HOLOFIL

Your product glorifier

Amsterdam, Netherlands

Problem

Information overload blindness

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Problem - How to present products in a novel way in an existing interior?

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Problems faced by the jewelry industry

- Unique branding concepts for new product promotions

- Engage clients for an enhanced customer experience

- Educate clients on various aspects of product quality, features, and uniqueness

- Provide a memorable in-store experience

- Attract & engage client's attention to existing product campaigns

- How to showcase a range of collections in a confined real estate

- Attract attention to products that are not-selling, to sell them with sales promotions

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Solution - HOLOFIL
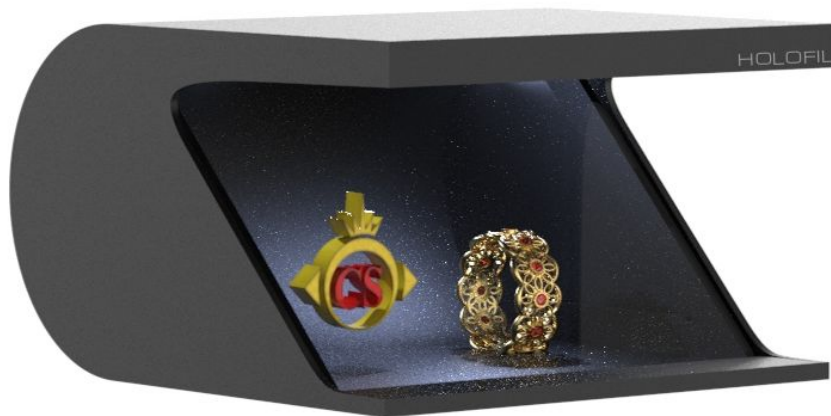
A mixed reality use case where a real gold jewelry is augmented by virtual content (For ex. Logo and infographics) for branding, promotions, and educational awareness, in HOLOFIL display.

3x

Effective in capturing attention

5x

More engaging

30%

Rise in sales for retail products

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How can HOLOFIL help you ?

Mixed reality

Place physical products (for ex. the diamond here is real) inside HOLOFIL surrounded by eye catchy 3D animations for retail promotions and user engagement. An improvement in sales by upto 30% is observed in retail promotions. This is termed *Mixed Reality* as physical and virtual content is mixed to create better engagement.

How can HOLOFIL help you ?

Digital showreel

Showcase a range of virtual / digitized product's showreel presentations to save on the physical hosting space and energy. Let people interact with the products in 3D to explore using Bluetooth interface. The jewelry here is digitally created using a 3D model.

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How can HOLOFIL help you ?

Product story and features

Create a visual presentation story of your product to explain informative educational information to educate your clients. Help them learn about various aspects of product quality, uniqueness, features, etc. that makes it a worthy purchase.

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How can HOLOFIL help you ?

Gamification & branding

Create branding experiences using gamification. Interact with simple fun customized games to keep the kids busy during store visit or public events. Use the Bluetooth controller interface to interact. A diamond hunting game concept on display here where you need to shoot the diamonds as they move, to earn points. Brainstorm to create fun games for your brand.

Place HOLOFIL at eye-height level at strategic locations for maximal impact

Place HOLOFIL at eye-height level at strategic locations for maximal impact

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HOLOFIL salient facts and milestones

Affordable

Portable

Interactive

Android based

Design right

- *Affordable - 2.5 times cheaper than competitors*
- *35 clients, 4 resellers, 5 partners*
- *Top 10 in Accenture innovation awards, Hello-Tomorrow awards.*
- *Technology partner with Cosmoprof Italy Bologna, the biggest Cosmetics and beauty exhibition.*
- *Participant in major worldwide trade-shows CES Vegas, Gitex Dubai, Hannover Messe, VivaTech Paris, ISE & DMWF Amsterdam, Kinnernet Venice, TNW Amsterdam, CEBIT Germany, Cosmoprof Italy*

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Recognition

Top 10 out of 200 start ups

Top 100 out of 5000 start ups

Top 10 out of 180 start ups

Top 10 out of 200 start ups

Hardware

- **Material** - Black matte finish Acrylic (Plexiglass)

- **Display** - 10 inch HD display

- **Projection surface** - Specially coated glass

- **Illumination** - 2 LED modules

- **Data connectivity** - USB, Bluetooth, Wi-fi

- **Power** - 12V & 5V DC, 2 Amp (*also runs on batteries for standalone setting*)

210 mm

315 mm

353 mm

HOLOFIL
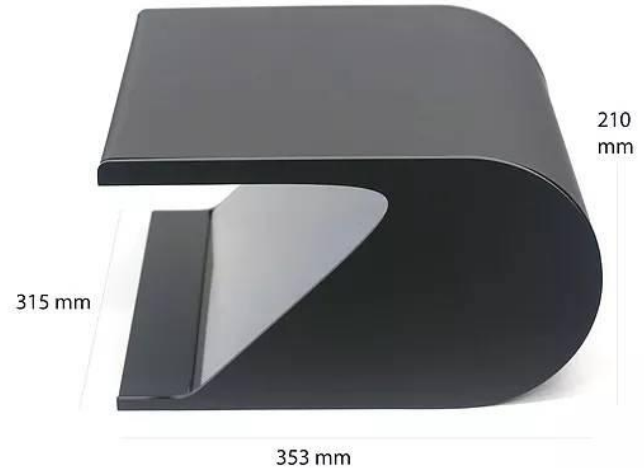
Hardware

- **Field of view angle** - 40 degrees

- **Dimmer-** LED dimmer

- **Dimensions** - Sized to fit in your interior decor

- **Portable** - Weighs 3.5 kgs

- **Maintainable** - Easily removable parts

- **Strength** - Acrylic (Plexiglass) is 20 times stronger than the normal glass

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How to create content for HOLOFIL?

HOLOFIL uses 3D models, animations, Android apps as its content

- You can re-use your existing 3D model content by tuning it for HOLOFIL

- You can work with your own content creation agency to create content

- You can work with HOLOFIL content team to create content

- You can create simple content yourself using easy to use simple softwares provided by us, so that you can keep on creating new content as you need

- You can create customized interactive Android apps to interact with HOLOFIL

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HOLOFIL animation + interactive apps

Android based

Android app 3D animation exporter *

Check in Playstore

Android interactive app with Bluetooth interactivity**

- *Allows creation of simple turntable 3D animations to play in HOLOFIL. Install on your Android mobile. Upload a 3D model. Choose rotation speed, number of rotations, resolution (HD/FHD) and export in mp4 to play in HOLOFIL. 1 euros per mp4 export cost.
- **Comes installed on the device tablet with "LCD/OLED Bluetooth interactive" package. Allows interactivity with HOLOFIL using Bluetooth controller where you can load 3d models and turn, rotate, zoom, change lighting / brightness on the models to interact with the loaded 3D models. Check package "LCD / OLED Bluetooth interactive" on the device price slide later.
- *Top 10 apps in Android play store since its launch 2 years ago

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HOLOFIL 3d text animation app

Windows based

Allows creation of various 3D text animations using different fonts, animation styles. Works like Microsoft word where you type text in an editor and animate text by selecting animation styles. Export to mp4 file to play in HOLOFIL in HD, FHD resolutions. Price 150 Euros one time cost.

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Competencies over the competition

Affordable

Portable

Android based

Interactive

Design right

Special optics

- *Affordable - Upto 2.5 times cheaper than competitors*
- *Portable - 3.5 kgs Fits in a carry on bag so you can carry it for events*
- *Use Android as a platform to create apps*
- *Bluetooth controller and face tracking interactivity*
- *Unique curved sleek design*

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Clients

35 clients

Netherlands
Switzerland
USA
Italy
Germany
South Africa
Morocco
Portugal
Spain
Dubai
Sweden
India

Partners

Romania

Italy

Italy

Netherlands

USA

Austria

Cosmoprof - Concept beauty store Bologna, Italy

HOLOFIL was invited as a technology partner by Cosmoprof, the biggest beauty industry exhibition on its 60th anniversary.

Product-pine concept store Amsterdam center

HOLOFIL was invited to showcase in the first hardware startup concept store in the Amsterdam city center.

Iconix energy drink promotion in Spar Amsterdam

The Coffee Virus cafe Amsterdam

Cake sales increased by 30% by placing them in HOLOFIL with an animation around it of a hovering bird with branding. Demo here.

Duck store - Retail client Amsterdam

This rubber duck store in Amsterdam city center has some 400 types of ducks on display. The duck's story to create a positive vibe in the Duck store was created. Demo video is [here](#)

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Prices (ex-VAT)

699 euros LCD Base package

849 euros LCD Bluetooth Interactive

949 euros LCD Face tracking+Bluetooth interactive

999 euros OLED base package

1199 euros OLED interactive

1299 Euros OLED face tracking
+ Bluetooth Interactive

Customized 3D animations and other software packages are charged extra as software as a service

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Return on investment

Consider 10% **Net Profit Margin** on jewelry business just for an approximation

If earlier selling was XK per customer... Now with HOLOFIL the ticket size would go up by 30% i.e. 1.3XK

If in a month the business get 10 Such customers, then 3XK Extra Revenue in sell, out of which 0.3XK is Net Profit Margin.

The HOLOFIL base model cost thus gets recovered in **a few months** approximately depending on the size of X.

The higher the profit margins, lesser is the time in return on investments.

For all the remaining time, the device generates profit for the business.

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Maintenance

The device is maintenance free and can be automated to start and stop every day without physical touch

The device can run continuously during the business operations time for 12 hours and can be rested at night time for the remaining 12 hours, for extending the life of the electronic components

The device can continue to operate without any issues for some years at least, as long its switched on / off per day at night time

The tablet can be replaced after some years when the battery becomes weaker in the worst case if any such issue arrives

As long as no physical damage is done and care is taken to handle properly, the device is maintenance free

There is warranty of 1 years for any electronics malfunction. No warranty for physical damage of any sort

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Team

Alexis Delforges
Software engineer consultant

Ahlem Rahmoui
Sales intern

Dr. Mrunal Gawade
Founder & CEO
www.mrunalg.com

Najar Nair
Sales associate

David Holz
3D artist

Software development,
mixed reality apps, depth
sensor, POC's

Sales and customer
management intern

More here
www.holofil.com/team

Sales demos, event and
exhibition promotion,
strategy

3D animation and unity
software development

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Demo video links

You can find lots of demos, client use cases, etc. on the website www.holofil.com

Jewelry mixed reality use case - https://tinyurl.com/f6nrtryd *Here*

the butterflies are animated while the jewelry ring in the case is real.

Jewelry digital showreel - https://tinyurl.com/9dv96zwm *Here there are a range of different jewelry*

models showcased digitally one after another, making it feel, as if the jewelry is physically present inside HOLOFIL.

How to open and place products inside HOLOFIL - https://tinyurl.com/yw4m22wu *Here we*

showcase how to open HOLOFIL from the side to place an object inside and how animations appear around it with the help of

this client demo for Monster energy drink use-case in Amsterdam.

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VIVATech Paris 2019

HOLOFIL captures attention...

Thank you

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