



AXIOM

HOLOGRAPHICS





This information is for you to consider whether you would like to own a Hologram Zoo or add a Hologram Zoo to your existing attractions.



SUMMARY: A Hologram Zoo is a new sort of entertainment center. It uses a new laser-based projection technology to make Hologram life-sized animals appear in the air.

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Axiom Holographics

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At each title page there will be a button located in the bottom right labeled “Go back to index” it will take you back to this section.



The Equipment

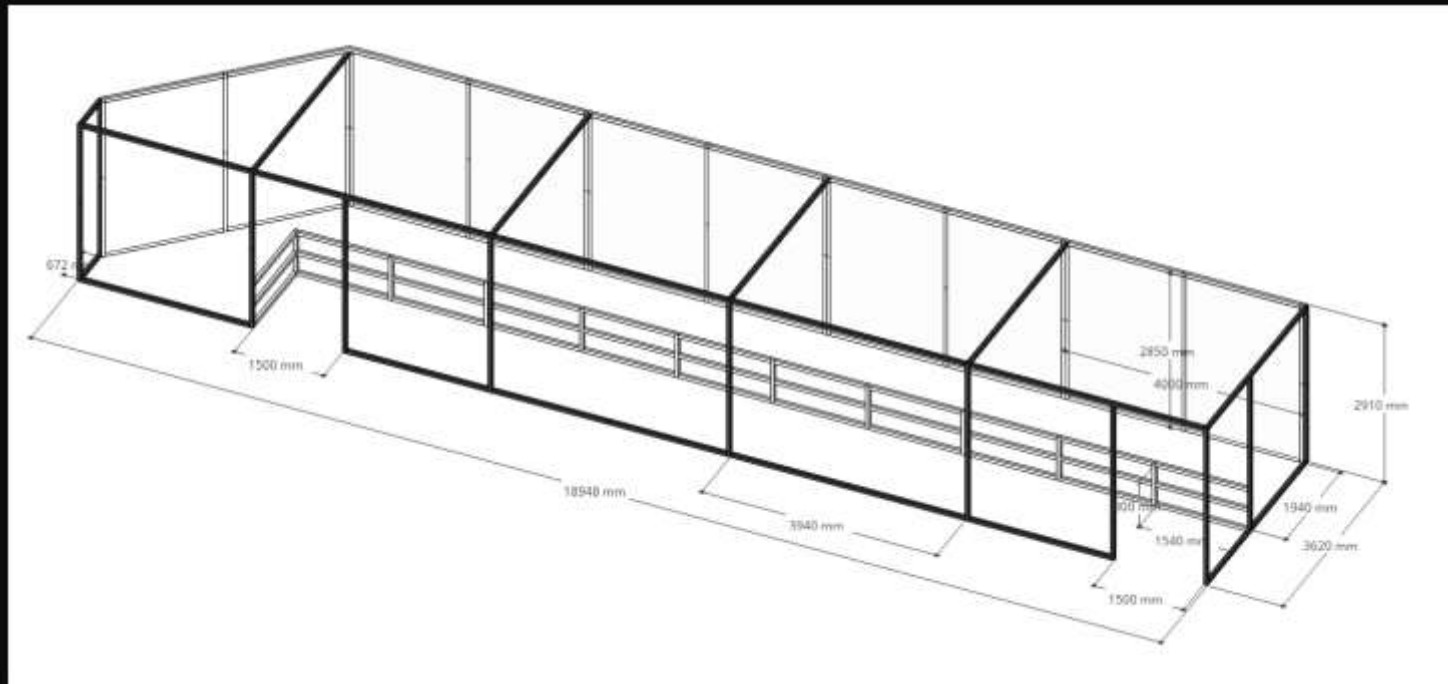
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Hologram Zoo Unit



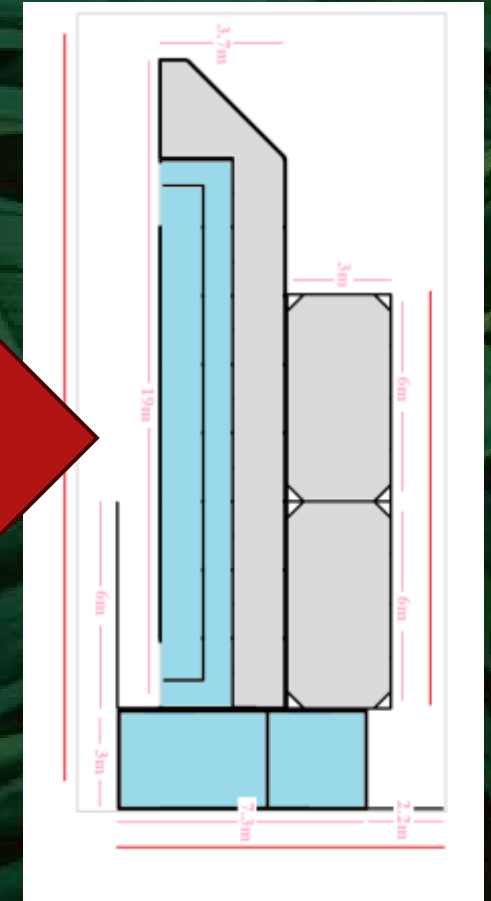
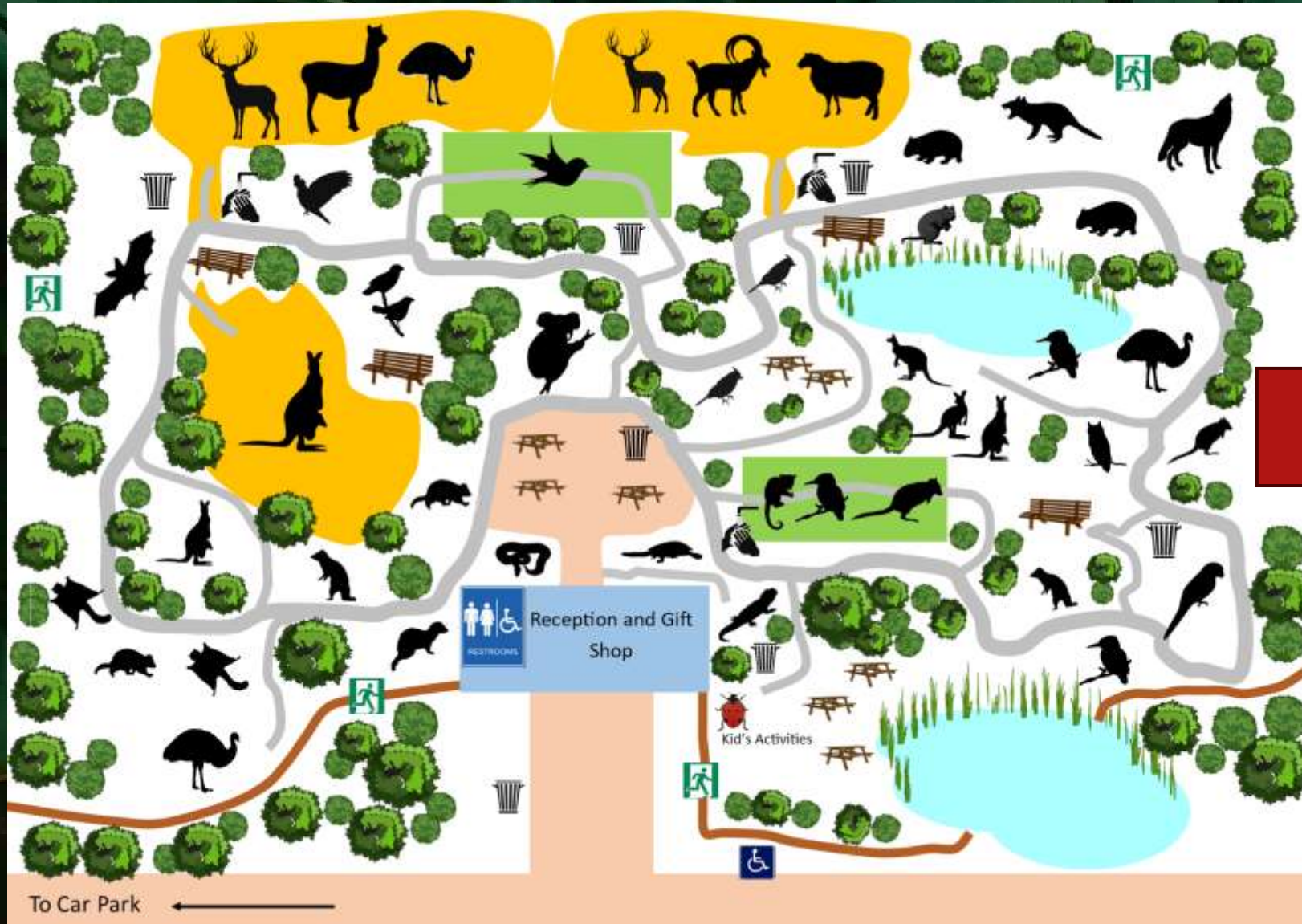
The Hologram Zoo consists of one complete structure, called a “Hologram Zoo Unit”. It has three main sections : A 19 meter tunnel, Two “Animal Enclosures”, and a “Sky Roof”

HOLOGRAM TUNNEL



The tunnel is a metal frame with fabric panels.
It is portable. It is easy to put up and pull down. It takes us 5 days with 2 people to assemble.

RECYCLING SPACE



Holograms are a great way to “recycle space”. A normal Zoo uses up a large area for all the different exhibits. However with holograms people can walk around inside the same area five times and each time the holograms project new environments and animals.

HOLOGRAM TUNNEL

HOLOGRAM TUNNEL



Dinosaurs



Australia



Africa



Polar

After an Instruction video guests walk through a 19-meter hologram tunnel that projects an artificial environment around them. They could be in a desert, a forest, underwater, etc. The animals come off the walls and fly around inside the tunnel with them.

Animal Enclosures



Around the back of the tunnel, the guests walk past two animal enclosures. Every time the guests walk past them, they show different animals. Sometimes the enclosures project an animal about 80cm up from the floor, other times they look like a hole where animals appear to be below you under the ground level. Each show has its own 10 pieces of animal content.

Sky Roof



Around the side of the tunnel, the guests walk under a "Sky Roof". This looks like a hole that goes up to the sky. It looks like glass and the animals walk over it. They will go under the Sky Roof five times. Each time the guests see something new.

OPTIONAL

Projectograms



It is a good idea to give your guests a small gift at the end of the attraction. This helps in encouraging them to speak about the event to others. This is particularly so with children.

“Projectograms” are a new low-level technology created by Axiom Holographics. The guests receive 3D glasses and a printed piece of cardboard that they fold into a small open box. Our printing system uses advanced mathematics, so the box appears to project an animal that seems to be a solid 3D object that floats in the air. The effect is quite surprising, and children think of it as being their own personal Hologram.

We make four different varieties for each Hologram show. The guests look in glass cabinets at the end of the show and choose the one they want. “Projectograms” are very cheap to produce, and they will significantly improve the happiness of your customers.



[CLICK HERE FOR INFO](#)

[CLICK HERE FOR HOW THEY WORK](#)

At the end, the guests are shown a glass cabinet with four different “cardboard holograms in them” and they choose one to take home. These are cheap to produce, and they are a great advertisement for when people show their friends or take them to school.

Projectograms



Normally 3D with red and blue glasses appears to only come out 3cm off the page. They are also very dark.



“Projectograms” are a new patented technology created by Axiom Holographics, that allows red and blue glasses to be very bright, and they project an object that comes out 15cm off the page.



They consist of 3D glasses and a printed piece of cardboard that folds into a small open box.



Normally red and blue glasses only come 3cm off the page and look very dark. We have a new way to make very bright objects that come 15cm off the page.

Projectogram Sets

OPTIONAL



Each show has a different set of four Projectograms. Here we can see the four different dinosaur varieties.

Projectogram Sets

OPTIONAL



This video represents the 3d form of the object.
Final product can only be viewed from front.

Created and produced by
AXIOM
HOLOGRAPHICS

Projectograms are very low in cost.
You can purchase them from Axiom Holographics and give them to your guests.

Decorative Arch



OPTIONAL

In some cases, the show will be portable. It may move to different exhibition centers or different shopping centers. The decorative arch is a good front display. It is made of a metal frame with fabric panels. Inside are light strips so that it glows. It comes with two or four secondary signs on each side. The fabric panels can easily be changed over, so one week they may say "Dinosaurs", and the next week they say "Africa". The decorative arch is optional if people want it. We can custom-make the graphics to what you want.

You can also get a large lightbox entrance arch and two side lightbox signs. These can easily change their imagery as its pull-out fabric.

Party Area

OPTIONAL

There is an optional rainforest restaurant party area. This does not need glasses. It changes through different scenes while people eat. They are custom built to a specific location. They are not included in the main hologram zoo unit; they are an extra.

SUMMARY: There is an optional Rainforest Restaurant party area. It uses our multi-layer Stage Hologram technology. Content changes around every 3 minutes.



The Technology

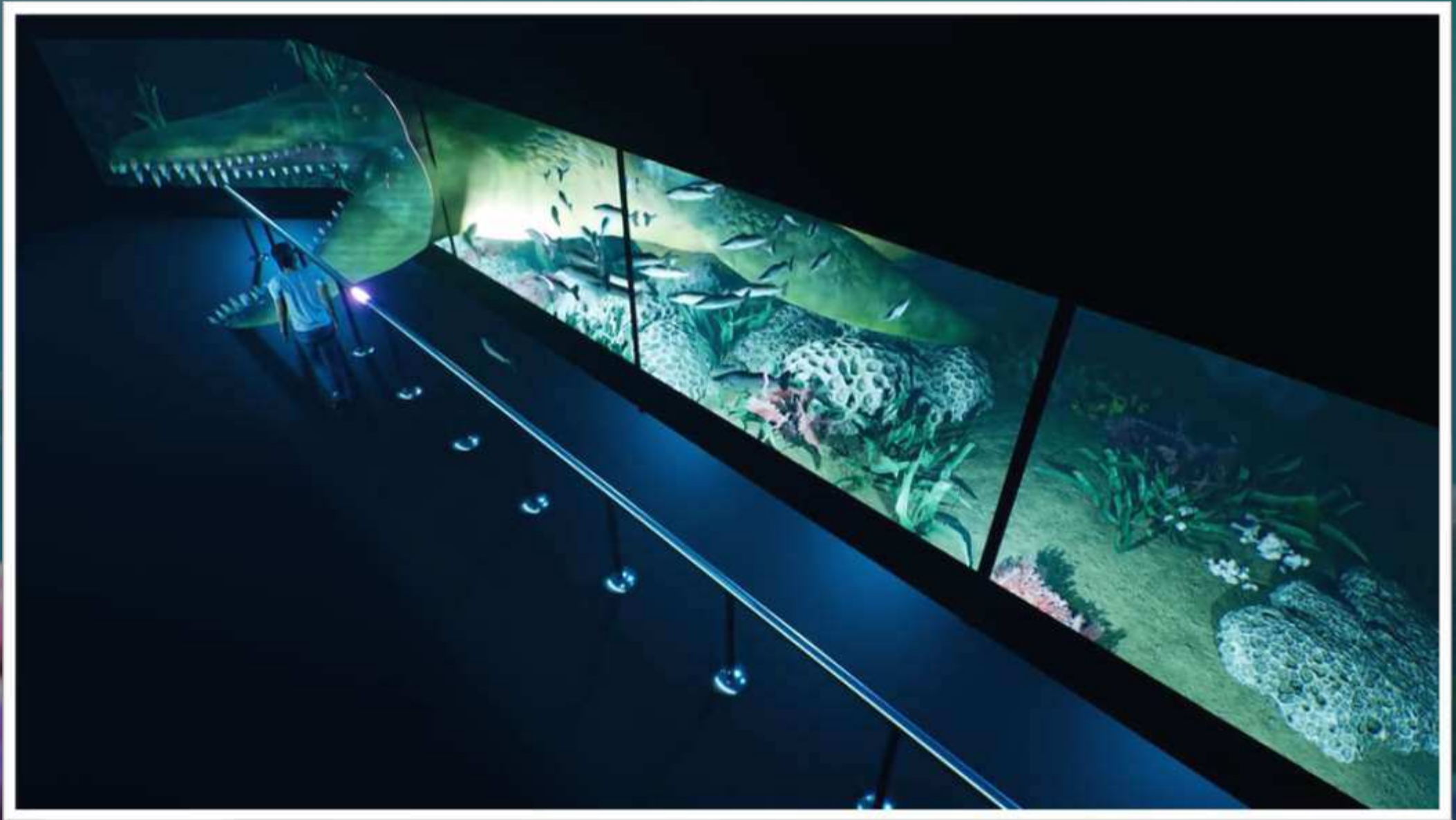
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Real Depth



See how when we go towards this dinosaur you see the front of his face, then as we go past him you see the side of his body. This is because we have real depth, so the walls look like windows. You would not get that if this was just a flat 2D projection.

HOLOGRAMS INSIDE THE TUNNEL



Holograms look solid, but they are made out of light. They come off the walls and fly around in the tunnel with the guests. People try to touch them, but their hands go straight through.

ANIMALS COME THROUGH THE WALLS



The animals poke their heads through the walls into the tunnel with the guests. They can come out up to 2 metres. Sometimes this is done in a friendly way so guests can pat the animals.

Other times it is to give the guests a small, but funny scare.

We also programmed it so that people who are further back in the crowd will see the animals come forward more towards them than those who are in front. That way everyone gets a good view.

WEATHER EFFECTS



The tunnel can appear to have objects falling in the air inside the tunnel. These could be Hologram snowflakes, rain, or even cherry blossom flowers. In one instance an elephant sprays holographic water on the guests. In another instance the tunnel glass appears to break and the whole tunnel fills with holographic laser-projected water.

ANIMALS FLY FREELY IN THE TUNNEL



Sometimes animals are between the fence and the tunnel wall (lion example).
Other times animals come off the wall entirely and fly around in the air inside the tunnel. (crane bird)
The people try to touch the animals but because they are made of laser light however their hands go straight through them.

THE TUNNEL ITSELF MOVES



Sometimes the whole tunnel itself flies up into the sky. This feels very realistic, as though the whole room was going up into the air. Other times the tunnel flies forward over the landscape.

OBJECTS JUMP OFF THE WALLS



Sometimes objects jump off the walls out to the people. The tunnel uses a special algorithm that makes each guest think that the object has jumped towards them. Even if there are ten guests that are all spread out, each guest will see the animal jump exactly into their arms.

THROUGH AND OUT THE OTHER SIDE



Not only can animals be in the air of the tunnel. We can also have animals run towards you and then go out the other side of the tunnel behind you. You can't see it in this video because this PowerPoint is on a 2D screen, but these people think that the animals went past them. We do this with 3D silhouette technology. As the animals approach the walls, they turn dark and then swap to a 3D silhouette that has a longer projection range. To the audience, it all looks correct.

ENVIRONMENT OBJECTS IN THE TUNNEL



This video appears to show people walking under a wooden bridge. It looks real but it is also a hologram. The tunnel can project background objects inside the air of the tunnel, they can even be over people's heads. Here we can see a log coming out from the wall and the children entering a dark cave, that lightens up once inside.

RESPONSES



We took a group of adults and children of many different ages and filmed them as they went through to see their responses. As you can see the children wear glasses. These are not virtual reality. Virtual reality is where you have screens over your eyes, instead, the holograms are projected with lasers and the glasses are needed to separate the light waves into the correct eyes. They are like sunglasses and are see-through.

Competitions

1st

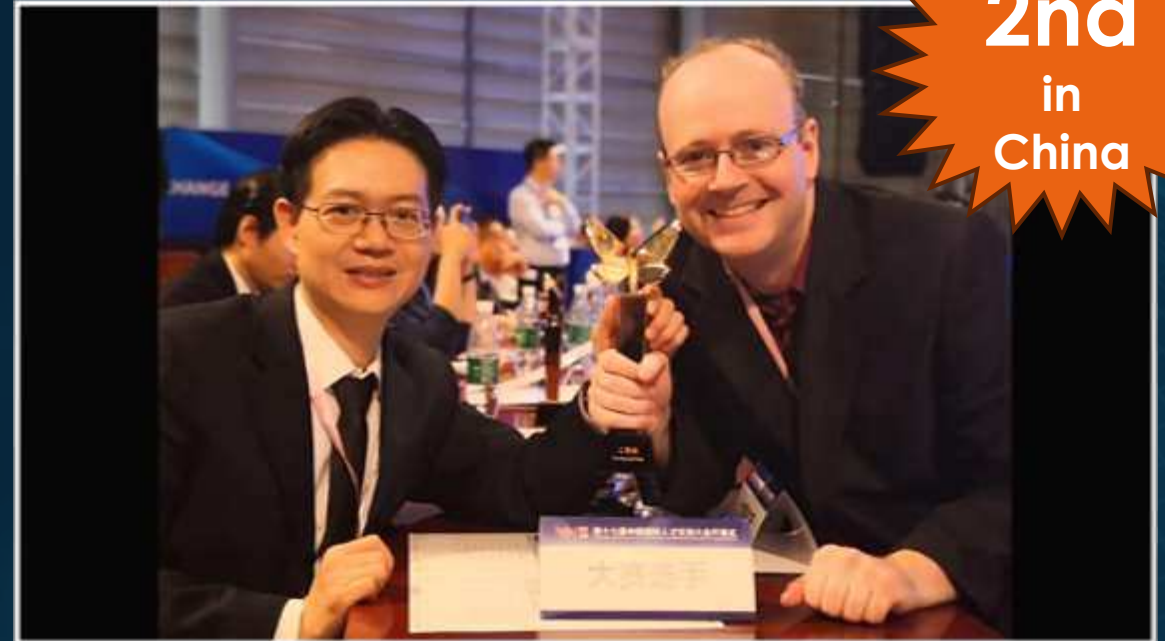
in USA



Axiom was awarded the Yosemite Award for best technology by the mayor of Silicon Valley, in 2019, beating all unicorn tech companies that year.

2nd

**in
China**



Axiom came second in the world's largest tech start-up competition in China. There were 200 tech companies from the world's best startups the competition went on for 5 days.

Axiom Holographics has won some of the world's most prestigious awards for this technology in America and China. The American competition had Steve Wozniak, Al gore and Bill Clinton as speakers.

Why a 'hologram revolution' could be on the way

11 hours ago · Comments



HOLOGRAM ZOO

Brisbane's Hologram Zoo features 50 different creatures

By Phil Mercer

BBC News

At this zoo visitors dodge stampeding elephants, peer into the gaping jaws of a hippopotamus and pat friendly giraffes.

Such thrills are possible at Australia's Hologram Zoo, which opened earlier this year, and features 50 lifelike displays from dinosaurs to gorillas crafted from lasers.

Its creator says it's the world's most futuristic animal theme park, using technology that has never been used anywhere else.

BBC
WORLD
NEWS

“Why a Hologram Revolution could be on the way”

BBC World News wrote about us in October 2023.

“Technology revolutions” have been things like, cars, phones, TV, etc. The next technology revolution is Holograms.

TIME

THE BEST INVENTIONS OF 2023

AR/ VR / Hologram



Virtual Fauna

Axiom Holographics Hologram Zoo



BY JEFF WILSON
OCTOBER 26, 2023 1PM AEST

At the hologram zoo you don't just see an elephant – you see a herd of elephants that stampedes toward you and then runs through you. "It's really about showing people things they have never seen before," says Bruce Dell, CEO of the Hologram Zoo, a 16,000-square foot complex in Brisbane, Australia, that projects lifelike wonders such as polar bears and whales in action. Dell's secret? He slashed the cost of hologram tech by building a factory to do everything in-house. "What used to cost millions was brought down to 5% of the cost," says Dell. What's more, it's a way for the public to see and learn about wildlife that doesn't involve keeping animals captive.

CONTACT US AT LETTERS@TIME.COM.



Revolutionary Reality

Apple Vision Pro



BY ARNO LINSON
OCTOBER 24, 2023 1PM AEST

Just about every big tech company has tried to develop virtual or augmented reality headsets with mass appeal. Apple might be the first to pull it off. Unveiled in June and set to hit shelves in early 2024, the Vision Pro features micro-OLED displays, a dozen cameras, six microphones, five sensors, and a new Apple-designed R1 chip. There's plenty that makes this headset unique, including gesture controls—wearers can navigate with eyes, hands, and voice—and the sheer number of apps it supports. An external screen shows users' eyes to communicate their immersion as they toggle between augmented and virtual reality. CEO Tim Cook says the aim is to "blend digital content with the physical world in a profoundly new way."

CONTACT US AT LETTERS@TIME.COM.

The Hologram Zoo System was declared to be one of the best inventions of 2023 by Time Magazine. The other winner that year was Apple in that category.



Content

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Current and Future Content :



At present there are five shows, these are: Australia, Polar / Arctic, Dinosaurs, Africa, and Asia (China and Japan)

Future shows will be in South America, and Southeast Asia (India, Indonesia etc.) Underwater, Europe, and North America. Further shows after this have not yet been decided.

SUMMARY: There are already five full shows, with more in production. Each show is different.

What a show consists of:

Each Show consists of the following:

- 1) Ten new animals that are in the Hologram animal enclosures.
- 2) Five different Sky Roof experiences
- 3) Five different Hologram tunnel journeys:

For example, in Africa:

- 1) They go to the forest and see the ostriches and giraffes (Giraffe necks come out of the walls into the room)
- 2) They go to the grasslands and see the lion and elephants (The elephants stampede you and run through the walls)
- 3) They go to the desert and watch the morning sunrise among the herd (A rhino charges through the tunnel wall at you)
- 4) They go to the gorillas in the mountains during a thunder storm (The rain is holographic but looks like it's in the room with you)
- 5) They swim in the river with the hippopotamus. (An elephant sprays fake hologram water on you, and it seems like the water is all around you as you progress down river).

You also get four new Projectograms themed to the animals of that land (Cardboard holographic-style objects)

SUMMARY: A full show has five tunnel experiences, Ten new animal enclosures, five new Sky Roof experiences and four new Projectograms (Cardboard holograms)

Model A : One at a Time

Each Show Goes For Three Months



Best For centers in places with repeat customers

One show plays for around three months then it ends and a new one starts.

There are four different pieces of content a year. These end and start mid-way through each holiday, (this is because the second part of the holidays is often twice as busy, but fear of missing content that is about to end will be a good motivator).

Each center will be able to choose whatever content they want for each 3-month period.

Once or twice a year these shows are completely new. The rest of the time you can choose from shows that were previously released. You do not have to accept new shows, you can choose an older show if you do not like the updated content.

We have three separate ways you can receive your content:

Model A: A different show every three months (four times a year). (or Model B on the next slide)

Model B : Three running at once

Choose any of these three



Best for centers in tourist locations where customers won't come back

All three shows play at the same time and customers can choose the one they want to do.

These three shows remain for the whole year.

Each center will be able to choose whatever three shows they want for the year,
(each year they pick new ones from any previously available content).

New content will be released twice a year for Model A, but Model B (this one) will have a one-year delay before newly released content is available to them.

We have three separate ways you can receive your content: This is Model B: where for the entire year the same three shows run together, and your customers can choose which one they want to do.

Model C : A different show every few weeks

Each one runs for a few weeks



Best for centers that move around from location to location

You show a different show every few weeks.

These three shows remain for the whole year.

Each center will be able to choose whatever three shows they want for the year, (each year they pick new ones from any previously available content).

New content will be released twice a year for Model A, but Model B (this one) will have a one-year delay before newly released content is available to them.

We have three separate ways you can receive your content: This is Model B: where for the entire year the same three shows run together, and your customers can choose which one they want to do.

You also get one pieces of Upgraded Content



DINOSAUR
Hologram Experience
Add on the Dinosaur Experience

ONLY \$17.50 *Per Person*

MORE INFO ⓘ

Choose This Upgrade When You Go to Book Another Experience

In addition to the normal pieces of content playing throughout the year the all models will also be allowed an additional piece of content to use as an upgrade. Such upgrades are not available as normal pieces of content that can be used as a single session. For example, Dinosaurs is an “upgraded content,” it is only available when customers add it to an existing session. Your center cannot play “upgraded content” as a normal single session on its own (without permission). In future new pieces of “upgraded content” will also be available, and every six months you can choose which upgraded content you want to use for that six-month period.

You also get additional “upgraded content“. This is not available as a single session, instead its only available as an extra that people add for an extra price. (Available for all models).

Seasonal Content



All models will also get seasonal content for the appropriate time of year.

Christmas, Easter, Halloween, Valentine's Day etc.

Christmas is finished, and so is the Chinese New Year, but there is no release date for the others.

These run as well as the normal content that you would usually run.



You also get additional seasonal content, at the appropriate time of year.

Yearly Calendar

January, February, March

April, May, June

July, August, September

October, November, December



DINOSAUR
Hologram Experience
Add on the Dinosaur Experience
ONLY \$17.50 Per Person
[MORE INFO](#) *Choose This Upgrade When You Go to Book Another Experience*

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[MORE INFO](#) *Choose This Upgrade When You Go to Book Another Experience*

For Model A here is what a normal year would look like (Halloween is not yet available).
You will often have three different pieces of content running at the same time.

Terms of the Software License

You agree that you are aware that shows will be added, deactivated, reactivated, according to these terms.

The content itself is not owned by you; neither is the IP of the content owned by you. It is licenced by you under the terms of this agreement.

You can swap whether you want to be on model A, B or C once a year.

Centers with multiple tunnels can treat each tunnel as its own site. They may have different content for different tunnels that can be on different models.

You are aware that museums may have some content that is not available to you.

You are aware that some organisations may pay for custom content to be made that will not be available to you.

At the end of the term of the licence agreement, no further updated content will be available to you unless you agree to a new software license for an agreed fee.

Alternatively, if you do not renew your licence, then you will choose from three years' worth of existing content under the conditions of one of the models above, and they will repeat continuously in a three-year cycle.

Content is given as a software licence. Content will be given and will then expire according to the model you choose.



Main Information

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Staff and Duties

You will usually require one staff member at the counter to welcome guests and one to assist guests in the center.

These are the duties of the counter staff member :

- 1) Receive payment from customers.
- 2) Give them glasses
- 3) Receive glasses back at the end
- 4) Give the customer a Projectogram at the end
- 5) Put the glasses in the sanitizing boxes for one minute.
- 6) Enter customer names into the system (the tunnel tells them which family goes next)

These are the duties of the floor staff member :

- 1) Show them the 1minute instruction video
- 2) Bring the group to the tunnels
- 3) They will answer questions or assist the guests with any concerns or special needs they may have (E.g: a child need to go to the bathroom, so they must leave this group and be reallocated to the next one).

The Center requires only two people to operate.

Staff do not have to be skilled. They don't have to convince people to buy or upgrade as that was already done online. It isn't a complex task like cooking food, instead the staff are mostly there to assist while the system runs itself. There is not much that a staff member can do wrong.

Pricing



Pricing

Morning 9am - 2pm	Afternoon 2pm - 6pm	Evening 6pm - 9pm
\$29.50 per person	\$25.50 per person	\$19.50 per person

UPGRADE
Have double the fun with twice as many Experiences

additional session
ONLY \$17.50
more per person

You can use whatever price you want, but one suggestion is dynamic pricing for different times of day. This was done in our first trial because the morning was our most popular time, and we needed to spread the customers through the day. Some customers are wealthy and do not care about price. Others are very concerned about price and so it is better to give them a discount but move them to a less busy time. We also prefer “.50” rather than “.99”, but it is your choice.

Most Important Numbers

Here are the most important numbers you will need to do your own revenue calculations:

Capacity:

A single unit can take around 84 customers in an hour.

(This is with groups of 14 people at a time, 8 in front and 6 in back)

If you want your guests to be more comfortable you can do groups of 12 (7 in front and 5 in back) which is 72 customers an hour. Or if you want to push to maximum capacity you can do 9 in front and 7 in back at 96 customers per hour. (When we say front and back we mean there is a front walk way for children in the tunnel and a back walk way for adults.)

There are 190 school days in a year in most countries. You should expect less than 15% occupancy on a school day. If you are not in a shopping mall you can consider being closed until 4pm on a school day. And being open for around 5 hours until 9pm.

There are 175 non-school days in a year in most countries. You should expect to do more than 75% occupancy on a non-school day. It is common for entertainment to be open 12 hours a day, 10am to 10pm is suggested.

This equates to : 950 school day hours a year at 15% occupancy,
and 2100 non school day hours a year at around 75% occupancy. (100% is possible and is common on some days)

The Hologram Zoo takes around 80 people per hour.

There are 175 non school days in the year and 190 school days in most countries.

At 15% occupancy on a school day and 75% occupancy on a non-school day.

This equates to around 137,400 customers a year.

Yearly Revenue

The figures and assumptions on the last page will get through 137,400 customers in a year.

If you did 75% of this capacity you would have: 103,050 customers in a year

If you only did half as well you would have : 68,700 customers in a year

And if you only did a quarter as well you would have : 34,350 customers in a year (which is very low)

You should now multiply this figure by the average price you charge per hour.

Examples:

At a price of **\$30** you would get : **\$4m (Normal)**, **\$3m (75% of normal)**, **\$2m (half)**, **\$1m (quarter)**

At a price of **\$25** you would get : **\$3.4m (Normal)**, **\$2.5m (75% of normal)**, **\$1.8m (half)**, **\$600k (quarter)**

At a price of **\$20** you would get : **\$2.7m (Normal)**, **\$2m (75% of normal)**, **\$1.35m (half)**, **\$675k (quarter)**

At a price of **\$15** you would get : **\$2m (Normal)**, **\$1.5m (75% of normal)**, **\$1m (half)**, **\$500k (quarter)**

At a price of **\$10** you would get : **\$1.35m (Normal)**, **\$1m (75% of normal)**, **\$675k (half)**, **\$337k (quarter)**

At a price of **\$5** you would get : **\$675k (Normal)**, **\$500k (75% of normal)**, **\$337k (half)**, **\$168k (quarter)**

(a price as low as \$5 may be suitable for some developing world countries)

Our Australian Museum trial used a price of \$25 and a "normal" occupancy rate. They made \$550k in 42 days

Use the above chart to see what revenue you would make at different prices and occupancy rates. Remember the "Normal" occupancy rate was based on 75% occupancy on non school day and 15% on a school day, so it is still possible to do much higher than the revenues shown here.

Branding



A Hologram Zoo center is not a franchise, it is a purchase of equipment. The name “Hologram Zoo” has been made public domain, so anyone is free to use it. Our branding and logos are also public domain, so you are free to use them. Any maintenance or royalties are to be considered part of the “Software licensing fee”, and in no way are they “Franchise fees”. We will also assist our customers with videos and pictures to help them in their advertising.

This is not a franchise, it's a purchase with a software license. You may use the name and branding as it is open source. We will assist you with videos and pictures for your advertising.

NO Territories

There are no Exclusive Territories:

This is not a franchise. It is a hardware sale. It is not possible to give exclusive territories.

Axiom manufactures the products which are then resold by separate independent distributors who have the rights to distribute into any territory worldwide.

Even if Axiom or any of the distributors agreed to only sell one product into a particular territory, they cannot prevent the other distributors from doing so. Axiom cannot legally pressure or dissuade them or cut off their supply to encourage any form of territory protection.

These distributors all have the same price and can only get a discount by request from Axiom the Manufacturer.

There are also some companies with touring shows.
It is not possible to tell them where they can or cannot go.

Also, as it is an equipment sale, we cannot prevent someone from buying it and then moving it to a new location later.

There are no exclusive territories. This is not a franchise, it is a hardware sale.

Axiom is the manufacturer, they have distributors around the world.

When people buy the equipment Axiom cannot stop them from moving it to another place later.

Maintenance

You will receive a spare computer and a spare tunnel projector, and a spare Sky roof /Enclosure projector.

Main Computer is from Dell. Projectors are from BENQ (or Vivitech, Optima or Epson, depending on availability) these are well known strong projector brands.

You will receive the warranties from the manufacturer (DELL, BENQ etc).

If both the originals and the spares break down, you will have to purchase new ones.

Current costs are around:

(In the current market the computers are around these prices: \$5 000 USD for the computer and \$1 500 USD for each of the two graphics cards, or \$6 000 AUD for the computer and \$2 500 AUD for each of the two graphics cards).

In the current market these projectors are around \$3 000 USD (\$4 500 AUD) each at present.

A tunnel has 5 of these projectors (these prices are subject to change at any time).

The sky roof and enclosure uses a smaller projector which in the current market costs around \$1 800 USD or \$2 500 AUD (these prices are subject to change at any time).

If any hardware that Axiom produced should break, then we replace it for the next five years. (excluding glasses).

You start with 200 glasses and will be given 10 new ones each year for the next five years to cover breakages should they occur.

We supply you with a spare computer and projectors , so that you can immediately be operational again in case there is a failure. You have manufacturer warranties with DELL and BENQ directly.

Any Electronic Hardware Axiom produces will be automatically replaced over the next 5 years

Sizes

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Sizes

**There are three main components:
The Tunnel,
The Enclosures,
The Sky Roof.**

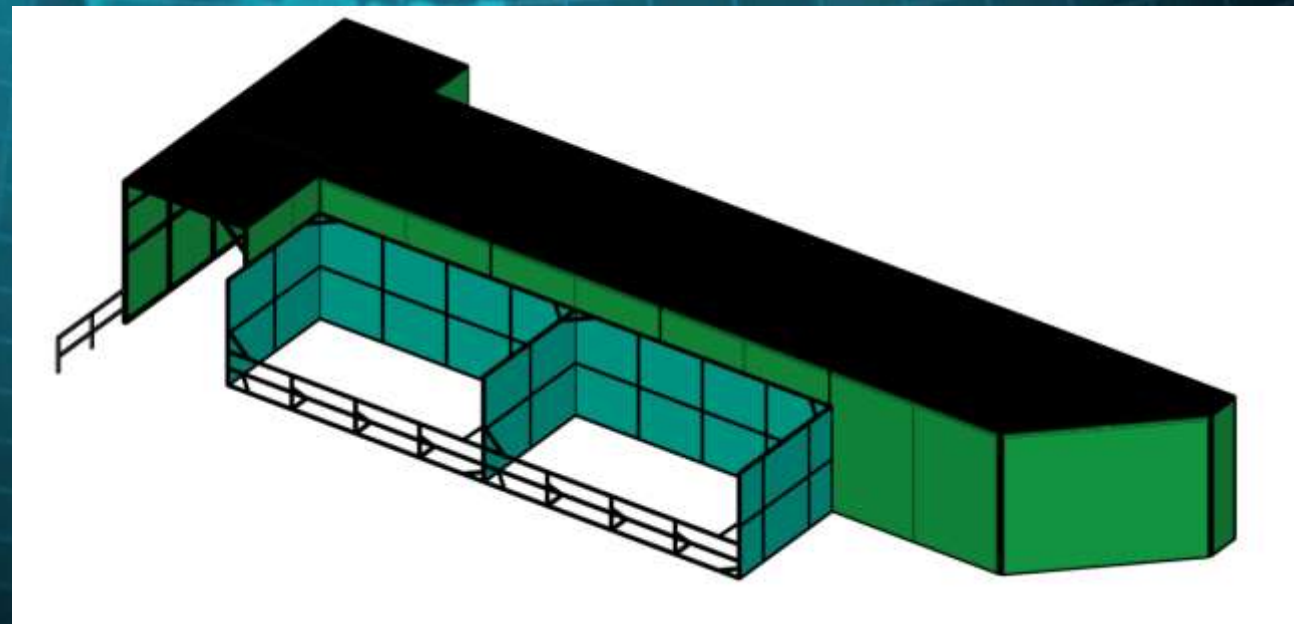
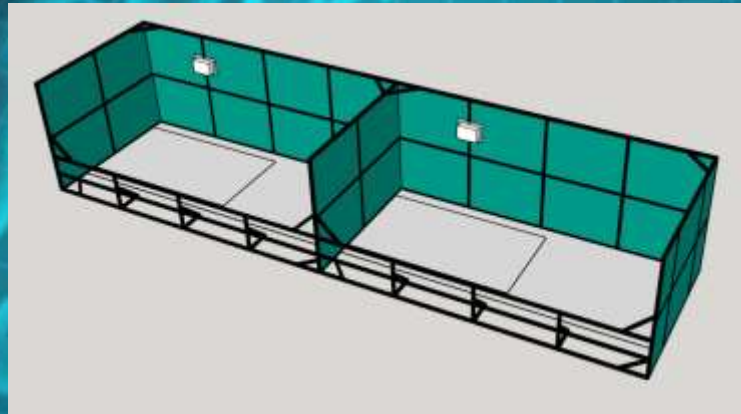
These are separate and can be positioned independently. The two enclosures are stuck together because they share a common wall.

Tunnel : 19m * 3.7m wide, * 3.21m high

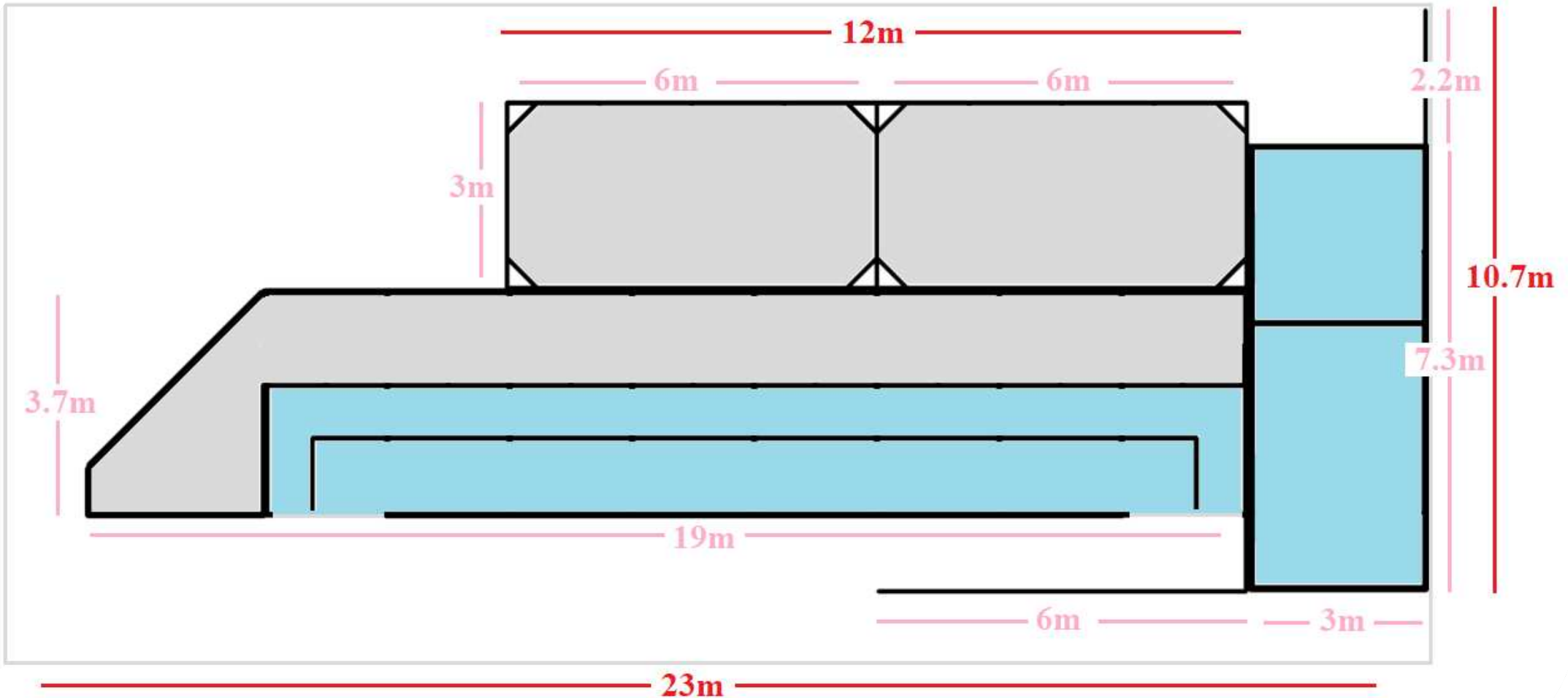
Enclosures : 12m * 3m wide * 3.21m high

**Sky Roof : 7.3m long + 2.2m little fence
(detachable if not needed)
3m wide, 3.21 m high.**

**The entire center uses around 6000 watts.
(Around the same as an office with 10 computers)**



SIZE OF WHOLE CENTER



The whole center is 23m by 10.7m, and is 3.21m high. (250 square meters)
(75.5 feet, 35 feet, 10.55 feet high) (2642.5 square feet)

This includes walk ways around the outside. The top left corner has room for reception.



The Main Show

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Through put



Around 12-16 guests go through the tunnel for each journey, they will do five journeys in total. (In each one they will see different things) Each journey will take 1 minute and 50 seconds. (With 10 seconds for them to leave and the next group enters) The guests will have a 4-minute journey around the back of the tunnel in between each tunnel journey (During the break they will walk past the animal enclosures and sky roof) This means in total the guests spent 10 minutes in the actual tunnel and 16 minutes outside the tunnel. So, we can do six groups of people in the tunnel each hour. This equates to around 84 people per hour (Though it could be as high as 100 if you have bigger group sizes).

Regarding how many people will be present in the centre at once: You should expect to have around 40 present in the main area (Of tunnels and enclosures)

**A single Hologram Zoo System will take around 80 guests in an hour.
When full the centre will have around 40 guests in the tunnel area.**

Managing Guests

The monitors tell their group where to go next and how long they will be waiting for the next activity.

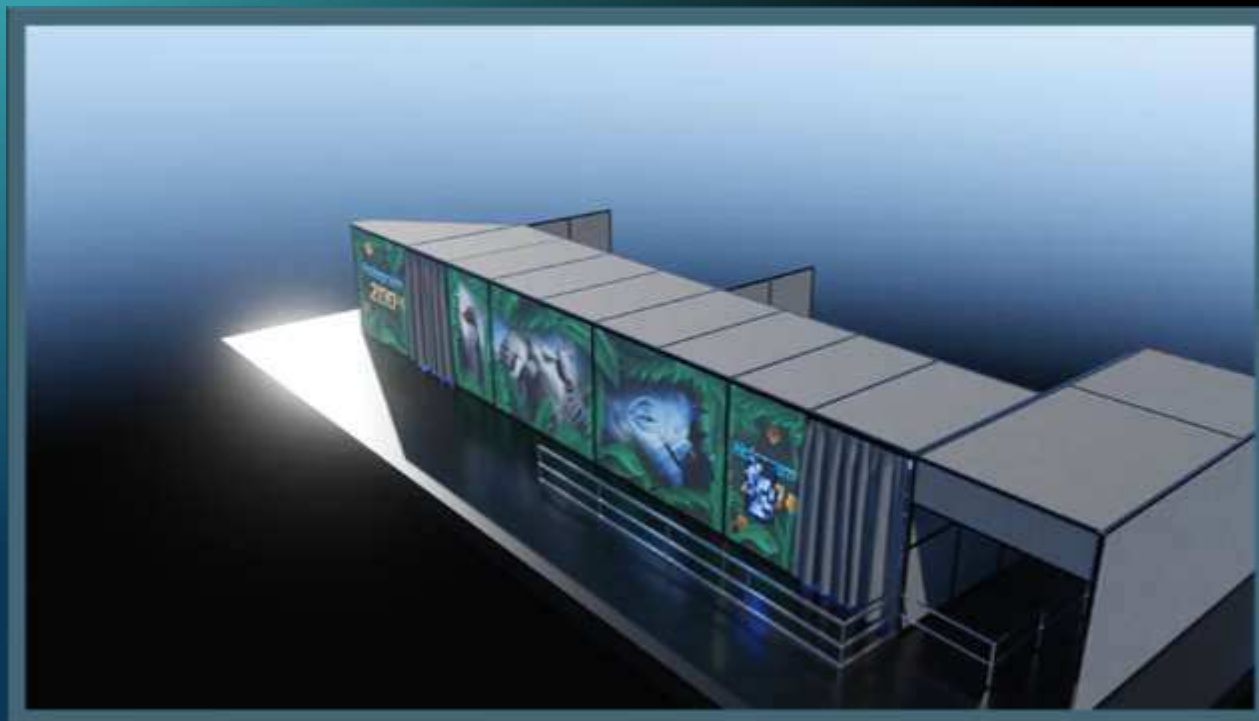
Guests are in groups of around 14 people. These groups are made of different families. They all travel together through the tunnel. At the enclosures they are broken back into families. The screen will say “Smith family go in 26 seconds”, “Jones family go in 48 seconds”. The enclosures will only accept four families so smaller families will be joined together : eg :”Dell and Spencer go in 1.16 seconds”

There are also stripes of light that guests follow to keep them moving. The system is automated to minimise the need for staff.

Visitors are given a pair of glasses. These glasses are not virtual reality (They don't have screens over people's eyes). These glasses separate the light from the lasers, so it goes through the correct eye. The glasses are powered but only need to be recharged every 7 days. They have a battery indicator on the side that tells the staff when they need to be recharged. When guests are finished, they return the glasses for the next guests. We will supply you with ultraviolet medical-grade sanitisation boxes that clean the glasses at the end of each session, (This takes around 1 minute)

Guests are put in groups of around 14 and given a coloured band to represent their groups. The light strips and TVs will guide them around the centre, this minimizes staff.

Timing of Guests



They will go through a tunnel 5 times.
They will pass 10 animal enclosures.
They will go under 5 sky rooves.
They will choose a Projectogram from the light-up glass cabinets.
Their whole experience will be around 30 minutes long.

0 - 2: Tunnel journey one (2min)
2 - 3.15: Walk then wait (1.15min)
3.15 - 4.15: Walk past the first two enclosure animals (1min)
4.14 - 4.45: Go under the sky roof (30 sec)
4.45 - 6: Walk then wait (1.15min)
6 - 8: Tunnel journey two (2min)
8 - 9.15: Walk then wait (1.15min)
9.15 - 10.15: Walk past the second two enclosure animals (1min)
10.15 - 10.45: Go under the sky roof (30 sec)
10.45 - 12: Walk then wait (1.15min)
12 - 14: Tunnel journey three (2min)
14 - 15.15: Walk then wait (1.15min)
15.15 - 16.15: Walk past the third two enclosure animals (1min)
16.15 - 16.45: Go under the sky roof (30 sec)
16.45 - 18: Walk then wait (1.15min)
18 - 20: Tunnel journey four (2min)
20 - 21.15: Walk then wait (1.15min)
21.15 - 22.15: Walk past the fourth two enclosure animals (1min)
22.15 - 22.45: Go under the sky roof (30 sec)
22.45 - 24: Walk then wait (1.15min)
24 - 26: Tunnel journey five (2min)
26 - 27.15: Walk then wait (1.15min)
27.15 - 28.15: Walk past the fourth two enclosure animals (1min)
28.15 - 28.45: Go under the sky roof (30 sec)
(Get directed to Projectogram wall)
28.45-30: Choose their Projectogram
30 -35: leave

Guests are here for around 30 minutes to do the full show. They will go through the tunnels five times, and past the animal enclosures 10 times, and the Sky Roof 5 times.



Competitors

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TOP 3 TECH COMPETITORS

This section looks at the world's top 3 most high-tech immersive attractions. All three of them are flat projections on walls, none have real depth or holograms that fly around the room.



BEYOND KING TUT:

This is America's most high-tech immersive attraction. It was produced by National Geographic; It has two large rooms with flat projectors on the walls. It travels around the country doing 3-month shows. It costs \$20 USD, \$29 AUD. It has around 1 million visitors a year.

SUMMARY: Beyond King Tut by National Geographic is America's most immersive experience, but it's just flat 2D projectors on walls, they do not have hologram technology.

TOP 3 TECH COMPETITORS

This section looks at the world's top 3 most high-tech immersive attractions. All three of them are flat projections on walls, none have real depth or holograms that fly around the room.



VAN GOGH ALIVE:

This experience is confusing because it is two competing companies that are both doing the same thing. The first is US-based, and the second is Australian which copied them because there is no copy write on Van Gogh anymore. The US company has had 4.5 million visitors sell tickets at \$35 - \$99 (VIP) and claims to have made around \$200 million. The Australian one has visited 80 cities.

SUMMARY: Van Gogh Alive is another flat 2D experience. UEG the creators have done a deal with us so that they can do some Hologram Zoo shows in some states of America.

TOP 3 TECH COMPETITORS

This section looks at the world's top 3 most high-tech immersive attractions. All three of them are flat projections on walls, none have real depth or holograms that fly around the room.



TEAM LAB:

Team Lab is Japan's most high-tech immersive attraction. It has many rooms with flat projectors on the walls (not holograms). It gets 2.3 million visitors per year. It costs 3,200 YEN, \$25 USD and \$35 AUD. It makes around 50 million USD a year in revenue.

SUMMARY: Team Lab is Japan's most high-tech attraction, it also is just flat 2D projectors on walls, they do not have hologram technology. (We invented it and have the patents for it).



Trial Sites

[Go Back To Index](#)

First Test Site : Christmas holiday Trial



Test Site ONE:

The first is Axiom's own Hologram Zoo showroom in Queensland Australia. The site was chosen because it is only 3 minutes away from Axiom's headquarters. The centre is a development site and showroom for those interested in purchasing Axiom's products. The site is in an old "dead mall" because Axiom needed lots of space with cheap rent. The site is closed to the public most of the time so that Axiom can develop and work on the technology, but it is open on weekends and school holidays. The site is not advertised to tourists instead it is primarily there to test the equipment with the local market. Over Christmas, that site is open every day of the week as Axiom's staff are on holiday and do not need to continue working.

[CLICK HERE FOR INFO](#)

We have opened a Hologram Zoo in Brisbane. It is a test site to trial our equipment, but it is also open to the public. It made 200k in the first 30 days. This site has additional equipment that is still in development but is available to the public for testing.



Christmas Holiday Trial

The Show:

42 days for the school holidays from the 10th of December to the 22nd of January (2022-2023) It was closed for 4 days (Christmas and other public holidays) Therefore, it was open for 38 days in total.

Equipment

It had one tunnel for the first 8 days then progressed to two tunnels.

Pre-sales:

The price was **\$29 per person** or \$87 for a group of five people. **It sold \$90,774 in tickets before it opened. Every ticket was sold up until Christmas day, prior to the centre even opening. It had 100% occupancy before Christmas.**

Revenue:

It made **\$240,129** (including presales) this averages at **\$6,319 per day.**

Occupancy

Maximum occupancy of 280 people per day. Maximum guests that could fit for the entire show: 10,640 Actual guests that visited: 7,912 Average **occupancy rate: 74%**

Differences between this show and the museum show:

These were the old-style tunnels that only took one family at a time.

They had an occupancy of 20 people per hour. The new museum tunnels take 80 people per hour and allow multiple families in at once.

This show was a trial and was not well advertised.

After the trial, the centre is closed during the week for us to develop our equipment. We do not advertise to tourists; it is only promoted to locals. This is because it is a “dead mall” and is not suitable for large tourist bus groups until we repair and redecorate the outside of the mall.
(which we are arranging)

Hologram Zoo school holiday trial made \$240k in 38 days. Around \$6,300 a day Sold every ticket until Christmas before it even opened. And averages at 74% occupancy.



Australian Museum Dinosaur Show



[CLICK HERE FOR INFO](#)

Test Site TWO:

Whilst the equipment was in development, the heads of the Australian Museum came to see it. The Australian Museum is the largest museum in Australia and it is in the center of Sydney. They liked what they saw and booked Axiom Holographics to do the world's first giant hologram dinosaur museum attraction. The show began in September 2023 and went on for 42 days.

In September 2023, we did the world's first Hologram Dinosaur Show at the Australian Museum (largest museum in Australia). We expect museums to turn into a large new market for us.



I am Fran Dorey, Head of Exhibitions at the Australian Museum.

We recently partnered with Axiom Holographics to present a 42-day exhibition/experience called *Holograms Dinosaurs*.

We were proud to be the first museum in the world to do a show of this kind and to bring dinosaurs and other prehistoric animals to life with such amazing technology.

Visitors loved it and the show performed better than we expected, with over 25,000 guests walking the tunnels and pens with their hologram glasses!

We would be glad to host similar shows in the future.

Your sincerely
Fran Dorey

A handwritten signature in black ink that reads "Fran Dorey".

Fran Dorey

Head of Exhibitions | Museum Experience and Engagement

Australian Museum 1 William Street Sydney NSW 2010 Australia

T 61 2 9320 6342

M 0405 182 125



“We were proud to be the first museum in the world to do a show of this kind and to bring dinosaurs and other prehistoric animals to life with such amazing technology.”

“Visitors loved it and the show performed better than we expected, with over 25,000 guests walking the tunnels and pens “

“We would be glad to host similar shows in the future.”

Letter from the Australian Museum expressing their great satisfaction with our entertainment products and the show provided.



Australian Museum Dinosaur Show

The Show:

The whole show goes for 42 days. 2nd of September to the 14th of October (2023) There were 21 non-school days and 21 school days. (a school holiday of 2 weeks was in the middle) At current rates this equates to **\$549,000** in revenue for the full 42-day show, This averages at **\$13,452** a day.

Revenue:

Adults \$25, children \$22.50. Museum members got a half-price discount. **School days made \$5,181** each. **Non-school days made \$24,724** each.

Maximum Occupancy:

2 tunnels, maximum people that can go through 160 people per hour Open for 7 hours a day (from 10 – 5) Maximum people per 7-hour day = 1,120 Maximum guests possible over 42 days: 47,040.

Average Occupancy:

Over 25,000 people attended over 42 days. This averages 595 people per day. This is an average occupancy rate of 47%.

School vs Non-school days:

School days 211 people per day 17% occupancy Non-school days 846 people per day 76% occupancy (most countries have 190 school days, and 175 non-school days a year).

The Arrangement:

Museum supplied the space and staff.

Axiom supplied the equipment, the installation and the content

The museum spent \$90,000 on marketing.

The Museum removed the marketing expense then split the rest with us half each.

We received around: **\$230,000** for a 42-day show.


All figures in Australian dollars.

Made around \$549k in 42 days. Roughly 47% occupancy rate. Averaging at around \$5,000 on school days, and \$25,000 on non-school days.

TRIALS WITH THE ELDERLY



Trials with elderly people have done very well. (please turn up volume to listen). We have done three elderly groups. Mostly between 70 and 90 years old. Each group was around 20-30 people. It was enjoyable and manageable for them because all they have to do is walk. They were all very pleased with what they saw.



Media Attention

[Go Back To Index](#)

**In 10 days from July 31st
Hologram Zoo had 106 articles
across most of the world's
Major technology news sites.**

Axiom Holographics was the most publicized technology company worldwide for the month of August 2023

SUMMARY: In July, Axiom's Hologram tunnel technology was the most published in the world with 106 articles in most of the world's top tech sites in 10 days.

The logo for WIRED, featuring the word "WIRED" in a bold, black, sans-serif font with white outlines, set against a white background.

"groundbreaking fusion of augmented reality and cutting-edge 3D technology"
"revolutionizing the way, we experience visual entertainment"
"this is an entirely new frontier"
"Gone are the days of isolation; here, shared experiences reign supreme"

The logo for NEWS, featuring a stylized infinity symbol icon followed by the word "NEWS" in a bold, black, sans-serif font, set against a white background.

"Axiom Holographics is now a world leader in hologram technology"

The logo for TRENDHUNTER, featuring the word "TRENDHUNTER" in a bold, black, sans-serif font with a red outline, set against a white background. A red circular graphic element is positioned to the left of the text.

"It's a first-of-its-kind global destination"

The logo for THE DEBRIEF, featuring the word "THE" in a small, white, sans-serif font above the word "DEBRIEF" in a large, bold, white, sans-serif font with a black outline, set against a black background.

"futuristic innovation blending technology and wildlife"

SUMMARY: The media believes that cinema may vanish in the next three years because Disney and others stream their movies directly to the TV. If this is so, Hologram entertainment centres may be the future of entertainment, for those who want to leave the house.

Examples Around the World

中國報 CHINA JIANGSU

今日地盤看 爆点TV 国内 会员 社会 地方 国际 财经 娱乐 财神到 食玩趣 体育 副刊

主页 > 新闻 > 智创

智创脉动 全息动物园 全息技术

智创脉动 全息动物园登场! 全息技术比虚拟影像更震撼

Axiom Holographics此前已在全息街机游戏 (holographic arcade games) 领域, 展现过其引人注目的技术。在这座全息动物园中, 游客将戴上特制眼镜并置身于昏暗的房间, 眼镜配备位置跟踪系统, 而图形引擎则为每只眼睛生成不同的图像, 以呈现来自不同视角的真实场景。



所有这些视角最终融合成一个单一的图像投影, 肉眼观着时类似古老电视上的静态画面, 但每个眼镜镜片都是一种晶体频率分离器, 仅过滤出为该眼睛专门生成的图像, 呈现出立体感的图像似乎漂浮在空中, 当游客移动头部或围绕图像走动时, 图像依然保持在原位, 多人同时观着时可以从不同视角欣赏, 让人感觉身临其境。同时观着时可以从不同视角欣赏, 让人感觉身临其境。同时观着时可以从不同视角欣赏, 让人感觉身临其境。

China

نیوز فو فارغ

روزنامه ۱۸ مرداد ۱۳۹۷

اجتماعی فرهنگی ورزشی حوزه بختیاری گردشگری عکس فیلم پیشنهاد سردبیر یادداشت آرد

روزه نامونا و علورا در شهرستان لالی تشکیل شد



استرالیا با افتتاح اولین باغ وحش هولوگرامی جهان, گام جسورانه‌ای به سوی آینده سرگرمی برداشته است. این مرکز تفریحی شگفت‌انگیز که توسط مهندسان خلق Axiom Holographics ساخته شده, از زمان افتتاح خود توجه دیگران را به خود جلب کرده است.

پیش از هر چیز احتمالاً این سؤال برای شما مطرح شده است که باغ وحش هولوگرامی دقیقاً چیست؟ در این مرکز, Holographics تصاویر سه‌بعدی واقعی از حیوانات را درست جلوی چشمان کاربران به آنها نمایش می‌دهد تا تجربه‌ای شبیه به قدم گذاشتن در دنیای خارق‌العاده از قبل‌ها, زرافه‌ها, دایناسورها و حتی یک نهنگ ۲۵ متری عظیم با جزئیات خیره‌کننده فراهم شود.

Iran

NEWS.RU

44 BTC:29,791.30 \$ 96.08 € 105.44 BTC:29,791.30 \$

РОССИЯ МИР ЭКОНОМИКА КУЛЬТУРА СПОРТ ЭКСКЛЮЗИВЫ СЮЖЕТЫ

В Австралии появился зоопарк с 3D-проекциями вместо животных

3 августа 2023 в 15:55



Фото: Axiom Holographics

В Австралии появился голографический зоопарк, в котором вместо настоящих животных представлены их 3D-проекции, сообщает ОТР. Территория поделена на несколько тематических зон. Экспозиции в том числе посвящены животным Африки, Арктики, а также подводному и доисторическому мирам с динозаврами.

Как уточняет издание, в некоторых зонах есть интерактивные мини-игры. Для полного погружения в помещения специально изменяют температуру воздуха. Кроме того, с этой целью используются специфические запахи окружающей среды.

Чтобы увидеть 3D-проекции животных, посетители должны использовать специальные очки. Из-за особенностей примененных технологий экскурсия проводится в небольших группах. При этом общая площадь зоопарка составила полторы тысячи квадратных метров, а также включает в себя два туннеля.

Russia

The media all around the world reported about Hologram Zoo in multiple different languages.

ARTICLES about Hologram Zoo:

NEW ATLAS

WIRED

Ruetir

TRENDSHUNTER™
CREATE THE FUTURE

AVNetwork

AV
MAGAZINE

Inavate EUROPE MIDDLE EAST & AFRICA 

ecoo 

**TOMORROW'S
WORLD TODAY™**

 **Próximo Destino**

 **3D JUEGOS**

SAMAGAME EN

JYTECH

HoloWire®

The Courier & Mail

Click on any logo to get the Article from that news site

ARTICLES about Hologram Zoo:



Wonderful
Engineering

IE INTERESTING
ENGINEERING

NEWS.RU



Trend online

РАКЕТА



giz_br

FORPOST
СЕВАСТОПОЛЬ.RU

中國報

CHINA PRESS

fa_vulteti.mk



OPP.TODAY

CREAPILLS

stiripesurse.ro

Click on any logo to get the Article from that news site

ARTICLES about Hologram Zoo:

THE DEBRIEF



rodrigostoledo.com

JOURNAL

soirmag

Luce!

IL MATTINO

KOH-KT

Ce ziar doriti ?
Ziar.com

فجر

TSE.

لالی نیوز

VIKONOS

ZiareLive

Pasion moviLi

Daily
MACEDONIA

Click on any logo to get the Article from that news site

ARTICLES about Hologram Zoo:

ISTOÉ

wordless**Tech**

parkmag[®]

NEWS

 **REVISTA
PRESEI**

TNN ONLINE

kodàmi

 **TGStat**

 **MONEY**

WCSA.WORLD
• WORLD CREATIVITY SCIENCE ACADEMY •



BIOPIANETA

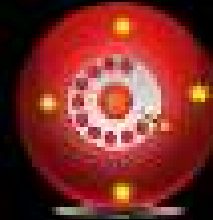
145 | **Il Messaggero**
1878-2023

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ARTICLES about Hologram Zoo:

J'AI UN POTE
DANS LA COM

Trak



ТРЕНД:

Safe
TECNOLOGIA

radiolina

Data eNe

SPRING

tuzlanski.ba

daily geek show

RSLN

la Fura
L'INFORMATIU DE L'ALT PENEDES,
BAIX PENEDES I GARRAF

L'OCJ

Click on any logo to get the Article from that news site

ARTICLES about Hologram Zoo:



TEXAL



TREND BIRD
WHAT'S THE NEXT BIG THING?



pplware

greenMe

CZECHCRUNCH



Fagen Wasanni
Technologies

ALL ABOUT XXI CENTURY TECHNOLOGIES

wprost
PODRÓZE

3Plus
NEWS

Click on any logo to get the Article from that news site

ARTICLES about Hologram Zoo:



**DIGITAL
TECHNOLOGY
GURU**

CityLife



ellaslist
Family Inspiration Daily

World Nation
News

UNEXPLAINED-MYSTERY.COM

Click on any logo to get the Article from that news site

Movie chain operator Cineworld files for U.S. bankruptcy

Reuters
September 8, 2022 7:14 AM CMT+10 · Updated a year ago



Sept 7 (Reuters) - Britain's Cineworld Group (CINE.L) on Wednesday filed for bankruptcy protection in the United States as the world's second-largest cinema chain operator struggles to rein in its massive debt.

The Chapter 11 filing, which allows firms to stay in business while trying to restructure their debt, involves Cineworld's U.S., UK and Jersey operations, covering the bulk of its business.

Cineworld shares, hit a record low of 1.80 pence after the Wall Street Journal first reported its potential bankruptcy in August.

Its net debt including lease liabilities stood at \$8.9 billion at the end of 2021. Excluding lease liabilities, its net debt was \$4.84 billion at that time. The company's market value was about 59 million pounds (\$68 million) at Wednesday's close.

Cineworld, which operates more than 9,000 screens across 10 countries and employs around 28,000 people, took on debt to fund part of its \$3.6 billion purchase of Regal in 2017, and more to survive the pandemic.

HOME > BUSINESS > BUSINESS NEWS

AMC Theatres Quarterly Loss Increases to \$287M, Overall Revenues Fall

The Adam Aron-led exhibitor reported a global attendance at 49.5 million, down from 60 million patrons during the year-ago period.

BY ETAN VLESSING FEBRUARY 28, 2023 1:55PM



On Tuesday, the parent of AMC Theatres reported fourth-quarter revenues at \$990.9 million, down from a year-earlier \$1.17 billion. Wall Street analysts had forecast revenues of \$1.05 billion for the latest quarter.

The per-share loss came to 26 cents, against a year-earlier loss of 13 cents, and the fourth-quarter loss came to \$287.7 million, well up from a loss of \$134.4 million in 2021, as AMC continues recovering from the COVID-19 crisis and contends with changing consumer habits in the age of streaming.

BREAKING NEWS

HOME / BOX OFFICE / EXHIBITION

AMC Entertainment Could Run Out Of Cash, CEO Says After Court Ruling; Urges Stockholders "To Take Bankruptcy Risk Off The Table" Even As Shares Surge

By Jill Goldsmith
July 24, 2023 11:13am



Adam Aron
AMC

As things stand, he said, "the risk materially increases of AMC conceivably running out of cash in 2024 or 2025, or of AMC being unable to satisfactorily refinance and stretch out the maturity of some of our debt" as it come due starting next year. "The risk of financial collapse is not whimsical," he warned, noting that Regal parent Cineworld shareholders were wiped out in that chain's bankruptcy.


The background: AMC's army of vocal retail investors, which saved the chain from Chapter 11 during Covid, have balked at authorizing the company to issue new shares, since that would dilute their holdings. That is why Aron created APEs – AMC Preferred Equity units – which the company could issue (and sell) instead of common shares without authorization. But the price of the APEs fell, making them less effective for fundraising.



Media says cinema is dying, due to streaming services. **Cineworld** (the second-largest chain in America) **just went bankrupt**. **AMC** is **close to bankruptcy**. Axiom's new technology for Hologram Entertainment may take its place.



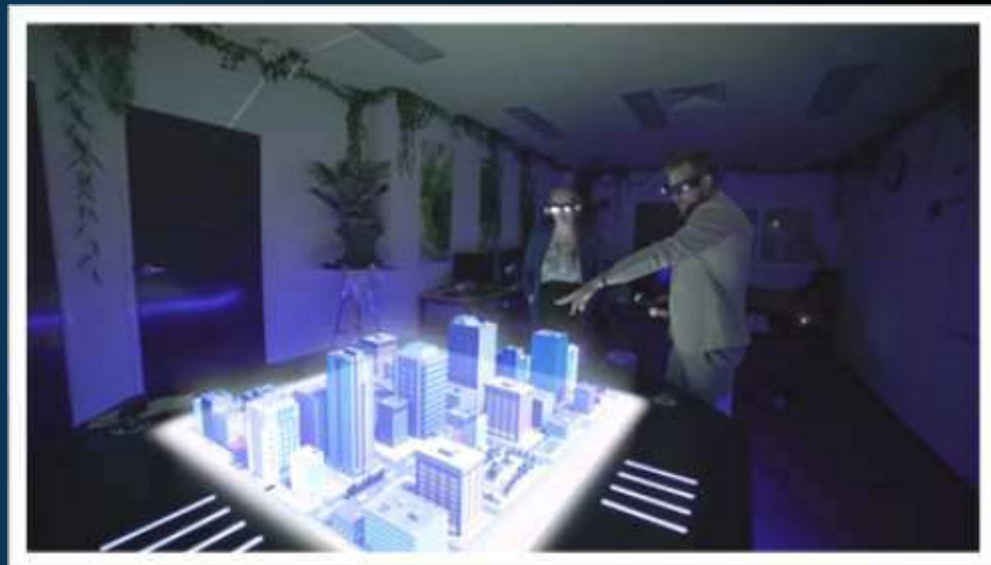
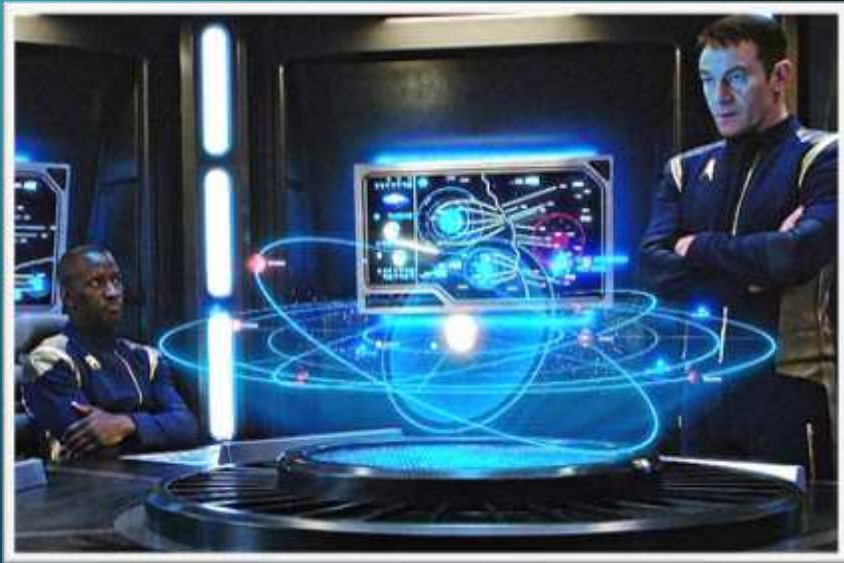
Hologram entertainment centers are presently Zoo animals.
In the future they intend to move to IP and licensed characters.



Axiom Holographics

[Go Back To Index](#)

“Holograms” the next technology revolution



Holograms look solid but they are made out of light. Axiom has a new way to produce them at a fraction of the cost. We have produced many different devices for different industries.



Axiom Holographics has both devices for entertainment and non-entertainment. We have Hologram Rooms, Tables, Walls, Tunnels, and Hologram Arcade Machines.

Some of our well-known Customers



AIRBUS



Honeywell



Here are some of our well-known customers.
Axiom also produces devices for governments and universities all around the world.

Notable Customers



The Prime Minister of India used our Hologram table to unveil Asia's largest airport. We made the Hologram Aquarium room for Bill Gates's luxury Four Season's hotel in the Maldives.



The Queensland Government
Ignite Grants Department
Australia

20 August, 2022

To whom it may concern

This is to confirm that we have recently launched an educational hologram entertainment room at Four Seasons Resorts Maldives which was created and installed by Axiom Holographics Pty Ltd, Murrarie QLD. The facility offers interactive Aquarium based content and has attracted much excitement and praise from our international clientele. We are particularly pleased with their Manta Ray module which was developed specifically and exclusively for our UNESCO Biosphere destination to increase the public's awareness of this endangered species.

We are delighted to continue to work with Axiom Holographics on other conservation and sustainability projects and look forward to a long and mutually beneficial relationship with their professional and dedicated team.

Yours sincerely

A handwritten signature in black ink, appearing to read "Armando Kraenzlin".

Armando Kraenzlin
Regional Vice President & General Manager
Four Seasons Resorts Maldives

Four Seasons Resort Maldives at Landaa Giraavaru
Baa Atoll, Republic of Maldives



FOUR SEASONS
Hotels and Resorts

“The facility offers interactive aquarium-based content and has attracted **much excitement and praise from our international clientele.**”

“We are particularly pleased with their Manta Ray module.”

“We are delighted to continue to work with Axiom Holographics.”

“We look forward to a long and mutually beneficial relationship with their professional and dedicated team.”

Letter from Bill Gates's Four Seasons resort in the Maldives expressing their great satisfaction with our entertainment hologram room.

About Axiom Holographics



Chairman: David Merson

David was the former CEO and founder of "MINCOM" (formerly Australia's largest technology company). MINCOM had 1,300 employees and an ARR of \$200 million. David helps with business strategy and legal.



CEO: Bruce Dell

Bruce is considered to be one of Australia's top inventors. Before starting Axiom Holographics, he invented an algorithm that now powers the core graphics engine of the French railway and Tokyo traffic authority. He also invented Leica's point cloud rendering software. He is a good speaker who has won many prestigious competitions. Bruce was a keynote speaker alongside Steve Wozniak at the Australian Government Technology Convention.

Axiom Holographics is based in Brisbane Australia.



David Merson, our chairman, previously ran Australia's largest tech company. He is 83 years old, however he is in the office 4 days a week and doesn't want to retire. He says that the company is too exciting, and he would have nothing to do. Bruce Dell, the CEO, is also the inventor of most of the company's technology and patents.

Our share holders



Strategic Investment

The large camera and laser scanner brand



The Board of "Morgan's" (Australia's largest financial advisory firm) have also invested privately



Mincom

David Merson and Scott McTaggart

The former heads of Mincom, previously Australia's Largest Technology company



Uni-innovation

Uni Innovation

Representing a number of Chinese and Canadian investment funds



SoftBank

Joe Ye

Softbank itself has not invested. Joe Ye, Advisor to Masa San (Head of Softbank) has invested privately.



AL TAMMAN

Sheik Salem of Oman

Head of MOG Group, a multibillion-dollar conglomerate in the Middle East

The creation of this technology was funded by some well-known organisations, who are our shareholders.



THANK YOU