

Beyond hardware

Holografika signed an agreement with AEnima CGS for HoloVizio content production

2nd of April, 2008, Holografika signed an agreement with AEnima CGS, a Hungarian computer graphics studio to be able to support growing requirements in 3D displaying content creation for promotion, entertainment.



AEnima CGS is a professional computer animation studio with more than 10 years of history and a long track of 3D content creation. They are active in CG animated movie production; composition; commercial, music video, reference production; recording and mastering of music and other kind of audio materials; interactive planning, web-design; typographic contemplation, design, etc.

AEnima also created a full-length 3D animation movie titled Egon&Dönci, talking about climate change and the possible future of Earth.

Holografika appointed AEnima as “Certified HoloVizio Content Provider” to respond to the increasing market demand to use HoloVizio 3D displays in POS type advertisement. HoloVizio 3D displays are extremely eye-catching and appealing when used as advertisement billboards. Viewers report jaw-dropping representations of objects, which seem to be so real, one would like to touch them. These features make HoloVizio the next generation big hit in advertisement.

Content generation for HoloVizio “3D adscreen” needs no special software or hardware. However it requires highly skilled animators and some background knowledge in order to generate professional 3D material. AEnima CGS has successfully made its journey from the first stills to the complex animation scenes over the last three months. They have also developed their digital camera shooting hardware that enables them to create 3D photos of objects or humans. These developments have led Holografika to acknowledge AEnima CGS as a Certified HoloVizio Content Provider.

