

## PRESS RELEASE

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## THE WORLD ECONOMIC FORUM ANNOUNCES NEW CLASS OF TECHNOLOGY PIONEERS FOR 2006: HOLOGRAFIKA Ltd. SELECTED

**Budapest, 5 December 2005** – The World Economic Forum today announced 36 Technology Pioneers for 2006. **Holografika Ltd.** (Hungary) has been selected as one of these Technology Pioneers.

Technology Pioneers are companies that have been identified as developing and applying highly transformational and innovative technologies in the areas of energy, biotechnology and health, and information technology. This year's class of companies has been selected not only because of the cutting-edge work undertaken by the organizations, but also because their work has potential long-term impact on business and society.

In line with the Forum's commitment to improving the state of the world, the Technology Pioneers programme was established in 2000 to provide a new perspective on technological change. The programme is run by the World Economic Forum with Apax Partners and Deloitte Touche Tohmatsu as Strategic Partners. Through its Technology Pioneers programme, the Forum identifies and integrates those companies around the world that are involved in the design and development of new technologies. Each innovation, whether it has large or small consequences, is another step in society's attempt to harness, adapt and utilize technology to change and improve our world. The World Economic Forum is invested in monitoring and highlighting these innovations and exploring possible societal repercussions.

"The creative innovations produced by our Technology Pioneers hold the promise of significantly affecting the way business and society operate", said Peter Torreale, Managing Director of the World Economic Forum. "As a global knowledge hub, we see the Technology Pioneer community as key contributors to this dialogue and to the mission of the World Economic Forum."

One of this year's Technology Pioneers is Holografika Ltd., a fast growing photonic technology company lead by Tibor Balogh, CEO and Founder, honoured with Dennis Gabor award. The company develops proprietary holographic technologies and 3D displays, which can serve as a basis for future 3D television. The HoloVizio™ system is a high-end solution that works. The screens are viewable without glasses and without the need for special positioning or tracking equipment, offering a "window-like", natural 3D view for multiple viewers. Monitor products have already been sold for medical applications and for scientific visualization. Several applications are under development, among others an automotive computer-aided design (CAD) application in large scale. The company's long experience with 3D imaging enables it to construct next generation systems and to become a significant player in the 3D technologies.

"Holografika has its vision about future 3D environment and systems that ranges from developing new products, through introducing novel applications, to setting new standards. Having been selected a Technology Pioneer gives us the attention to promote our mission, sharing our ideas with top decision

makers and to make us visible for those who would like to invest in this booming field. Altogether this is an excellent opportunity in making steps to influence the future”, said Tibor Balogh, CEO and Founder of Holografika.

Each year, members, constituents and collaborators of the World Economic Forum nominate Technology Pioneers. The criteria for selection include:

1. *Innovation*. The company’s technology must be truly innovative. The company should invest significantly in R&D.
2. *Potential Impact*. This company’s technology must have the potential to have a substantial long-term impact on business and society in the future.
3. *Growth and Sustainability*. The company should have all the signs of a long-term market leader and should have well-formulated plans for future development and growth.
4. *Proof of Concept*. The company must have a product on the market or have proven practical applications of the technology.
5. *Leadership*. The company must have visionary leadership that plays a critical role in driving the company towards reaching its goals.
6. *Status*. The company must not currently be a Member of the World Economic Forum.

Nominees are evaluated by an external review committee comprised of technology experts with respect to the criteria above.

Holografika started selling its 26” and 32” HoloVizio™ 3-D displays in 2004, and plans to offer larger-scale holographic screens from next year suitable also for entertainment markets. Second-generation displays, a 3-D camera system and a full 3-D software environment are all under development. Geographically the company is planning to set up partnerships and co-operations also outside Europe, to establish its presence on the markets of US, Asia, etc. in the coming years.

The uniqueness of the Technology Pioneer network ensures that companies involved in the development of new technologies are engaged in an integrated and interdisciplinary way. The Technology Pioneers community will provide the Foundation and its members with in-depth knowledge of some of the key technology issues facing society.

The **World Economic Forum** ([www.weforum.org](http://www.weforum.org)), based in Geneva, Switzerland, is an independent organization committed to improving the state of the world. Funded by the contributions of 1,000 of the world's foremost corporations, the Forum acts in the spirit of entrepreneurship in the global public interest to further economic growth and social progress. The Forum serves its members and society by creating partnerships between and among business, political, intellectual and other leaders of society to define, discuss and advance key issues on the global agenda. Incorporated in 1971 as a foundation, the World Economic Forum is impartial and not-for-profit, and is tied to no political, partisan or national interests. In 1995 the Forum was awarded NGO consultative status with the Economic and Social Council of the United Nations.

#### **Note to Editors:**

For more information on the World Economic Forum's Technology Pioneers and the 36 nominees go to [www.weforum.org/techpioneers](http://www.weforum.org/techpioneers)

High-resolution, print-quality photographs of the nominees can be downloaded from [www.pbase.com/forumweb/techpioneers](http://www.pbase.com/forumweb/techpioneers)

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The World Economic Forum is an independent international organization committed to improving the state of the world by engaging leaders in partnerships to shape global, regional and industry agendas. Incorporated as a foundation in 1971, and based in Geneva, Switzerland, the World Economic Forum is impartial and not-for-profit; it is tied to no political, partisan or national interests. ([www.weforum.org](http://www.weforum.org))