

Holografika Launches 30” Light Field Display at IBC 2012

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by: [Chris Chinnock](#)

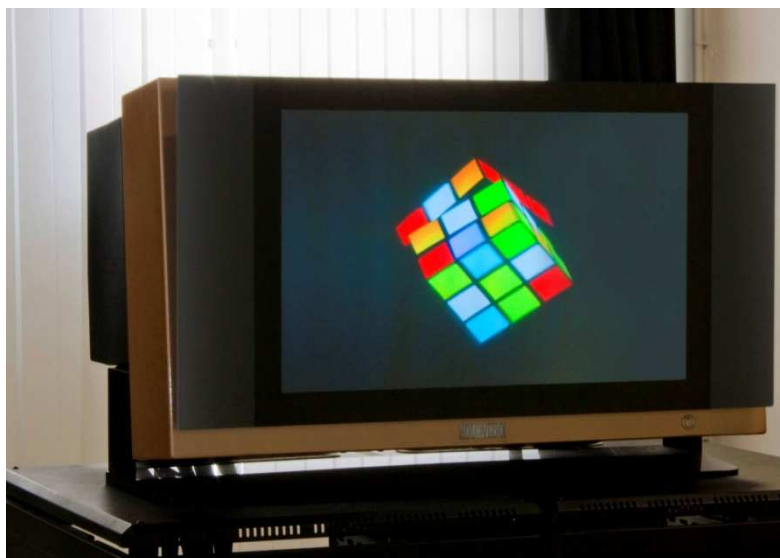
3D Displays – Glasses-free –

[Holografika](#) (Budapest, Hungary) used IBC 2012 in Amsterdam to launch a new 30-inch HoloVizio monitor. The HoloVizio 80WLT display uses Holografika’s proprietary light field display technology to produce natural 3D view.

Light field displays create pixels that emit light differently in various directions. Holografika’s approach is to use a series of miniature projectors illuminating a special holographic screen which diffuses the light horizontally. The light coming from any pixel is therefore made up of components from a number of projectors.

The new 30” offers total freedom in viewing experience, with continuous horizontal parallax in the entire field-of-view, even allowing viewers to look behind the objects. Unlike conventional multi-view autostereoscopic displays, there are no sweet spots, no invalid zones or repeated views, no ideal viewing distance. Viewers can be anywhere in front of the display.

The 3D image is built up from 73 million pixels provided by the microprojectors with RGB LED illumination. While Holografika did not verify it, we believe this monitor uses 80 microprojectors, each with 1280×720 resolution. That’s because the resulting image is about 1280×720, so you can see how many pixels are needed to provide a somewhat continuous image over a 170-degree angle. Monitor brightness is speced at about 300 nits with a color gamut of about 115% of NTSC. The monitor has 20 dual-DVI inputs to create the bandwidth needed to feed this amount of 3D data. It comes with a preconfigured PC/cluster.



Holografika HoloVizio 80WLT 30-inch Monitor

The 80WLT monitor is intended for professional markets, like medical, scientific applications and where collaborative 3D visualization and authentic full-reconstruction of 3D data is a minimum requirement. The first units of HoloVizio 80WLT will ship in January 2013.

The development of the display and the related technologies was partially supported by the 3D VIVANT European FP7 project. The project investigates the possibility of using different technologies for capture and display of 3D content (www.3dvivant.eu).

Tibor Balogh, CEO said, “Full-angle view is a milestone again in 3D technologies. The image that does not disappear, 3D objects that are solidly there as you walk around, give an unprecedented level of reality. The hologram-like 3D visual impression is different and this is what people expect in the future.” –*Chris Chinnock*