

Idea (Holographic Illusion) / physical (Available product analysis):



This is a holographic illusion where you can play on whatever you want. This is a real eye catcher if used other ways! Why use this for example the Drinkers Pub? I couldn't find it from walking down the street. With this effect on the front windows, it would attract me to look what it is. The people that walk by now will also notice that there is something they didn't see before. You could display anything like events, beers, etc. The people can still watch through it and see the inside.

Some more examples how this effect could be used:

