

THC 2019 Call for Papers

Reconnaissance has published the Call for Papers for *The Holography Conference™* which will be held in Athens, Greece from 14-15 November, 2019.

The conference includes an exhibition area for booths, enabling companies of all sizes to exhibit and display their products. In addition, the conference will also be preceded by a new half day workshop on 'Vacuum R2R Metallisation For Holographic Applications', by Professor Nadir Ahmed from Idvac.

This is the only global conference for the commercial holography industry – and it has tracked every new development in holography since 1990.

For the first time, the conference is being held in Athens and presents the opportunity for exchange of information and awareness – particularly between hologram suppliers, producers and users – to share and showcase the latest technologies, production technologies, production techniques, new applications and markets, as well as industry-wide issues.

The organisers are inviting papers covering: commercial developments and aspects of holography in authentication and security; packaging and printing; HOEs and solar panels; nano- and micro-structures; alternative light-control applications. Papers on developments in hologram origination and production or any novel and innovative future applications for holograms are also invited.

Recent announcements about real-time holographic visualisation, photopolymer and colour display holograms suggest these would also make valuable contributions to the conference.

If you are interested in presenting a paper, send a 200-word abstract by 31 May to Mark Deakes at markd@reconnaissance-intl.com.

www.holographyconference.com

Nanotech Launches First Commercial Products

Canada-based Nanotech Security Corp – an innovator in the research, creation and production of nano-optic structures and colour shifting materials used in brand protection and brand enhancement – recently announced the release of its first commercial products – *LiveLogo™* and *Dynamic Portrait™*, specifically targeting the commercial brand market.



An example of Dynamic Portrait.

LiveLogo employs Nanotech's image switch technology to generate a unique three-image story. It creates an immediate visual impact, capturing and holding the customer's attention as they tilt the feature to experience multiple image transitions. The image designs are customisable and can include items such as a customer's logo, tagline, or product.

According to the company, Dynamic Portrait brings together high fidelity images with striking visual elements to display images far beyond conventional print resolution and allows for text and other design elements to be added for additional brand impact and authentication.

This product is suited for customers to showcase a photo-realistic image of their endorsement model or a high fidelity image of their product.

LiveLogo and Dynamic Portrait are based on Nanotech's *KolourOptik®* nanographic display technology. The company describes *KolourOptik* as redefining the conventional print image with unprecedented motion, 3D depth, and ultra high resolution colour. It offers a true digital solution for the analog world, providing uncompromising security while enabling customers to tell compelling stories characterised by true motion, true depth and true colour.

Nanotech claims that its patented origination process and nano-scale technology make *KolourOptik* images impossible to replicate.

To support the launch of LiveLogo and Dynamic Portrait, Nanotech has completed extensive efforts on its North American supply chain development and vendor qualification. These efforts ensure that LiveLogo and Dynamic Portrait can be produced and delivered to customers in six to eight weeks and in commercial volumes ranging from thousands to millions.

Nanotech's President and CEO Troy Bullock said: 'we are very pleased to launch our first products designed specifically for the commercial market. Alongside our aggressive supply chain development, they represent important milestones in the execution of our commercialisation and future growth strategy, as well as our goal to deliver innovative products built upon our exceptional technology.'

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LiveLogo. Left image when tilted left. Centre image, viewed straight on. Right image when tilted right.