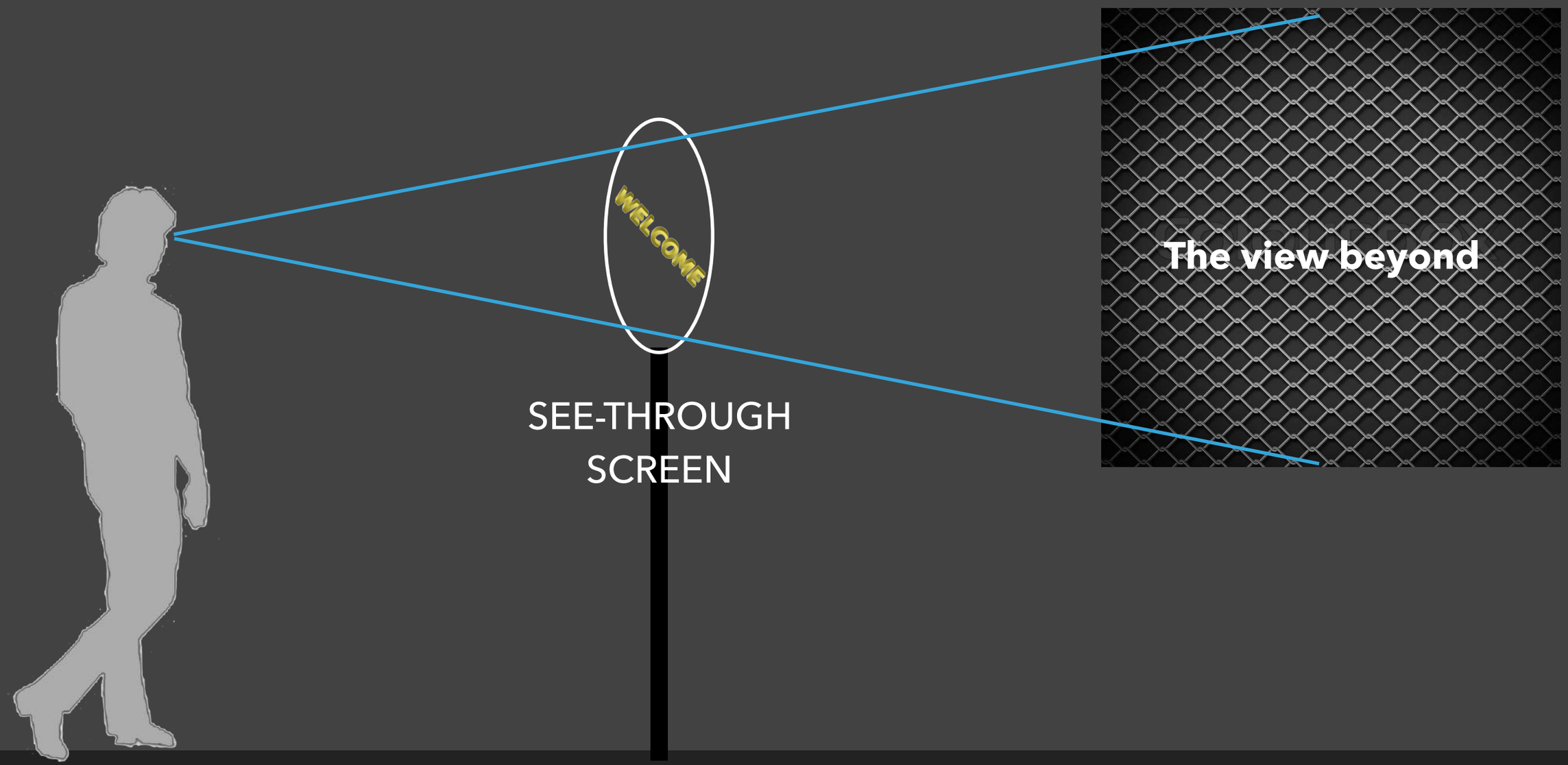
FLOATING VIDEO ‘HOLOGRAMS’

CONSIDER THE VIEW BEYOND

THE FURTHER THE VIEW – THE BETTER THE EFFECT



To surprise viewer with imagery floating in mid-air, consider the distance and details seen BEYOND the screen. The imagery is created to maximize the surprise of seeing beyond the screen. Is the view across the room or across the exhibit? This is ideal, as the viewer realizes the display is truly floating in mid-air.

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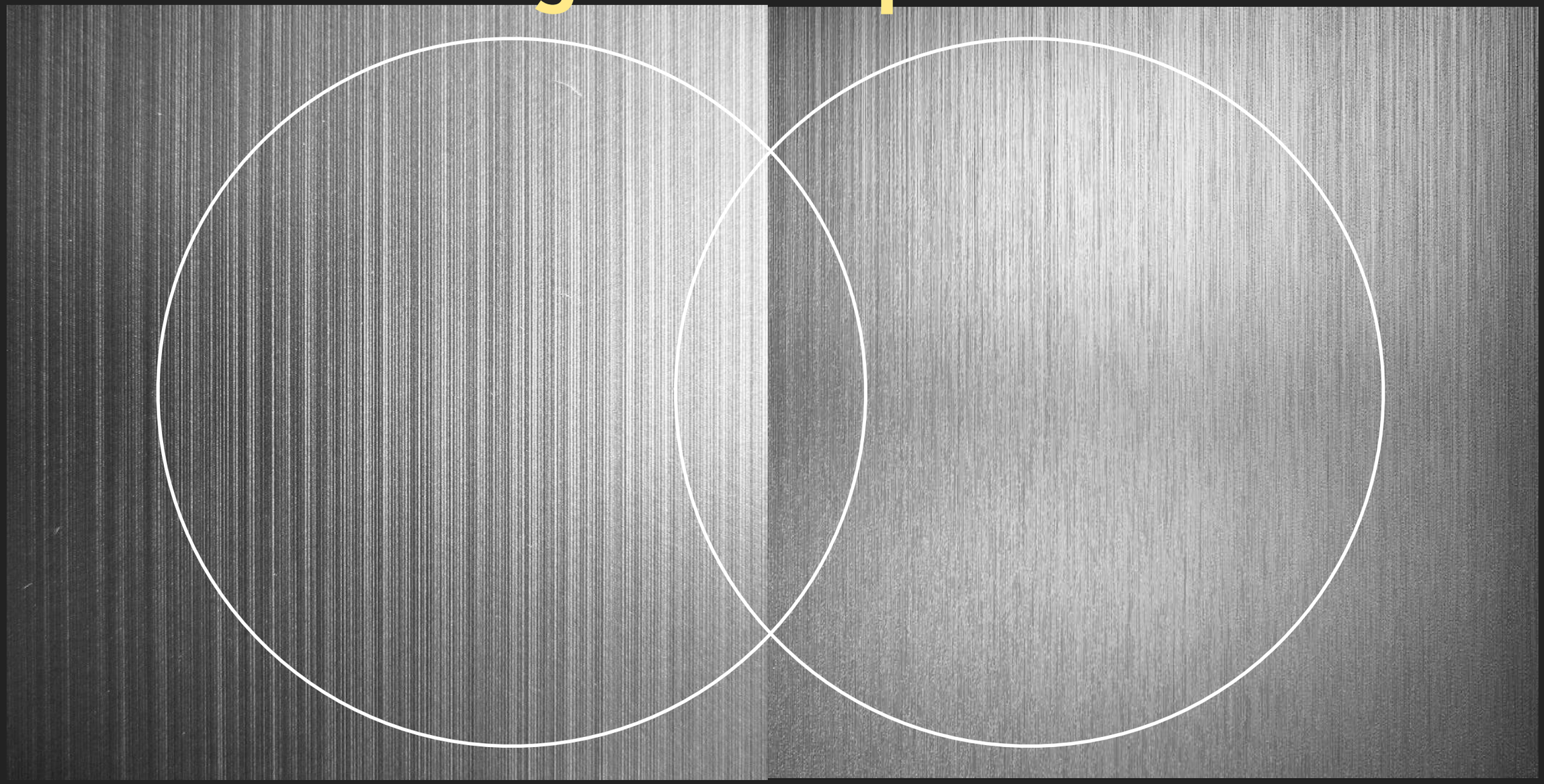
FLOATING VIDEO ‘HOLOGRAMS’

If the distance beyond the screen is close-up, visible textures and details will help the viewer ‘see’ the floating effect.

Drapes, or decor items, are good to help the imagery stand out.

A painted, or printed, backdrop will help the viewer spot the floating effect. If the backdrop imagery has some vertical lines or characteristics, the viewer spots the distance between the back and the floating imagery as they move and watch the display.

IDEAS for backgrounds - prints and textures



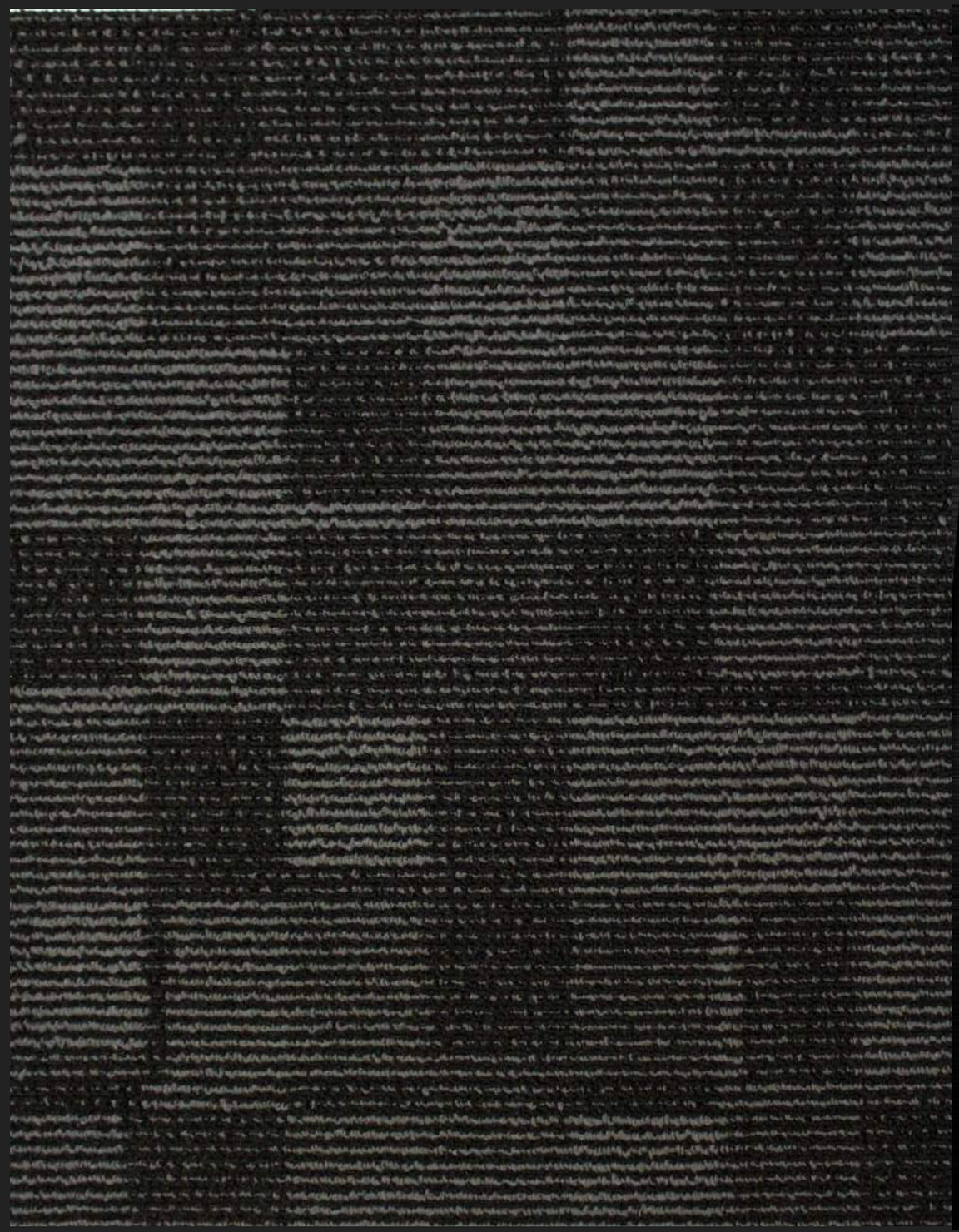
FLOATING VIDEO ‘HOLOGRAMS’

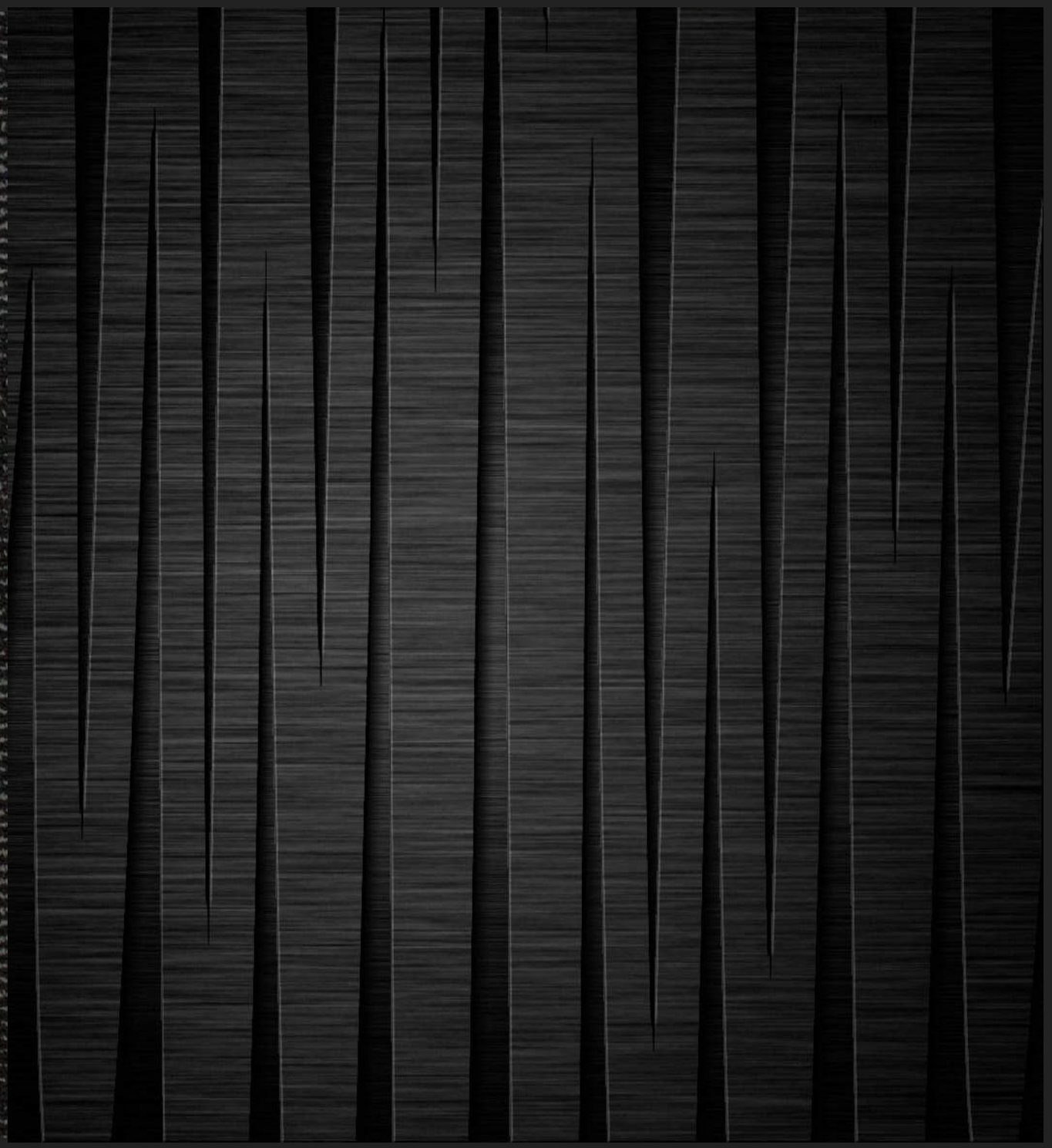
Decor, textures, printed backgrounds

help viewer notice the distance BEYOND the ‘hologram’

FLOATING VIDEO ‘HOLOGRAMS’

Hypervsn Background Ideas - prints and textures





FLOATING VIDEO ‘HOLOGRAMS’

Hypervsn Background Ideas - prints and textures

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