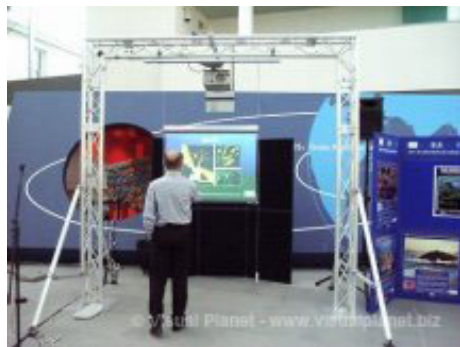


Day Time Presentation Dilemma Solved By Visual Planet

Holograph screen shines bright in all light conditions



A presentation by a UN Centre to launch a World Atlas of Seagrasses was saved from darkness by using a holographic interactive display, developed by Visual Planet, that works in all light conditions.

The morning press conference by UNEP World Conservation Monitoring Centre (UNEP-WCMC), was to be held in the impressive glass roofed National Maritime Museum, London, but there was no way of shutting out the direct daylight which would affect the speakers' Power Point presentations.

After researching alternatives, staff at the Centre discovered an interactive system being offered by Visual Planet, which works in both high ambient light conditions and darkness. Phill Fox, Programme Head at UNEP-WCMC, said: "Visual Planet demonstrated that the holograph screen worked in daylight, which solved our dilemma. The ability of the speakers to move to their next slide by simply pressing a finger against the clear screen was an added benefit. This interaction really showed its capability when we used it to demonstrate our interactive mapping system with both presenter and audience engaged in the demonstration."

The large holograph billboard, projector and mirror system were suspended from a metal frame and used successfully in both the daytime press conference and evening reception, which was attended by dignitaries.

Vernon Spencer, technical director of Visual Planet, believes the new technology overcomes barriers experienced by event and conference organisers as well as managers of venues. He said: "It allows you to present dynamic imagery on a large scale using two directional see-through holograph glass. Once a light source is directed at a specific angle, the glass turns into a high brightness display. The interactivity is simple to use for presentations, in reception areas or for messaging in public places, regardless of the light conditions."

During the presentations, colourful maps and images of endangered species were displayed on the screen with text and guests at the evening reception were encouraged to try out the interactive touch system.

Phill Fox added: "The display attracted a lot of attention; I don't think anyone had seen anything like it before. Despite the extreme light conditions at the museum, the Visual Planet display excelled at all times."

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About Visual Planet www.visualplanet.biz

Tel, 0845 123 5370

Visual Planet develops designs and implements dynamic interactive visual solutions. It is based at St John's Innovation Centre, Cambridge.

Technical Director, Vernon Spencer, was part of the original team behind PIPEX, the UK's first commercial Internet Service Provider. He believes the world is becoming more visual and sees opportunities for interactive displays in receptions areas, airport lounges, universities, car showrooms, at retail point of sale and at conference centres.

About UNEP-WCMC Tel 01223 277314

The UNEP World Conservation Monitoring Centre is the biodiversity assessment and policy implementation arm of the United Nations Environment Programme (UNEP), the world's foremost intergovernmental environmental organisation. The World Atlas of Seagrasses, for the first time, maps the vital and frequently forgotten ecosystem and provides the world with a unique benchmark.

UNEP-WCMC aims to help decision-makers recognise the value of biodiversity to people everywhere, and to apply this knowledge to all that they do. The Centre's challenge is to transform complex data into policy-relevant information, to build tools and systems for analysis and integration, and to support the needs of nations and the international community as they engage in joint programmes of action.

UNEP-WCMC provides objective, scientifically rigorous products and services that include ecosystem assessments, support for implementation of environmental agreements, regional and global biodiversity information, research on threats and impacts, and development of future scenarios for the living world.

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