

Axiom Holographics Introduces Hologram People Technology

Interactive hologram technology creates new opportunities for entertainment, attractions, and cultural experiences

TORONTO, CANADA, September 2, 2026 /EINPresswire.com/ -- [Axiom Holographics](#) has introduced [Hologram People](#), a new application of its technology that creates interactive digital versions of real people and small environments.

"The innovation here is that we have created holographic images of people that you can see from every angle," says John Jackson, Head of Operations in Canada. "Previously, holograms of people were completely flat, like a piece of paper. This new technology has broad applications."



A Holographic Person

The technology can be used to recreate performers, public figures, historical personalities and others in three dimensions. The holograms are generated within a small room and can be experienced by more than one person at the same time. The room can either be fixed or placed in a moveable pod. People and other images can be captured using a specialized camera, with the resulting holographic content produced in near real time.

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Bruce Dell

"Imagine fans having the opportunity to have a one-on-one connection with the hologram of their favourite celebrity, right before or after a show," says Jackson. "We are particularly excited about the use case of hologram people

in sports and sports fandom- the opportunities to implement the technology are almost limitless".

For the entertainment industry, Hologram People provides another potential use for licensed names, images and likenesses. Artists and rights holders could make digital appearances available at attractions, events and other locations, extending the ways audiences can engage with their intellectual property.

The technology also has applications beyond entertainment. Museums and cultural organizations could use holographic people to present historical figures, performers and educational content, while conference and event venues could incorporate digital presenters into their programming.

Other potential uses include recording a copy of yourself speaking for future loved ones and posterity. "It might sound a little strange, but hologram takes users beyond the limitation of video or audio recording, and gives viewers a sense of realness", says Jackson.

Bruce Dell, CEO of Axiom Holographics, says the development addresses an idea that has existed in popular culture for decades.

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Control over a person's likeness is an important part of the technology's commercial use. Artists, celebrities and rights holders can determine how their digital representation is presented and where it is made available. Axiom anticipates that the hologram people technology will continue to add robust conversation to the topic of digital ethics.

Hologram People builds on Axiom Holographics' work in holographic entertainment and immersive technology, including its Hologram Zoo location-based entertainment platform.

The company is currently exploring commercial applications for Hologram People with organizations involved in entertainment, licensing, attractions, events and cultural experiences.

About Axiom Holographics

Axiom Holographics is an Australian-based technology company developing holographic systems for entertainment, enterprise and government applications. Its entertainment portfolio includes Hologram Zoo and other location-based holographic experiences.

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