

## **CREATIVE BUSINESS: 3D display points to holograms at home**

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By Alan Cane

HUNGARIAN ENGINEERS may have stolen a march on their western rivals in developing a three-dimensional display that could bring 3D television closer.

Tibor Balogh, chief executive of Holografika, says he can already provide "moving" 3D images at two frames a second. More advanced software and extra computing power will be needed to reach 25 frames a second, roughly the minimum for full natural motion.

What Holografika can show is stationary 3D colour images in remarkable detail.

Special glasses are not required for the "Holovizio" display and there is no need to view the image from a particular angle. Unlimited viewers, within reason, can watch the screen at the same time.

An immediate application is medical research - the output from a CAT scan of a living person can be visualised as a skeleton on the screen.

Balogh describes the technology behind the 3D display in terms of holography: "It uses a holographic screen. When beams inside the device strike the screen, each element [pixel] of the display is able to emit light beams of a different colour and intensity in different directions." The result is a 3D image that floats in space and can appear behind or in front of the screen like a hologram but, Balogh claims, with none of the disadvantages of competing systems.

One research group involving Cambridge University's computing and engineering departments is working on a flat panel display using ripples in a sheet of plastic. The Massachusetts Institute of Technology has created a moving hologram but it needs a spinning mirror - neither are very living-room-friendly.

On the other hand, Holografika, in partnership with Sony and GE Medical, says it is working on wall-sized displays. Watch this space: it could be difficult to avoid.

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