

3D Hologram Rentals Releases Video of Holographic Display in Action at 2018 AHR Expo in Chicago

The Chicago-based hologram rental company, 3D Hologram Rentals, has released a new video showcasing its holographic installations at the 2018 AHR Expo.

CHICAGO, IL, UNITED STATES, February 14, 2018 /EINPresswire.com/ -- The Chicago-based hologram rental company, [3D Hologram Rentals](#), has released a new [video](#) showcasing its holographic installations at the 2018 AHR Expo. Taking place annually in the Windy City, the 2018 AHR Expo at McCormick Place Chicago hosted more than 2000 exhibitors. Among those exhibitors was Renewaire, a company that specializes in energy recovery ventilation products. The new video released by 3D Hologram Rentals, available to view on [YouTube](#), captures holographic highlights from Renewaire's 3D display at the expo.



3d Hologram Rentals at McCormick Convention Center Chicago

“

It's hard to ignore a 3D Holographic display at a trade show or convention because they stand out so much.”

Robert S. - Convention Attendee

The video is interesting for several reasons. First and foremost, videos of this nature tend to illustrate exactly what 3D holographic displays can do. This is important because many people have an outmoded concept of both 3D and holograms. The current 3D holographic display technology far surpasses the kitschy foil lenticulars that some people are used to thinking of. In the video, one can clearly see that the holographic displays engineered by 3D Hologram Rentals show lifelike images of products that almost look as though you could touch them. That brings up the second thing this

video illustrates: 3D hologram displays at conventions and expos get a lot of attention.

“It's something that all of our clients come back and tell us afterwards,” Mark Smith, owner and founder of 3D Hologram Rentals said. “They always tell us how many heads got turned their way. And that's important to them. At a convention or trade show, there's always a lot of competition for eyeballs. Everyone's trying to get your attention. And 3d holograms really help our clients stand out.” The head-turning ability of the hologram displays can be clearly seen in the video released by 3D Hologram Rentals, as trade show attendees often crane their necks to see the custom-designed holographic content.

There are two attention-getting aspects to the holographic displays that 3D Hologram Rentals creates for conventions and trade shows. The first is the physical display itself. 3D Hologram Rentals consults with clients to make sure other show material does not compete with the holographic content and the booth area and foot traffic is maximized.

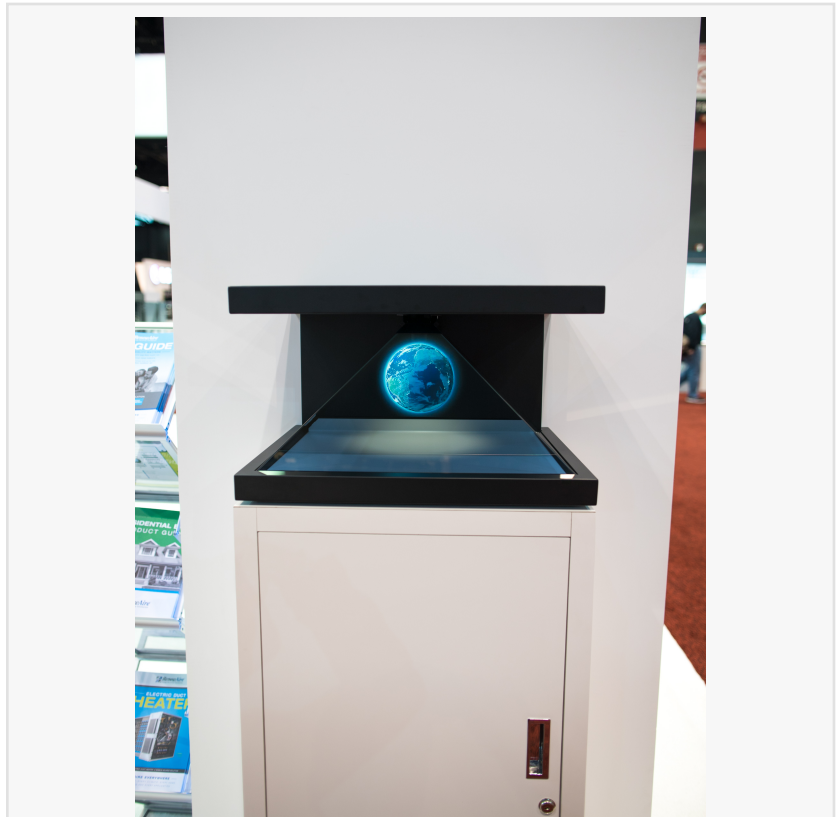
The second custom creation: the holographic content itself. The video released by 3D Hologram Rentals features highlights from two and a half minutes of custom holographic content. But it's easy to see--even from those highlights--just how effective these displays can be for trade show exhibitors. "It's one of the things we love to see," said Smith. "A group of people walking along and suddenly they're all turning in one direction to get a good look at our client's 3D display. It's great to see that sudden interest, that sudden curiosity."

The Youtube video released by 3D Hologram Rentals showcases exactly this type of attention as several groups walk by the installations. It's hard to ignore a 3D Holographic display at a trade show or convention because they stand out so much. It's no mistake that 3D Hologram Rentals illustrates this element of their work in each and every one of their showcase videos.

About 3D Hologram Rentals: 3D Hologram Rentals is a Chicago-based holographic display rental company.

Founded by the team at Chicago Projection Mapping, 3D Hologram Rentals offers 3DHR displays that clients can use live and on site. Because of their extensive history using holographic technologies, the team at 3D Hologram Rentals is able to create cutting edge, attention-grabbing displays.

3D Hologram Display Rentals for Trade Shows, Conventions, Live Events, Corporate Events, Exhibit Halls, and More! www.3DHologramRentals.com Chicago Base 3D Hologram Rentals incorporated three unique hologram displays at a recent global industry trade show event at the Las Vegas Convention Center. Each hologram display was designed and branded for maximum visibility, exposure and interactive engagement. Holographic content was specifically developed for the display units, and designed for this particular event. This trade show drew more than 60,000 domestic and international buyers and industry leaders.



Globe Hologram at Convention Center



Holographic Display Side View Of Hologram

www.3DHologramRentals.com

Contact us at info@3dhologramrentals.com

or call us at 630-620-0000.

3D Hologram Rentals

Mark R. Smith
3D Hologram Rentals
630 620 0000
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.