

PRESS RELEASE



Artience Lab Inc.
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WOWGRAM[®]

**Development of “WOWLIGHT” product family
for handy enjoyment of depth and movement
of hologram images by use of moving LED light source
~on exhibit at “Tokyo International Gift Show Autumn 2015”~**

Artience Lab Inc. (CEO: Akira Shirakura, headquartered in Mobara, Chiba Prefecture) announces the latest additions to the “WOWGRAM” series of full-color 3D holograms, the development of “WOWGRAM” with a hologram worked onto a card-sized transparent plate - “WOWLIGHT T1”, and a stand-held light that offers enjoyment of depth and movement of the hologram by a swinging LED light source. Prototypes, together with the previously released “WOWGRAM” and “WOWLIGHT” series of products, are scheduled to be on exhibit at the “80th Tokyo International Gift Show Autumn 2015 (venue: Tokyo Big Sight, September 2-4)”.



WOWLIGHT X1

WOWLIGHT T1

Artience Lab is developing the technology involving the basic capabilities of holograms, through which success has been achieved in suppressing coloration and scattering in the background and in enhancing the colorfulness and brightness of the figure. As a result, full-color 3D and moving images floating in space can be enjoyed just by placing "WOWGRAM" in the form of a transparent plate on "WOWLIGHT T1", without having to move the hologram itself by hand. In the demonstration on site, plans are to show such images as "lady throwing a kiss", "CG character dancing", and "Christmas ornament". The 3D hologram, "WOWGRAM", by Artience Lab uses technology that offers enjoyment of depth and movement of the hologram by changing its relative position with respect to the light source or to the viewer's eyes. Our aim is to engage in business development exploiting this technology with a view to application to such goods as novelties, souvenirs, mementos, and personality and character goods. We are also able to receive orders from parties owning copyrights. Please feel free to contact us, as we can also provide various customizations according to your needs.

Artience Lab plans to move forward to develop markets and technology in various fields focusing on the hologram technology of "WOWGRAM" by continuing to introduce products that provide high customer satisfaction to the market.

WOWGRAM[®]

"WOWGRAM" is a realization of holographic stereogram developed by Artience Lab that is printed from motion image data of several seconds or from 3D image data. A 3D image can be perceived when a holographic stereogram is viewed with a fixed spatial relationship to the illuminating light source because different images are seen by the right and left eyes of the viewer, and further, since different images come into view when the viewer moves, according to the movement. This is made possible because of the use of the diffractive property of light, and it also further means that different images come into view when either the light source or the viewer's eyes undergo movement.

WOWLIGHT[®]

"WOWLIGHT", to be on exhibit on site, is a device for appreciation of a hologram that offers viewing of a changing image without any movement by the viewer, by illuminating the hologram sequentially from different angles. An optimal LED light source for the reproduction of the "WOWGRAM" is used, with optimized optical wavelengths, angular distribution and brightness, angle of illumination and

drive control of the light source, as well as optimized image processing of the holographic data. A clean image can be enjoyed anywhere, without degradation due to the viewing environment. The aim is, in this way, to bring out the attractiveness of the image content to the fullest extent. Under development are two types, "WOWLIGHT T1 (left photo)", in which a single LED is moved by a swinging mechanism, and "WOWLIGHT X1 (right photo)", in which multiple LEDs are lighted sequentially. Artience Lab is studying plans for commercial introduction of both types from various viewpoints such as of their effectiveness and production.

With "WOWLIGHT T1", the mountable "WOWGRAM" card makes it possible to enjoy different images by mounting different cards in turn. There is both a black background type with enhanced contrast and a transparent card type in which the background picture can be seen through. The transparent type, in which a 3D image floating in space above the transparent card may be enjoyed, has been newly developed.

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