



UEG ADM. PRESENTS ULTIMATE 3D

THE WONDER OF HOLOGRAPHY

A vision of the future now!

Current predictions for the next great move in future technological visual advancements are focusing on the potential of holographic gaming, cinema, and personal technologies – such as smart-phones and televisions – to allow us to see true full colour 3-D in our virtual world.

But how can we imagine today what this will be like and how might it change our lives tomorrow? Ultimate 3D: The Wonder of Holography brings this experience to people via the largest, most comprehensive and exciting exhibition of holography available internationally today allowing visitors to encounter the chance to experience the technology of the future today.

Through the revolutionary imaging medium of holography, the exhibition brings together science, technology, media, and the arts in an entertaining way that appeals to all ages and provides the only true 3-Dimensional visual experience ever developed by man.



Concept:

Ultimate 3D: The Wonder of Holography assembles the largest collection of holographic images ever to tour into an extraordinary exhibition from, among others, countries like the USA, UK, France, Denmark and Russia.

The visitor encounters 200 Holographic works drawn from significant international collections which reveal the amazing power, versatility, and sensational potential of this Nobel Prize winning technology.

Visitors entering the exhibition encounter the astounding ability of holography to produce not only surprisingly life-like 3-Dimensional portraits of people and animals, but also to have those portraits reproduce movement. Such portraiture can only be compared to the magical world of Harry Potter brought into reality today.

The amazing potential of holography is also revolutionising our commercial world through creating captivating advertising images, enhanced security, and realistic modelling in science and technology. This exciting prospect is revealed to people through examples of experimental holography already available.

Visitors will discover the fantastic changes that holographic images are bringing to the world of Fine Art through a stunning display of creations by the most significant artists working in this medium. From ethereal futuristic abstract works to accurate images of historic treasures, visitors can imagine how their visits to galleries and how they decorate their homes and offices could be transformed in the near future.



HIGHLIGHTS:

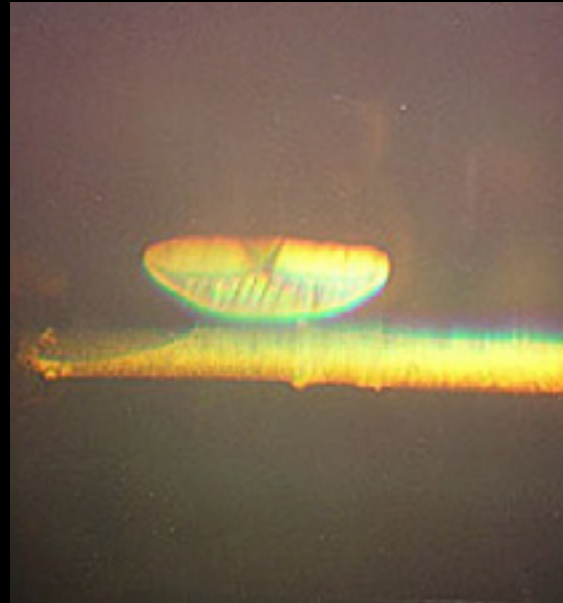
MAGIC PORTRAITS:

3-Dimensional portraits that spring to life through movement showing how we might capture the images of our friends and family in the future. The star among these images is the over life-size moving portrait of Michael Jackson.



HOLOGRAPHY FOR THE YOUNG:

Entertaining images for children and teens from loveable familiar characters to scary monsters.



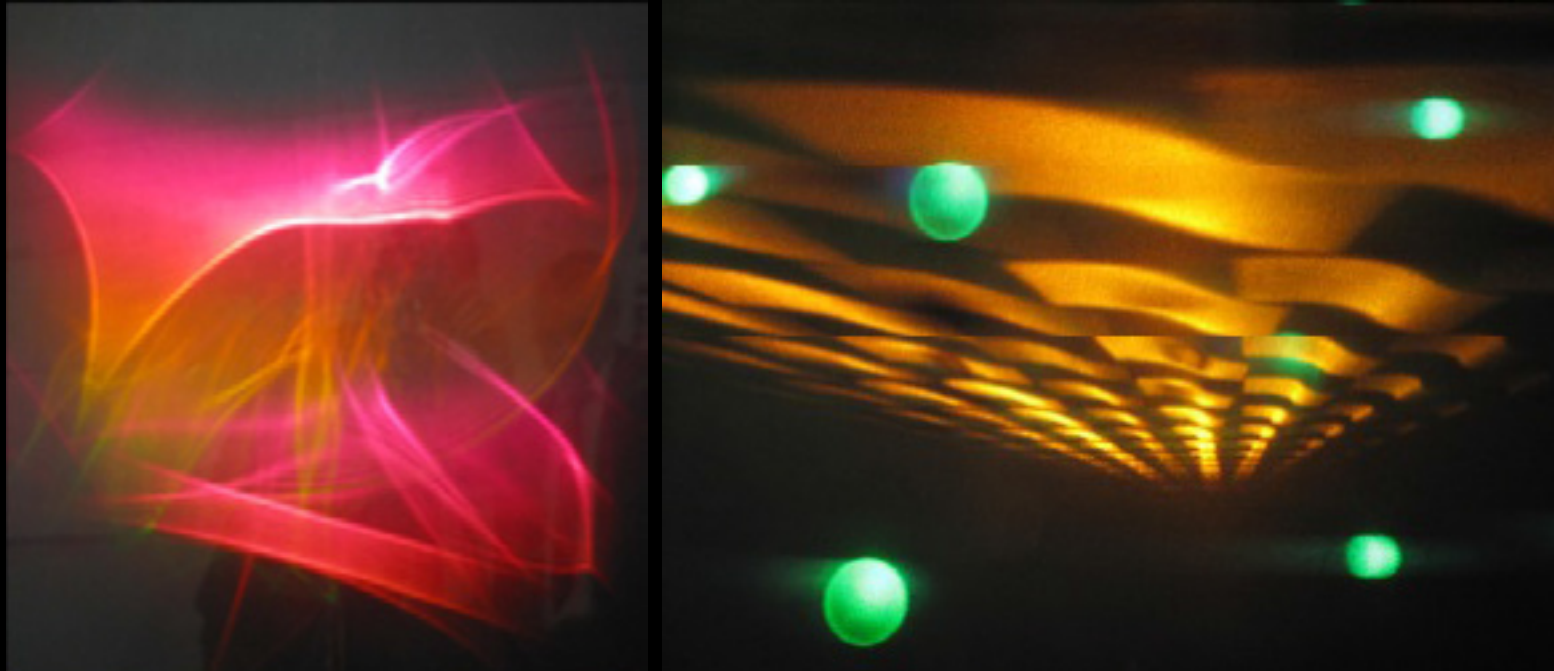
RARE RUSSIAN MASTERPIECES:

Experience this unrivalled and exclusive collection of early Russian holograms produced using the pioneering Denisyuk method including images of treasures from the Hermitage Museum.



ABSTRACT ART:

Abstract ethereal moving light sculptures illustrate the vast potential of holography in the production of works of Fine Art.



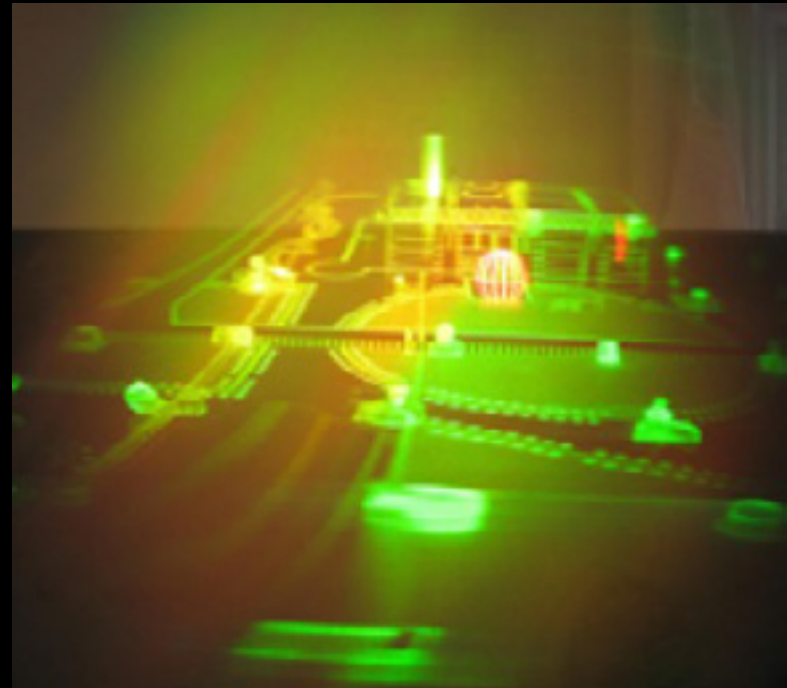
EMOTIVE ART:

Works illustrate the vast power of holographic images to create emotion in the viewer unrivalled in traditional 2-Dimensional images.



THE FUTURE OF ADVERTISING AND IMAGING:

Holographic images provide the promise of exciting new ways to promote products and plans for the future. Visitors will be able to imagine how they might see new architectural developments before they are constructed or decide what they will buy.



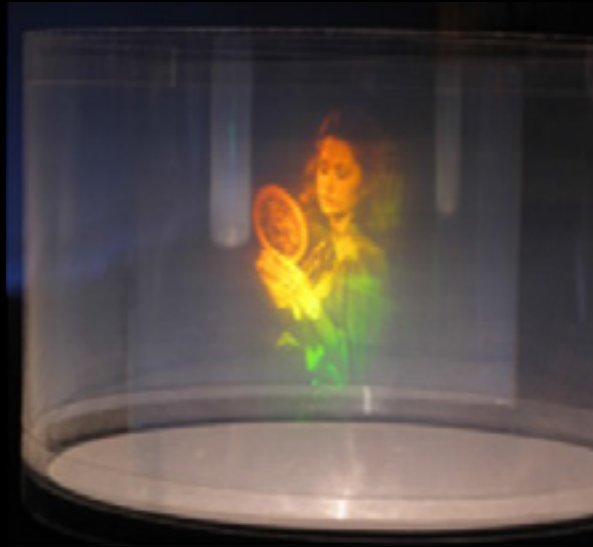
WHAT'S IN STORE FOR MUSEUMS:

Holographic images of collections that appear so real people believe they are seeing the actual object in a display case.



STAR WARS STYLE COMMUNICATION:

Multiplex animated holograms show small 3-Dimensional figures moving hinting at new methods of communication that we may be using in the near future.



WORLD PREMIER OF ULTIMATE 3D: THE WONDER OF HOLOGRAPHY IN TAIWAN:

The exhibition was premiered in Kaohsiung and Taipei in Taiwan last year where it consistently attracted a young technology savvy audience who were astounded by images they encountered as evident in comments they placed on their blogs.





It is just a photo of each work ... oh ~ But they are super stereo ah ~ ~!!!!
So we started playing XDDD.



I did not expect just through holography, 2D can show 3D effect, it is really amazing



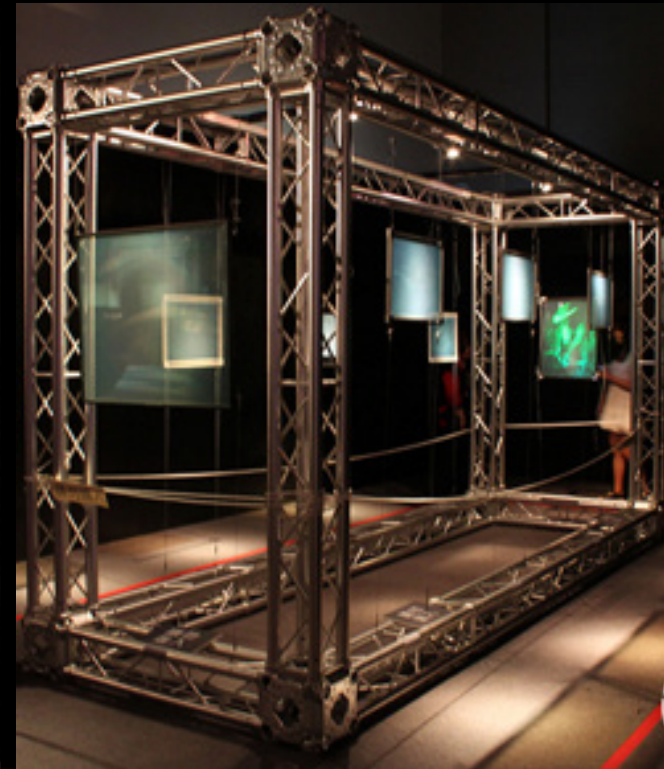
I really want to grab the person next to me, to seize their arms, shake them vigorously and then scream ~ !!!
Ah EE--you see, you see him looking at me yeah!!!!

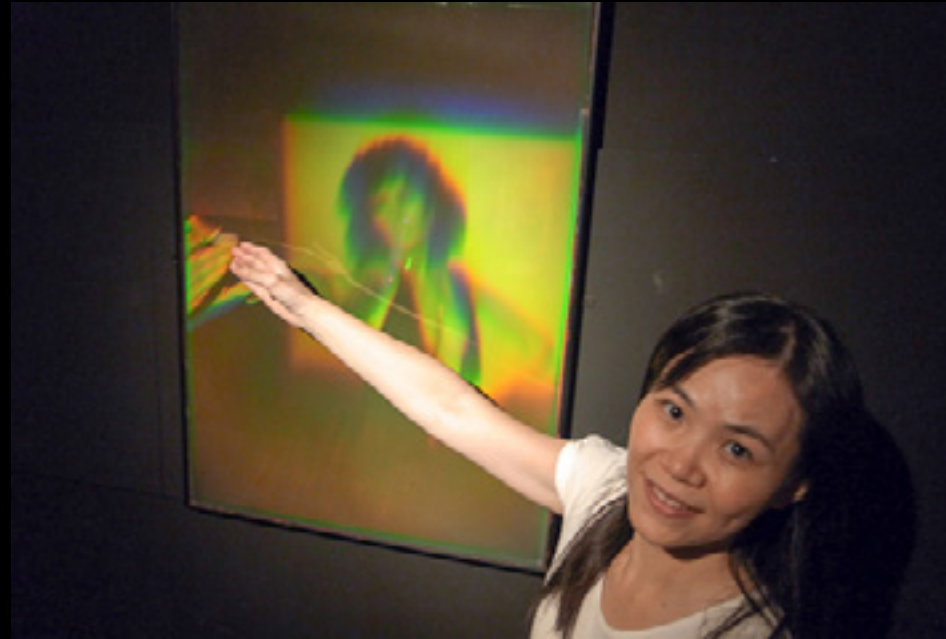


A three-Dimensional picture of the object stands before you and it looks real!!!! It completely subverts our idea of a photo - like watching science fiction with a surprise!



People will have to see these real 3-Dimensional images to really understand the feeling in there, it is a pretty amazing stuff.





This technology perfectly reproduces the real world, as if the subject was within reach to touch.



Highly recommend that you set aside some time to see it, you will certainly be surprised again and again.

Opportunities:

The exhibition, Ultimate 3D: The Wonder of Holography, offers significant opportunities to the host:

Attracts a young audience interested in technology who are not familiar with holograms.

Provides an interesting window on the future of our lives with the coming use of real 3-D imaging and communications that is relevant and exciting to everyone.

Shows how many different aspects of our future modern society – from the Art Scene to Space Exploration – will all use Holography as a very important visual and commutative impending medium.

The visual appeal of the exhibition and the unique nature of holograms creates extensive marketing potential.

Development of links with local university researchers in holography and laser technology and with local holographic artists.

Development of links with commercial users of 3-D and holographic imaging.



UEG ADM. APS FREDERIKSBERGGADE 15, 3 DK-1459 COPENHAGEN K, DENMARK. TEL: (+45) 7023 5555 FAX: (+45) 7023 5554 E-MAIL: ADM@UEG.DK