

# HYPERVSN launches in Malaysia and SEA



*HYPERVSN, a London-based company, is a ground-breaking media solution for creating, displaying and managing 3D video content. It uniquely combines a smart management platform and a projection unit, a hi-tech hardware device generating stunning 3D visuals perceived by viewers as hi-resolution holograms floating in mid-air.*

HYPERVSN is a young technology company responsible for developing the innovative and disruptive 3D holographic system that provides an immersive experience for viewers. Headquartered in London, HYPERVSN services their partners and customers across the globe. Founded in 2012, and backed by Sir Richard Branson and Mark Cuban, HYPERVSN redefines the concept of visual storytelling.

HYPERVSN provides the world's first integrated 3D holographic display system and allows brands to showcase their products and services with a stunning holographic effect. Their system was officially presented at CES 2017 in Las Vegas and since then HYPERVSN has been applied by global market leaders and received an array of awards worldwide. These include three UK Innovations of

the Year and being named among the World's 10 Most Impressive Technologies by Mashable and USA Today.

HYPERVSN service their partners and customers in over 50 countries across the globe, their customers include Coca-Cola, Procter & Gamble, Carrefour, Renault, Pladis, King Power and Pernod Ricard, to name a few.

At the end of the Carrefour's first HYPERVSN campaign, they decided to extend their campaign in major stores not only in Paris, but in Lyon, Rennes and Toulouse as well. In addition, Pernod Ricard decided to extend the HYPERVSN campaign with more brands from their portfolio as they witnessed increased engagement and sales rates.

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*"Carrefour and my electronic department (EPCS) have quickly understood the great potential power of both end-user attraction and information of the HYPERVSN technology in our stores. We are really glad to be the first major retail store in France to experiment with the huge HYPERVSN effect on the end-user and sales."*

*Matthieu Desede  
Category Manager IOT, Carrefour France*

With the help of the Department for International Trade and by participating in the DIT Mega Tech 2017 mission, HYPERVSN was able to extend its partnership network across Malaysia and receive comprehensive support from local businesses.

HYPERVSN participated in the 8th Shopping Mall Summit in Kuala Lumpur, Malaysia introducing, for the first time in Asia, a 2x3 metre HYPERVSN Wall with sound. During the event HYPERVSN signed partnership agreements that will enable customers not only to buy and rent HYPERVSN but also to receive a full range of after-sale service, including installation, maintenance, repair and warranty services, insurance, management services and others.

HYPERVSN together with VIZ Interactive, its event partner in Malaysia, showcased Hypervsn at Queen Elizabeth II 92th anniversary birthday party organised by the British High Commission in Malaysia. More than 800 VIP guests were able to enjoy stunning 3D holographic displays during this high level event. And there's more to come.

*"The Malaysian market is ripe for this technological advancement and solution. HYPERVSN is offering a new dimension in the ad-tech space."*

*Our aim is to help businesses make the most of visual advertising, apply pinpoint targeting and break the mould with cutting-edge HYPERVSN."*

*We are thrilled to finally see HYPERVSN reaching consumers in Malaysia."*

*Vadzim Tsitou  
Partner, South East Asia, HYPERVSN*