

# MIC Electronics Limited

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ISO 9001:2008 ISO 14001:2004 Certified Company



News Release

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## MIC Electronics unveils LED based 3D-Hologram.

MIC Electronics Limited, a pioneer in India in the field of LED technologies has unveiled a sensational and epoch making Holographic-3D product. This product is a departure from traditional 3D-Hologram technology as it uses millions of LEDs as an image source instead of projectors and bounce/reflective screens. MIC's indigenous technology enables Bright, Sharp, True-Color and outdoor daytime visible 3D Holographic images.

A Hologram is a recreated projection of a three-dimensional image captured by special high definition cameras. 3D Holograms are free standing and are visible to the naked eye without the use of 3D eye glasses. LED technology score over other types of display devices in that they are day time visible and can be viewed from long distances with a wide viewing angle making it ideal for Indoor, Outdoor and Mobile applications without any shape limitations.

As consumers tire of the existing 2D experience, the 3D Hologram technology provides a differentiating new format and a realistic viewing experience. Some of the applications from Telepresence include Education & Training, Entertainment, Governance & Programme Monitoring and Political Campaigns. Digital Resurrection provides the power of presence of great saints and sages. Naked-eye 3D viewing experience helps in product launches, advertisement, promotion and other Theatrical Applications.

Potential venues for the product can be Malls, Theaters & Stages, Educational intuitions, Cine Studios, Spiritual Centers, Large Stadia and Entertainment Parks.

MIC has created a very comprehensive infrastructure encompassing software and hardware, mechanical and transportation facilities to capture, process, and recreate the 3D Holographic images.

MIC Electronics is a global leader in the design, development & manufacturing of LED Video Displays and Lighting Products. Recognized by the Department of Scientific and Industrial Research for its LED technology. MIC has been at the forefront of LED Applications for more than 25 years and acknowledged as the market share leader for Indian LED products.

MIC's LED Lighting Products are used in Commercial, Railway, Solar and Rural applications. Its True Colour LED Display systems are widely used in Indian Railway, Sports Stadiums, Transportation Hubs, Digital Theaters, Advertisements and Public Information Display Systems. The company is headquartered at Hyderabad, India. Further information about the company profile is available at [www.mic.in](http://www.mic.in)

Enclosures : 3D-Hologram pictures.a

For MIC Electronics Limited

(Dr.M V Ramana Rao)  
Chairman & Managing Director



