Virtual On Launches Turnkey Brand Activations Powered by Mixed Reality

Immersive tech specialist Virtual On expands to full end-to-end brand activations, led by holograms, AR and interactive displays.

LEGO Hologram Activation

NORTHAMPTON, NORTHAMPTONSHIRE, UNITED KINGDOM, June 8, 2026 /EINPresswire.com/ -- Virtual On Group, a specialist in disruptive display technologies headquartered in Northampton, UK, announces the launch of its full-service brand activation offering. Building on over a decade of experience delivering holographic installations, augmented reality (AR) experiences, and interactive displays for global brands, Virtual On now takes full ownership of the activation process, from creative concept through to on-site execution.

> We now bring that same expertise directly to brands, with the difference that the concept and the technology are designed together from the start. Nothing is adapted. Everything fits."
>
> *Virtual On Group spokesperson*

The move formalises a strategic evolution for the company. Where Virtual On has historically served as the technical backbone for agencies and event producers, providing and installing the hardware that powers headline-grabbing moments, it now positions itself as the primary partner for brands seeking activations built around a central creative idea, with the technology chosen to serve that idea rather than dictate it.

"For years we provided the technology that made other people's concepts shine," said a spokesperson for Virtual On "We now bring that same expertise directly to brands, with the difference that the concept and the technology are designed together from the start. Nothing is adapted. Everything fits."

At the core of the new service are three technology pillars: holographic projection and display, augmented reality, and interactive installations. These are deployed as an integrated toolkit,

selected and configured around the specific communication goal of each activation, whether a product launch, a retail experience, an exhibition presence, or a corporate event.

Virtual On's client roster includes installations for Merck, Tata Consulting, LEGO, Disney, Siemens, Atlanta Hartsfield-Jackson Airport, and Babcock International, among others. This record of delivering technically demanding projects for top-tier organisations forms the foundation of its expanded offer.

The end-to-end service covers creative strategy and concept development, content production, hardware supply and configuration, on-site installation, and live event management. Brands receive a single point of accountability for the entire activation, eliminating the friction that arises when creative vision and technical capability sit in separate organisations.

For enquiries regarding brand activation projects, contact Virtual On Group at info@virtualongroup.com or call:

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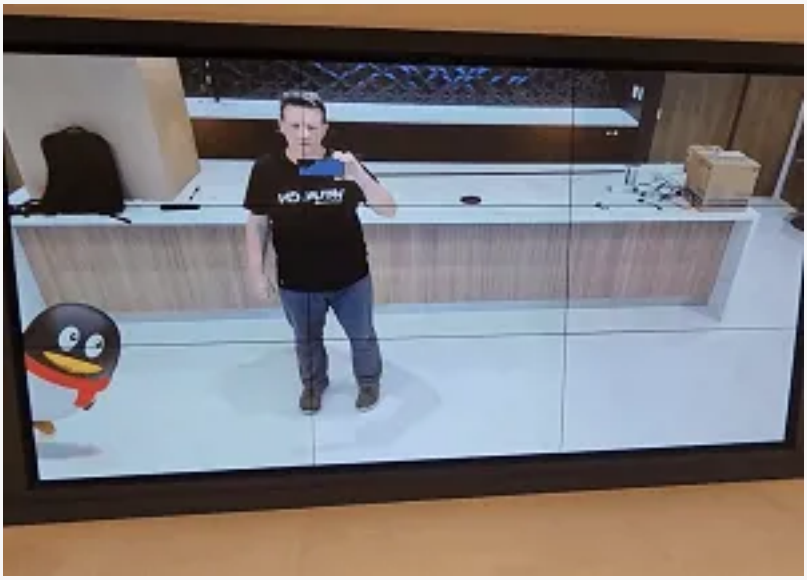
Further information is available at virtualongroup.com/brand-activations/

Hologram Activation in Germany


AR Screen Washington DC Activation

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