

Cheoptics360™



Cheoptics360™ is a new projection system allowing for the display of free floating three dimensional objects within a glass pyramid. The hologram type display effects is realized by using a product specific variant of the Pepper's Ghost projection technology. Half reflective glass panels mirror the projected image of a three dimensional object. Therefore this reflection appears in front of a transparent background. The effect is that viewers anticipate the displayed content as realistic believable holograms.

The Cheoptics360™ display allows views from all directions and build an optimal system for multifunctional object display. Not only can the display show video loops but combined with Mad Hat's proprietary 3D-engine it is able to display interactive live generated content. Add a touch screen and users can influence shape, color or position of the shown objects. With these possibilities objects can be shown with a tremendous amount of detail. Environmental light does not harm the display quality as long as a certain brightness is not exceeded. No matter if you want to equip tradeshows, Point of Sale installations or support a product launch with a totally new and innovative display system: The possibilities of using it are unlimited!

Possible fields of usage are:

- » **Events**
- » **Tradeshows**
- » **Point of Sales**
- » **Educational Installations**
- » **Showrooms**
- » **Museum Displays**

Cheoptics360™ is a development of the Danish company viZoo A/S. The Mad Hat company is working on further developments of viZoo A/S products and is the exclusive distributor of their portfolio for Germany and Austria. All services including conception, production, realization and technical services are offered with a single point of contact by Mad Hat.