

Holografika in expansion bid

HUNGARIAN IT specialist Holografika is making its return to GITEX TECHNOLOGY WEEK after a successful showing last year that helped boost its visibility in the Middle East market.

The company, which develops proprietary holographic technologies and HoloVizio 3D displays, is aiming to impress show-goers with its latest state-of-the-art 3D display system. The standalone, glassless unit is dedicated primarily for the promotional, event rental and digital signage markets.

Tibor Balogh, CEO and Founder of Holografika, says the company's attendance at GITEX is designed to help it reach out to prospective channel partners and customers that wish to strike up local partnerships.



Holografika will show its 3D wares.

“We get a growing number of enquiries to be present in the Emirates’ prestigious estates, hotels, new buildings and shopping malls and we are ready to come here to establish business partnership and presence with our high-end 3D solutions in this very important region for us,” promises Balogh.

Holografika isn't only using GITEX TECHNOLOGY WEEK to showcase its 3D display system. The company will also be putting other cutting-edge products from its technology range on show, including its camera-based 3D model viewer. The camera allows visitors to interact with 3D objects using their hands.

The Budapest-based company's current product line-up includes monitor-type 3D displays for professional users in the medical, CAD, security and 3D phone platform sectors, as well as the gaming industry. It has also recently developed a leading edge, collaborative 3D-displaying system. The 72-inch system is designed for applications in oil and gas exploration, telepresence, simulation and the entertainment sector.