

# Introducing Multiplex Holograms



A bright, three-dimensional image floats in space, suspended within a clear, plastic cylinder. Walk around it and the image moves, glows, comes alive. Raise or lower your perspective and it shifts through every color of the rainbow. Reach inside the cylinder to try and pin down the image, and your hand passes straight through! It is nothing but light, a photographic reconstruction of the original subject. What you see is a Multiplex Hologram.

First invented in 1973, the Multiplex process is one of the most exciting and versatile developments in the field of holography, with almost limitless applications in education, advertising, promotion, and design. It is a two-step process which combines conventional cinematography with laser holography: the result is not only visually exciting but also amazingly flexible and inexpensive. Unlike other holographic techniques, the creation of a Multiplex Hologram does not require laser illumination of the subject. This allows much greater latitude in the choice of subject matter. Previously, holograms of living or moving subjects could only be made in a costly and time-consuming process using a pulse-laser. Now, any subject that can be filmed with conventional 35mm equipment can be made into a Multiplex Hologram. Another advantage is that the Multiplex Hologram may be displayed without laser illumination. All that is required is a standard, clear, incandescent bulb.

New advances in Multiplex production technology make possible fast delivery of high-volume orders at surprisingly low prices, opening up new possibilities for their use in advertising and promotion campaigns. Likewise, their eye-catching appeal makes the individual custom hologram a worthwhile investment for product demonstrations, point of purchase displays, trade shows, any time you need to attract people's attention. The Multiplex Company has been the leader in the field of display holography since 1973, with satisfied customers in leading industries and major universities around the world.

#### Customers include:

Alcoa Conductor Products Company, Pittsburgh, Pa.; Polaroid Corporation, Cambridge, Mass.; Microsound Communications, Los Angeles, Ca.; Alsons Shower, New York, N.Y.; New West Magazine, Los Angeles, Ca.; Parker Pen, London, England; Levi-Strauss, London, England; Miller Outpost, Ontario, Ca.; Chemelex Waterbed Heaters, Menlo Park, Ca.; Westwood Pharmaceuticals, Buffalo, N.Y.; Haarken Vanguard Yachts, Peewauken, Wisc.; Metropolitan District Zoo, Portland, Ore.; Holmberg Incorporated (Electronics), Irvine, Ca.; American Medical International, Beverly Hills, Ca.; General Motors, Detroit, Mich.; Museum of Holography, New York, N.Y.; Magic Mountain Amusement Park, Valencia, Ca.; RCA Records, Hollywood, Ca.

"No description of a hologram is adequate. The medium has to be experienced. The effect is eerie, like seeing a *ghost*. You don't look *at* a hologram—you look *into* it. And you see what appears to be a solid, three-dimensional object—but the object is made entirely of light."

—*Christian Science Monitor*

"The eye-catching nature of white-light holograms makes them suitable for use in advertising displays. One such display, a Multiplex hologram advertising Salem cigarets, was placed in New York's Grand Central Station by a New York advertising firm. . . . Since the Salem display appeared, the agency says, it has been contacted by other advertisers interested in creating similar displays, including the General Motors Corp."

—*Laser Focus*

"The ultimate evolution of the photographic process."

—Patrick Fanelli, creative director of the William Esty Agency, New York, as quoted in *Media Decisions*

"They're available, they're cheap, they're flexible and they're enchanting."

—Steve Benton, physicist/inventor with the Polaroid Corporation, inventor of the rainbow hologram

"The traffic in our booth was exceptional, frankly because of the holograms which you produced for us."

—James Monteleone, customer, Alcoa Conductor Products, Pittsburgh, Pa., concerning their trade show hologram

"In my opinion Multiplex holography will definitely revolutionize the advertising and promotion industries."

—Robert Sant'Anselmo, customer, Microsound Communication Corp., Los Angeles, Ca.

"Holography could animate advertising displays, clarify visual concepts in the classroom, store dense thickets of data for computer systems, provide nondestructive tests for machine components, profile functioning organs inside a living body, and even touch up poorly focused photographs from space probes, balloon flights, or aerial reconnaissance missions that might be impossible to repeat."

—*Harvard Magazine*

"Some of the most dramatic and sophisticated of all holograms."

—Emmett N. Leith, *Scientific American*

"Holography is still one of the most exciting, visionary, promising art forms around—only beginning, yes, but giving clues of a tomorrow we can only pretend to imagine."

—*Atlanta Gazette*