Press Release

pronova
Projektions Systeme

World premiere at ISE 2008: the new HoloPro™ 4 -
G+B pronova GmbH present their new 0.2 mm technology

Sorry, but our new 0.2 mm technology shows every detail.
Even we can't improve the content of pictures – but our new technology gives you the most brilliant holographic projection screen ever for displaying them – with 16 million holographic optical elements per square metre. At the same time, the new technology enables a completely colour-neutral picture.
The manufacturers present their latest masterpiece at the Integrated Systems Europe fair in Amsterdam.

Ten years after the first HoloPro™ screen was developed and produced in Bergisch Gladbach, the time has now come for HoloPro™4. The new generation of holographic projection screens was created in the course of many years of research and development cooperation between pronova and the Cologne Technical College (Fachhochschule Köln). "The reduction of holographic optical elements to a diameter of 0.2 mm brings us into dimensions that are smaller than pixels on a computer monitor", explains Martin Kischkoweit-Lopin, CEO of G+B pronova GmbH. The impressive result of this miniaturisation is an unprecedented richness of detail and a considerable improvement in colour neutrality, homogeneity and brilliance of projection quality. The number of HOEs was also exponentiated: in HoloPro™4, according to pronova, there are more than 200 times as many HOEs as in previous versions.

The company has a further innovation ready to present at the fair. "For the first time, it is possible to illuminate HoloPro™ films that are larger than 1.6 m in size in one go, meaning that we can make vertical projections that are as big as people", Kischkoweit-Lopin continues. To demonstrate the versatility of their product line-up, pronova have prepared some very imaginative applications for their visitors at the fair, such as the "Living Mirror", a 1.8m HoloPro™ screen that becomes a transparent, multimedia mirror by means of a camera and projection technology. A large-format 16:9 screen generates high-resolution HD projections and video games in a cosy lounge atmosphere, and an interactive HoloPresenter with an i-PrOS touch screen will be providing some relaxed entertainment.

Most of the screens being shown at the fair will already have the new 0.2 mm technology. In order to emphasise the advancement in quality of HoloPro™4, pronova will be demonstrating a moving HoloSign picture showing the transformation from the old technology (rhombus-shaped HOEs) to the new 0.2 mm HoloPro™ technology.

The HoloSign "Eyefire"

Pronova have also prepared a small work of art for their visitors at the ISE. The installation "Eyefire" by Michael Bleyenberg has been copied on a scale of 1:10. "Eyefire" is the 16-metre-high façade design of the Deutsche Forschungsgemeinschaft in Bonn, which was transformed into a glowing work of art with HoloSign. HoloSign glass screens diffract white light into its spectral components. In this way, richly colourful motifs appear on the façade that change depending on the angle the viewer sees them from. The colour effects are hardly visible from the rear side; the screens remain transparent. Unlike any other holographic application, HoloSign does not require a projector, instead using daylight or room lighting to illuminate the motifs.

You will find G+B pronova at the ISE in Hall 4, Booth R46.