Virtual On Introduces New Display Solutions to Transform Museum Experiences

New holographic, transparent and immersive display technologies help museums present collections and information in more engaging ways.



A Mommy Becomes in a Holographic Cobra

LONDON, NORTHAMPTONSHIRE, UNITED KINGDOM, September 15, 2026 /EINPresswire.com/ -- Virtual On Introduces New Display Solutions to Transform Museum Experiences

London, United Kingdom — September 14, 2026 — Virtual On, a specialist in holographic, transparent and immersive audiovisual technology, has introduced a new range of display solutions designed to help museums present information, artefacts and stories in more engaging and visually compelling ways.

> Our aim is not to put technology in museums simply because it looks impressive. The technology should serve the story”
>
> *Gerardo Silvetti, Director, Virtual On Ltd*

Museums are no longer limited to traditional screens, printed panels and static displays. Visitors increasingly expect experiences that combine information with visual storytelling, interaction and a sense of discovery.

Virtual On's latest museum display solutions are designed around this shift, offering museums new ways to bring content to life while maintaining the focus on the objects, stories and heritage being presented.

The solutions include holographic displays, transparent screens, interactive installations and other advanced visual technologies that can be integrated into exhibitions, galleries, visitor centres and permanent museum installations.

Rather than simply replacing a conventional screen with a more sophisticated one, Virtual On

focuses on how technology can change the relationship between the visitor and the information.

A historical figure can appear to speak directly to visitors. A digital reconstruction can be presented alongside an original artefact without physically altering the exhibition. Information can appear within a transparent display while allowing visitors to see the space behind it. Interactive content can reveal additional layers of a collection without overwhelming the main exhibition.



Holographic Projection



Interactive Holographic Projections

"Our aim is not to put technology in museums simply because it looks impressive," said Gerardo Silvetti, Director of Virtual On. "The technology should serve the story. When it is used correctly, it can make information more memorable, create a stronger emotional connection and give visitors a completely different way of engaging with a collection."

Virtual On works with museums, cultural institutions, brands and organisations to develop audiovisual experiences tailored to specific spaces and content. Its approach combines hardware, content presentation and creative technology to create installations that are both visually striking and practical for real-world environments.

The company's museum solutions can be used for permanent exhibitions, temporary exhibitions, educational installations, historical interpretation, digital heritage, visitor engagement and special events.

The new range also gives museums greater flexibility in how digital content is incorporated into an exhibition. Transparent and holographic technologies can create the impression that digital elements occupy the same physical space as real objects, while interactive displays can provide visitors with additional information without relying on large conventional screens.

As museums continue to explore new ways to attract and engage audiences, Virtual On believes immersive display technology can play an important role in creating experiences that are not only informative, but also memorable.

More information about Virtual On's technology for museums is available at the company's dedicated museum technology page.

About Virtual On

Virtual On Ltd is a UK-based audiovisual technology company specialising in holographic displays, transparent screens, projection, augmented reality and other immersive visual solutions.

The company develops technology-based experiences for museums, exhibitions, retail environments, corporate installations and live events, helping organisations create visual experiences designed to capture attention and communicate information in new ways.

For more information, visit Virtual On's museum technology solutions page.

Gerardo Silvetti
Vrtual On Ltd.
email us here
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