

## In This Issue

[Holograms Ready For Prime Time?](#)

[Best-In-Class Telepresence](#)

[Featured Article by Tandberg](#)



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I hope you found our *NewsBrief* informative and "to the point". We enjoy sharing the latest industry news with you.

Sincerely,

Kevin Sandler  
CEO & President



# E1 *NewsBrief*



ExhibitOne Industry News

Greetings,

ExhibitOne publishes the Inside E1 *NewsBrief* on a regular basis for our clients, market partners, and those who have an interest in audio/visual technology. We hope that you find this edition to be informative. Please forward this to others who may also benefit.

## Holograms Ready for Prime Time?

"Help me, Obi-Wan Kenobi; you're my only hope."

And with those words, an infatuation with holograms began. That of course was back in 1977 as R2D2 played back a distress message from Princess Leia in the debut of Star Wars.

Consumer to the audio/visual industry, "Hey, I want one of those!"

Fast forward to election night, November 4, 2008. CNN announces they are debuting new hologram technology and correspondent Wolf Blitzer virtually "appears" in studio.



Consumer to the a/v industry again, "Hey, I want one of those!"

Sorry to disappoint. As much as we stay on top of the latest in A/V technology - holograms are still not ready for prime time. And in fact, what was seen back on election night, although pretty cool, was not a hologram.

Technically speaking, holograms are three dimensional images produced by laser light within a two-dimensional plane. Wolf Blitzer's virtual image was actually 220 degrees and produced by an elaborate array of computer-controlled cameras projecting onto a screen - a process that might be more commonly referred to as Tomography.

But, that's not to say you should give up hope.

According to the January/February edition of PRO AV Magazine, the closest the A/V industry has come to an R2D2/Princess Leia moment is a technology called "immersive high-definition telepresence." You get life-size images, but it still requires a screen. Oh, and no lasers.

So for now, as it was in 1977 and again in 2008 - the world will have to wait a little longer before it can have "one of those."

## Best-in-Class Telepresence (Videoconferencing)

Speaking of telepresence, if you can't have a hologram - what should you have in order to have the best telepresence systems out there? According to recent research by the Aberdeen Group, the characteristics of a best-in-class telepresence system are:

- life-size displays
- high-definition video
- spatial audio sound dampening
- optimal microphone placement

Plus, we might add, plenty of bandwidth.

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### Featured Article

## TANDBERG

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