

FAQs

Are these actually Holograms?

No not in the true meaning. They have the futuristic appearance of a hologram without the need for large installations of mirrors and screens. Customers we spoke to assume this is a true hologram

Did I see a Hologuide at Luton Airport?

No, what you may have seen is called a virtual mannequin. A similar solution visually which simply repeats its message on loop with no verbal interaction, flexibility or promotional benefit.

Have you installed many of these?

After 2 years of continuous development and investment we are now about to launch the LiveWall and Hologuide to a select number of retailers. This solution globally is absolutely unique and early adopters will share enormous PR benefits. Hologuide has been deployed in a Shell Gas Terminal where it performs 45 training sessions a day. This installation has been nominated for an award by POPAI

Who are the people on your products, can we use our own?

Absolutely, the characters whether catwalk models, greeters or well know faces can all be integrated into the system. This means the general public can have a real conversation with for example Kate Moss without Kate Moss even being there. This connects customers to brands like never before.

Whats coming down the line?

We are already working to add gesture, this would mean you could point to an object/project and be provided information.

We are going to be adding RFID so in bringing a product to livewall the stock can be checked and alternative or complimentary products offered.

Barcode recognition to direct people into the store and use a smart phone to redeem an offer for example

Does extra features mean new hardware?

Not at all, your system is build on the Android operating system and is completely expandable without even an engineer calling to site. We feel that if you are paying an annual software licence then you get automatically get everything. Licence fees pay for continued investment in R&D. This ensures our clients remain a step ahead always.

What if something goes wrong, who installs and maintains?

We are thrilled to have Toshiba Tec worldwide as our our install support and maintenance partners. Toshiba, now the worlds largest retail tech supplier are constantly reviewing our products in order to ensure we are offering only the best.