

3D Holographic Projection NH Collection Eurobuilding



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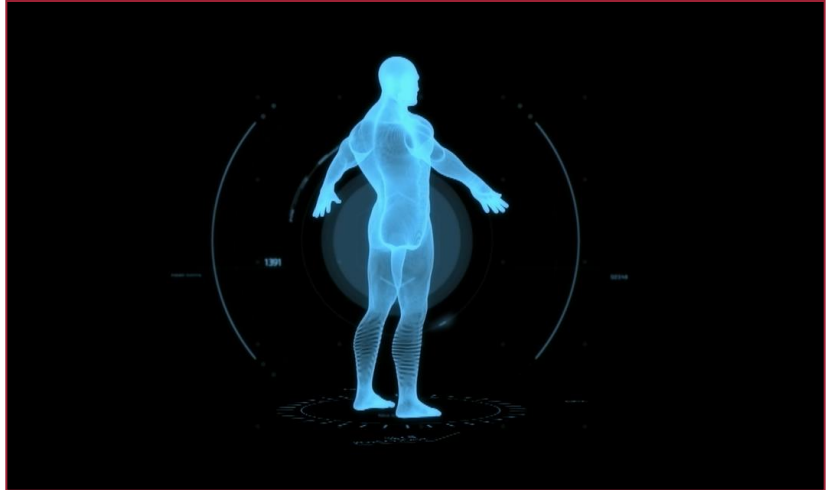
HIGH IMPACT EVENTS

Powered by the world's leading holographic projection technology. Bring your products and ideas to life with state-of-the-art 3-D graphic projections and be in two places at the same time with our full size holographic Telepresence.

NH Hotel Group is a pioneer in the hotel industry as regards making this technology permanent available for its customers



3D Holographic Projection– NH Collection Eurobuilding



Theatre
120 pers.

Height ceiling

2,9

Width ft

22,97

Length ft

44,29

Area ft²

1017

What is it?

A 3-D full size holographic projection technology, which represents the future of engaging communication and conferencing.

This is the ideal technology to create WOW experience events with state-of-the-art 3-D graphics, allowing our customers to be in multiple locations simultaneously in real time through the impressive full size 3D holographic telepresence.

Our hologram technology pushes boundaries and defies expectations, captivating audiences worldwide. The Ground-breaking 3-D holographic projection for your events will never be forgotten.

Features and benefits

Stand up and differentiate yourself from your competition, not only with the products or services that you offer but also in the way you make them accessible to your customers.

With this technology, you can deliver your message in an exciting and innovative manner, generating evolving and interactive events with a corporate message.

This architectural space, combined with cutting-edge technology, will get your customers to connect with you and remember the experience:

- Present content through 3-D graphic presentations and full size animated videos of your products, celebrities or VIP presenters.
- Make Real time projections and let your presenter interact with your audience and content from a different part of the world.
- Maximize return on investment, thanks to the WOW effect generated in the audience and reduction in travel cost and time invested (when recorded or live Telepresence of VIP presenters, or connecting more than one hotel in a live streaming event).



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Ready to go package. Recommended uses and requirements

NH Hotel Group wants to make it easy for our customers. We offer an integral service that guarantees the perfect functioning of all the systems and technology solutions involved.

From content design and editing to event production, we take care of everything, thanks to the dedication of our experienced teams and our technology partners, who are all fully committed to making our events a big success.

- We will assign you a 3D Holographic Event specialist that will co-create, design and plan your event.
- Together you will define the event objectives and find the best technological solutions to meet your needs (Content, connectivity, holographic presentation, video presentation in 3D, pre-recorded presenter, 3D live holographic telepresence for a live interaction with someone who is in different location, city, country or continent, etc..)
- Prior to your meeting we will run a test on-site to guarantee the smoothness of the event



Holographic projection can be used for corporate, entertainment, education and political purposes.

- **Corporate events:** raise your game above the common and mundane. Our 3-D holographic projection will deliver a truly captivating experience at corporate events.
- **Entertainment,** the first holographic press event in the Movie industry was hosted by NH Hotel Group. Thanks to this technology we connected Nhow Berlin with NH Collection Eurobuilding, so the celebrities were projected as a 3D hologram in Madrid to host the press conference from Berlin.
- **Social, Royal, Celebrity & Jet-set Events,** global super stars, royalty and world leaders have created amazing experiences using holographic technology.
- **Education.** Let historic figures talk to your students through Telepresence or use holographic displays to reach their imagination.
- **Politics.** Remote or multiple engagements, teleconferencing with impact. Use this technology to increase reach, impact and be remembered, by your audience.

NH Collection Eurobuilding

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Sol (City centre): 4 Km / 7 min.
Airport: 14 Km / 20 min.
Chamartin train station: 1,2 Km / 5 min.
Atocha train station: 4,5 Km / 9 min.

We facilitate the creation of a once in a lifetime illusion, leaving a truly lasting impression. Seeing is believing.

Ask for a Demo of the Technology during your site inspection at this property.

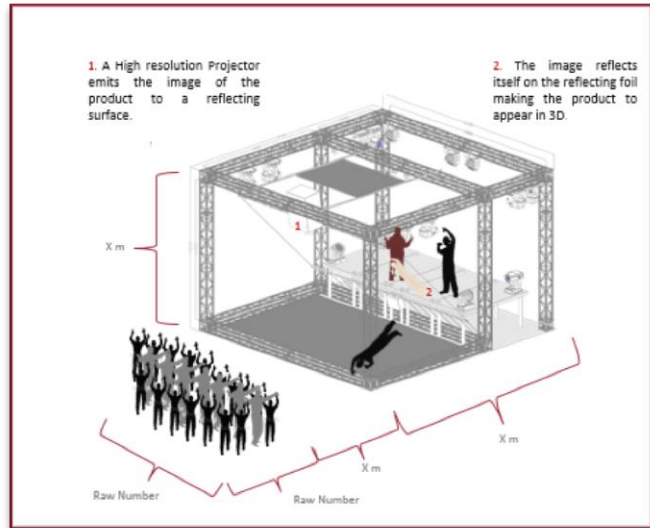


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How does it work?

A 21st century twist on a Victorian theatre trick, this technology utilizes a technique called Pepper's Ghost. The visual effect is created through the holographic projection system. The special foil, invisible to the naked eye, is suspended across the stage, creating a life-like 3D image. The result is a convincing, realistic effect.



Distance to the audience	N° of Rows (Length)	N° of Rows (Width)	Foil Size	Max. Projection size
2,9 m	10 rows	12 rows	4.20 x 3.30m	4 x 2.10 m

Our Hotels are equipped with filming rooms that will enable you to:

- Prerecord the images that will appear as a Hologram.
- Host a live streaming event with real time projections so your presenter is able to interact with your audience from a different part of the world.

The Size of the filming set will depend on how many people are being recorded. For only one person the recommended size would be:

- Width: 3 - 4 meters
- Height: 3 meters
- Depth: 5 - 6 meters



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