



# HOLOGRAM USA



## CASE STUDIES

**Rolling Stone**

## Whitney Houston, Buddy Holly Return: Inside the Celebrity Hologram Trend

BY ANDREW LEONARD | December 4, 2015



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**VANITY FAIR**

## A Judy Garland Hologram Will Tour the World in 2017

OVER THE RAINBOW | APRIL 29, 2016 1:06 PM



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## R&B Icon Jackie Wilson Hologram Tour Coming in 2017

12/22/2015 by Gail Mitchell



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## Liberace Hologram to Tour World

BY JON BLISTEIN | December 19, 2014



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**BBC NEWS**

Entertainment & Arts

## Patsy Cline first Country star to return via hologram

23 June 2015 | Entertainment & Arts



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**The New York Times**

## Andy Kaufman and Redd Foxx to Tour, Years After Death, as Holograms

By DAVE ITZKOFF | OCT. 23, 2015



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## Exclusive: Dean Martin Will Return to Vegas, In Hologram Form

EXCLUSIVE | DECEMBER 2, 2015 3:00 PM



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## Tammy Wynette Hologram to Perform in Nashville Stage Show

RS Country | BY DANIEL KREPS | November 4, 2015



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# TUPAC SHAKUR

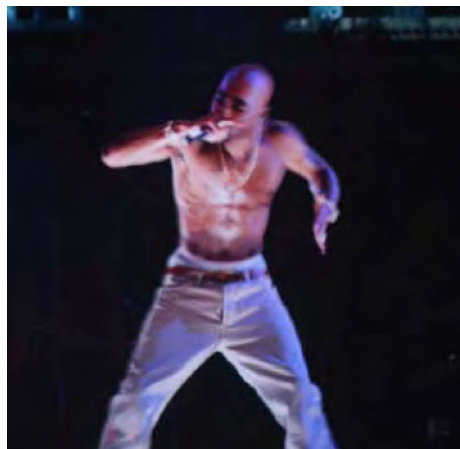
## COACHELLA

Tupac Shakur was one of the greatest rappers in the world, influencing countless musicians, artists, and hip-hop stars the world over. Tupac sadly lost his life in his prime, passing away September 13, 1996. It was a mind-blowing treat to then see him resurrected at the 2012 Coachella music festival as he performed live with Dr. Dre and Snoop Dogg.

Hologram USA patents provided the technology to bring this to life and provide a memorable experience to honor the late artist. The reaction to the performance was explosive. Some numbers to give you an idea of the impact just days after the performance:

- ▶ More than 50,000 downloads of Tupac's top two singles
- ▶ More than 50 million Google search results
- ▶ 25 million views on YouTube within the first 48 hours

People are still talking about it now, more than 3 years later. In fact, the holographic illusion is so engrained in pop culture, that it was featured in an episode of the Simpsons, Family Guy, and Saturday Night Live. The entire performance is the definition of viral and presents an interesting case study into the virality of content on the internet.





# JACK BLACK

## LOS ANGELES TO MADRID

A scheduling conflict made it impossible for Jack Black to make it to Madrid, Spain to promote his film *Goosebumps*. So on January 8, 2016, Hologram USA beamed Mr. Black from our green screen studio in Beverly Hills to a hologram projection stage in Madrid.

Because Hologram USA can beam anyone from anywhere to anywhere else in real time, Jack Black was able to answer questions from international journalists as if he was actually sitting across from them. On this particular press junket, 15 different journalists each got to spend 10 minutes with the star of *Goosebumps*. Jack Black got to promote his film in Spain, and still got to be home in Los Angeles by lunchtime.

We used satellite uplink and downlink receivers. 1 in Los Angeles, and 1 in Madrid, and because high definition satellite time was used, Jack Black looked like he was really there. Jack Black not only appeared in hologram form in Madrid, but he was able to see, hear, and interact with everyone on the receiving end.





# JIMMY KIMMEL LIVE

2014 COUNTRY MUSIC AWARDS CROSSOVER

Jimmy Kimmel made television history on November 5, 2014 when he used Hologram USA's patented technology to "beam" himself from his Hollywood, CA television studio to The Country Music Award Theatre in Nashville, TN. Kimmel then performed his late night talk show monologue in 2 cities in front of 2 live audiences simultaneously. Later in the show, CMA winner Kacey Musgraves was "beamed" from Nashville to Hollywood for a live hologram interview. Then, country artists Florida Georgia Line was beamed onto Kimmel's 40 foot outdoor stage to perform a couple of their hit songs.

Perhaps this historic episode of Jimmy Kimmel Live set the standard of how interviews and performances of the future will be done. The days of flat screen images live via satellite or Skype is over!





# JIMMY KIMMEL LIVE

2015 COUNTRY MUSIC AWARDS CROSSOVER

For the 2nd year in a row, Jimmy Kimmel was beamed live via hologram from his television studio in Hollywood, CA to The Country Music Award Theatre in Nashville, TN. He virtually took a selfie with a fan from the audience, remotely shot off a t-shirt cannon, and with the help of a green screen, Jimmy juggled some unique objects that defy space and time. Later in the show, CMA winners, “The Band Perry” were “beamed” from Nashville to Hollywood for a live hologram performance.

No longer do we need to rely on people being “live via satellite when we can now have “live via hologram”.





# NANTUCKET PROJECT

LIVE JULIAN ASSANGE TELEPRESENCE

The Nantucket Project is one of the world's great gatherings, each year hosting pre-eminent thinkers, leaders and innovators in a wide range of fields. Using Hologram USA patented technology, The Nantucket Project "beamed" in Julian Assange from Julian's hideout inside of the Ecuadorian Embassy in London to Nantucket, a tiny island off the coast of Massachusetts on 9/28/14. For 90-minutes, Assange opened the floor to Q&A and was interviewed in real time by an interviewer who was actually on stage.

Within minutes of Assange's hologram materializing on stage, #AssangeHologram became a worldwide Twitter trending topic and quickly made it to some of the biggest news outlets including Time Magazine, Vanity Fair, The New York Times, and The Washington Post. A clip of the interview was even featured on The Tonight Show the following evening.





# FAST & FURIOUS SUPERCHARGED

UNIVERSAL STUDIOS HOLLYWOOD TRAM TOUR



To celebrate the 50th anniversary of the world famous studio tour, Universal Studios Hollywood licensed Hologram USA's patented hologram technology for the "Fast & Furious - Supercharged" ride as the grand finale of the tour.

Visitors to the theme park can ride along with the all-star cast from the hit movies on an exhilarating high-speed chase that exceeds 120 miles per hour which catapults them into the high-stakes underworld of fast cars and international crime cartels.

Vin Diesel was one of the first humans to take the thrill ride during its grand opening celebration. He tells USA Today that he was blown away seeing himself. His son Vincent Sinclair, 5, also had problems comprehending. As Diesel told USA Today afterwards, "It was surreal. My son looked over at me during the ride and said, 'There's two of you.' I've never had that happen to me before."

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VIEW





# T-MOBILE

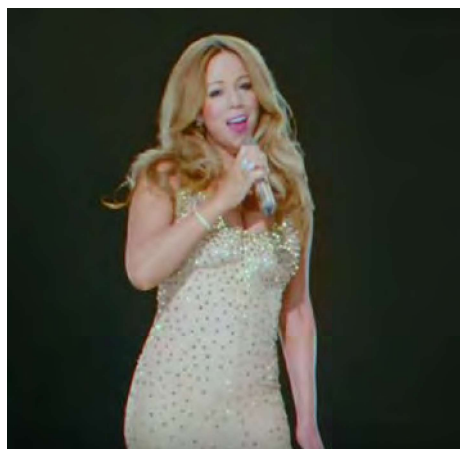
## MARIAH CAREY HOLOGRAM CONCERT

The cold, crisp air hangs over the town's central square. Throughout the wintry day, the collective attention of passers-by is on an enormous white Christmas gift placed at the plaza's center. As dusk falls, a noise emerges from the box. A crowd gathers. In an explosion of light and sound, Mariah Carey emerges, performing a moving rendition of Silent Night. Then, as suddenly as she appeared, she disappears – this time in a dazzling 3D shatter of glitter, sparkles and confetti. The captivated and overjoyed crowd pauses in amazement before the performer miraculously reappears and delivers her upbeat version of All I Want for Christmas Is You.

In fact, spectators in five European cities are watching the event – which features a hologram of the famous singer – simultaneously, unwittingly taking part in a unique T-Mobile promotional event featuring VFX by MPC New York. The studio used Hologram USA patented technology to create the memorable event.

“We were thrilled to be involved with T-Mobile’s holographic event,” noted MPC EP Justin Brukman. “To take part in an event choreographed across five global markets was a special challenge. With careful coordination, I think we contributed to a really memorable evening for a lot of people.”

Audiences in Macedonia, Germany, Montenegro, Croatia and Poland watched the live event, while people across the globe tuned in to a live broadcast via [www.lifeisforsharing.tv](http://www.lifeisforsharing.tv), which soon went viral on YouTube and elsewhere.





# LA BANDA

## THE 4TH JUDGE HOLOGRAM

Univision Communications, together with Simon Cowell's SYCO Entertainment, FremantleMedia, Verizon Latino, and Hologram USA, gave a LA BANDA superfan the experience of his lifetime. Jorge Sanchez, a 22-year old Los Angeles resident, was beamed onto the stage alongside resident judges Ricky Martin, Laura Pausini, and Alejandro Sanz as "The 4th Judge" to share his feedback with contestants during the Univision Network's hit music reality show's semifinal episode. This episode aired LIVE coast-to-coast on Sunday, Dec 6 at 8pm EST/5pm PT.

"It's a distinct pleasure to work with LA BANDA and Univision on this historic moment in television," said Alki David, CEO Hologram USA. "This is the first use of this revolutionary technology on a music-based reality show and its first use as a once-in-a-lifetime fan reward. We are truly bringing holograms to the people."

"We wanted to bring a unique experience to our Hispanic consumers who are mobile first," said Javier Farfan, Vice President of Segment Marketing for Verizon. "The hologram experience is stuff you see in the futuristic movies, and Verizon is bringing you the future now."





# LES DAWSON

THE AUDIENCE THAT NEVER WAS ON ITV

Les Dawson was just two weeks away from recording *An Audience With Les Dawson*, the latest in a distinguished line of legendary comedic talent to be honored with an invitation to perform in front of an invited celebrity audience, when he passed away. Now, twenty years later this special tribute tells the story of the television event that never was, revisits the original content planned for that show, and uniquely presents it for a celebrity studio audience specially invited to enjoy the show that never was. Through using 3D holographic projection, the show produces a “staggeringly realistic” hologram of Les Dawson performing in his distinctive style - just as he would have done on *An Audience With Les Dawson*.

The original producer of *An Audience With Les Dawson* in 1993 was Claudia Rosenkrantz, who executive produced this special. Claudia said: “It was wonderful working with Les Dawson and devastating when he

died two weeks before the recording. His death was not only a shocking loss for his family, but it was also a huge loss of a uniquely brilliant comedic voice. This show has always haunted me as the show that was so nearly made. So it’s an honor to be making *An Audience With That Never Was* to mark the twentieth anniversary of his death. The first time I saw his hologram I had goosebumps. So it was very emotional, and very brave of Tracy and Charlotte Dawson.”

This was the first time a television special anywhere in the world used the technology as its centerpiece. The show was chosen for Pick of the day across all TV listings, which when aired gathered an audience of 5.8m, a 25% share of audience. During and following the show the Les Dawson was a global sensation trending globally.





# NARENDRA MODI

INDIA NATIONAL ELECTIONS 2014

Narendra Modi, who is now the Prime Minister of India, sent his hologram live to rallies of supporters in 1,500-plus locations across the country this election season, according to a spokesman for his Bharatiya Janata Party. Indians filed in from towns and villages to look up as the lights blinked on and the candidate from the Hindu nationalist opposition suddenly appeared before them.

Modi was filmed in a studio and then broadcast live via satellite to a series of stages that were trucked around India, either on platforms that could be assembled and broken down or in more modest, self-contained shipping units.

Indeed, the equipment list alone is staggering: over 30,000 square meters of patented holographic projection foil; 200 Christie 20k and 14k projectors; 400 satellite power amps; and 14,000 metres of speaker and power cables. The event was brought to life by a team of 300+ technicians formed of AV experts, cameramen, satellite tech, production staff and who worked 24/7 to bring success to this project.

Audience numbers at all the Modi-via-satellite rallies combined added up to at least 12 million people and concurrently Modi went on to win the election.





# PSY

## HOLOGRAM CONCERT

An amusement park near Seoul in South Korea has a new must-see tourist attraction - a Korean pop-music (K-pop) hologram theatre. The theatre's popularity has been boosted by South Korean rapper Psy and his global hit 'Gangnam Style'.

The 380-square-metre theatre can accommodate 100 visitors at once, who can view recordings of Psy's past concerts. The 3D recordings run 16 times per day for visitors every 30 minutes. The theatre received over 30,000 visitors during its first week.





# SUPERHERO LAB

## SCI-FI CHANNEL PILOT

AMPLE ENTERTAINMENT and The Sc-Fi Channel partnered up with Hologram USA to produce a pilot episode of SUPERHERO LAB.

The idea of the show was to have real life people design their own super heroes. The show follows these designers in their journey on their way from idea to fruition. SUPERHERO LAB and Hologram USA then turned those basic designs in fully functional, 3-dimentional, and interactive holograms. Those super hero holograms joined their designers in the arena before the real fun began. After the introductions, the designers grabbed game controllers to take control over their creations just like a video game. Then, two hologram super heroes battled in a 3-round winner take all Mortal Combat-type scenario.

Hologram USA designed and constructed a 30-foot hologram projection stage for this show. Instead of using projectors, the deigns called for a giant bed of 2.5 LEDs, giving the production a very unique look. No longer is a black curtain or dark background necessary, now we can see right through the stage to the audience on the other side.





# GHOSTBUSTERS

## HOLLYWOOD RED CARPET EVENT

On Saturday July 9, 2016, Hologram USA constructed a customized 25' wide hologram projection stage on Hollywood Blvd along the red carpet for the world premiere of Sony Pictures film, Ghostbusters. Using patented materials, the skilled Hologram USA crew built the 1st ever daytime hologram projection stage in North America. The Hologram USA animation team produced and projected the hologram content to make it appear as if Slimer and the other ghostly creatures from the film were actually floating on the red carpet.

Fans, journalists, and celebrities -- including Kristen Wiig, Kate McKinnon, Melissa McCarthy, and Leslie Jones -- at the event, not only took pictures and videos with hologram Slimer, but they were also turned into holograms themselves. Hologram USA technology combined with an on-site green screen telepresence area gave our producers the ability to beam everyone onto the stage via hologram in real time. People began sharing their exciting and unique hologram pictures, videos and interactions on Snapchat, Twitter, Facebook and Instagram right away.





# COMEX

## CONVENTION

Hologram USA created engaging holographic content for the Annual Comex Convention in Acapulco, Mexico in February 2016, using the largest hologram projection stage to date. The projection stage was 65 feet wide and 20 feet tall, making for some pretty serious content. For ten hours a day over the course of the 3 day corporate event, our holograms were used to beam virtual graphs and charts, projected sales charts, goals and growth, as well as incorporating live dancers and singers into onstage entertainment to keep the audience in awe.

Alongside our pre-recorded content, Hologram USA also used live telepresence and projection mapping. The Comex convention was regarded as the future and new standard for corporate presentations.

