and delivery devices, and display devices (projectors).

Control computer

The software installed on your computer processes video, image, flash, and HTML files and creates content intended for broadcasting. The software allows you to receive reports on your work, create a schedule for airing videos on the projection, schedule automatic updates, and set the display mode for advertising and entertainment information for certain areas of the holographic screen.

Network player

The player is intended for storing and transmitting information created using the software. The use of the player is mainly caused by considerations of economy and reliability: it allows you to reduce the cost of building and using the Indoor TV network, since it runs under the free LINUX OS, consumes no more than 5 W of electricity (a standard PC consumes about 100 W) and does not require constant operation of the control computer. The player has the ability to update content over a LAN network.

Switches, and means of delivery

Switches provide distribution of video signals over communication channels, and delivery systems allow you to use physical media (cables, air, etc.) to deliver content from the source to the display device.

Display devices

A Natural Hologram Projection network can contain several dozen projectors. NHP projectors will perfectly cope with even the most complex holographic models, whether it is a car or a small jar of yogurt.

Unfortunately, due to the high cost of equipment today, the program can only be implemented if large companies are interested in this project.

Without a serious flow of Finance, development can remain only an innovative idea for many years, being embodied only in the dreams of the future of cyberpunk in the minds of science fiction writers.