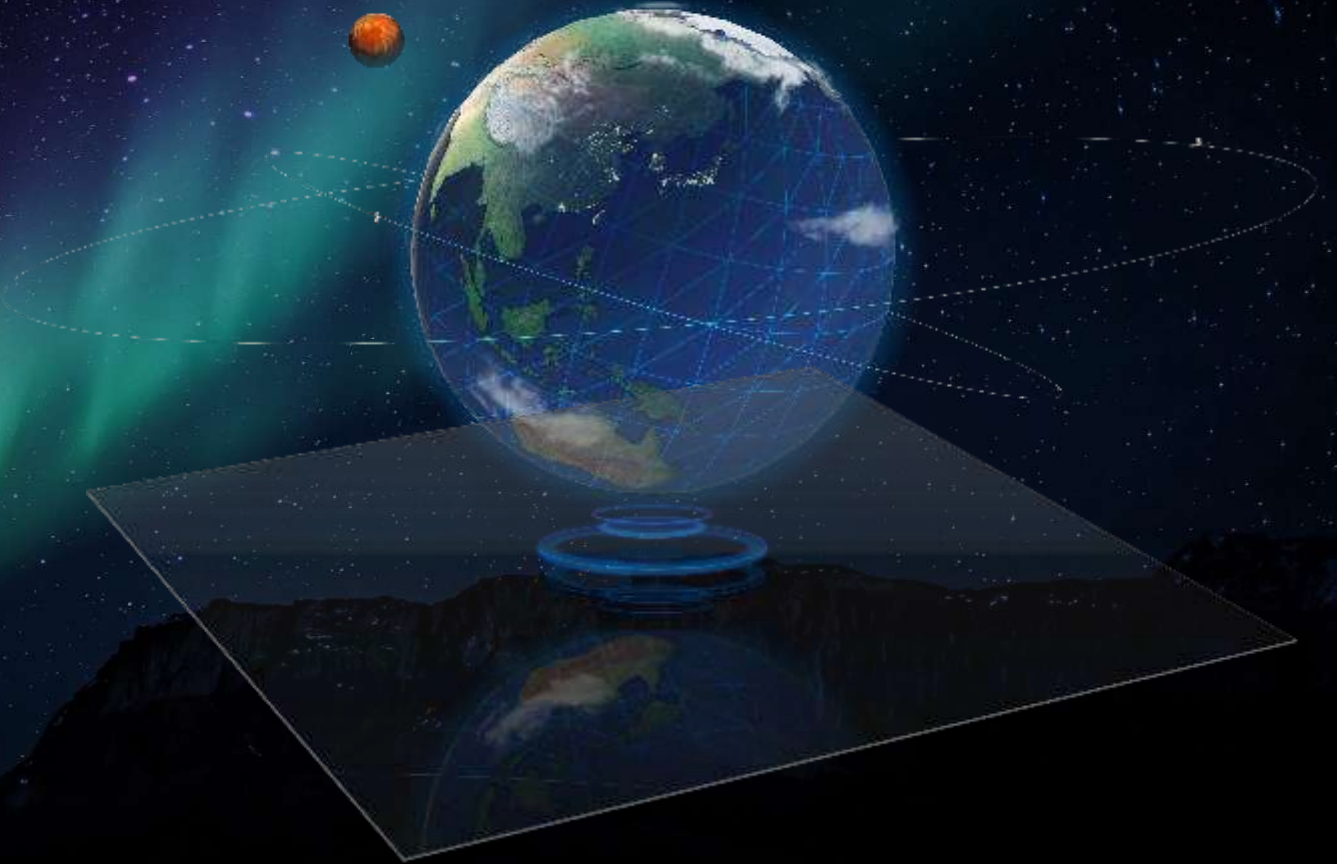




ASKA3D

# Holographic Display

Asukanet Co., Ltd.



# Company Profile

Company Name	Asukanet Co., Ltd.
Established	July 6, 1995
Capital	¥ 490.3 million (US\$ 3.7 million)
President	Yuji Matsuo
Headquarters	3-28-14 Gion Asaminami Hiroshima Japan
Number of Employees	389 (Full-time, as of April 2022)
Main Bank	Hiroshima Bank, SMBC
Major Clients	amana inc. EIZO Corporation NTT DOCOMO, INC. Epson Sales Japan Corporation Kakaku.com, Inc. KITAMURA Co., Ltd. Canon Marketing Japan Inc. Panasonic Corporation RICOH IMAGING COMPANY, LTD.

## Corporate History

- 1982 Establishment of Asuka Kogeisha
- 1995 Became independent from Asuka Photo Studio's division  
Establishment of Asukanet Co., Ltd.
- 2005 Listed on Tokyo Stock Exchange Growth (former Mothers market)
- 2011 Obtained patent application and began research on airborne imaging technology
- 2019 Plastic ASKA3D-Plate moves to Mass Production

# Our Businesses



## Funeral-related Business

Funeral home photography production, approx. 30% share of domestic market.



## Photobook Business

Integrated production of high-quality photo books from a single book at our own factory.



## Holographic Display Business

Develop ASKA3D-Plate that projects images in air



# Locations



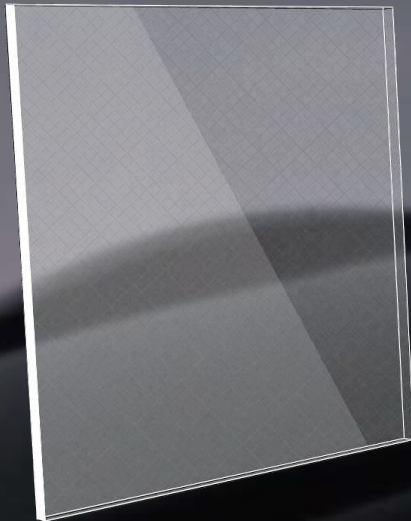
**Sales Office, Support Center, Technical Development Center**  
Sapporo, Iwate, Sendai, Gunma, Ibaraki, Saitama, Kanagawa, Nagano, Aichi, Gifu, Shiga, Kyoto, Osaka, Hyogo, Ehime, Fukuoka, Kumamoto

**Overseas Offices and Distributors**  
U.S.A., U.K., France, Switzerland, Australia, China, Taiwan, Malaysia, UAE

# ASKA3D-Plate

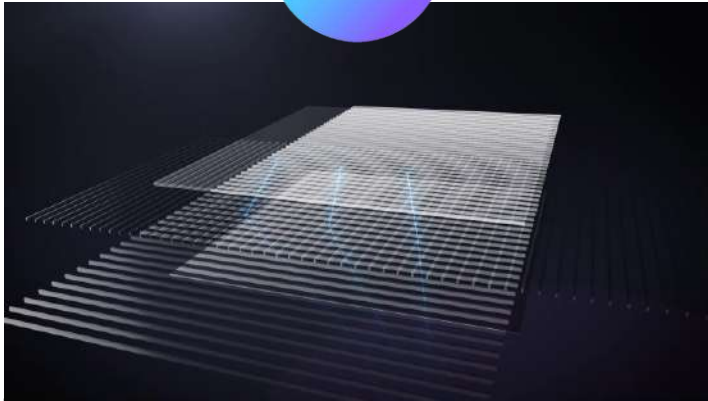
ASKA3D-Plate is an optical imaging device developed by Asukanet that can display images of objects in mid-air.

Combined with a sensor, it is possible to manipulate holographic images.



# ASKA3D-Plate

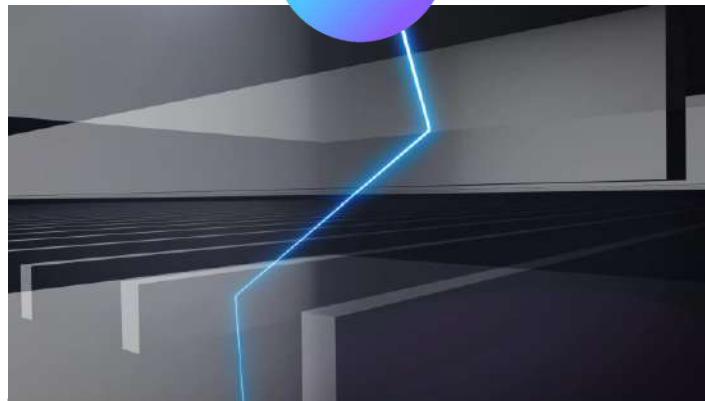
## Structure



### Efficient reflection accuracy

ASKA3D plate is a special optical plate made of glass or plastic. Inside the plate, mirrors are regularly arranged at a scale of several hundred microns to maximize the accuracy of light reflection and realize a clear holographic image.

## Principle



### Two-sided orthogonal reflector

Two orthogonal mirror surfaces reflect lights. Reflection angle between the first incident angle and the second outgoing angle is equal, resulting in a real image in a 1:1 space with the plate as the object axis.

## Feature

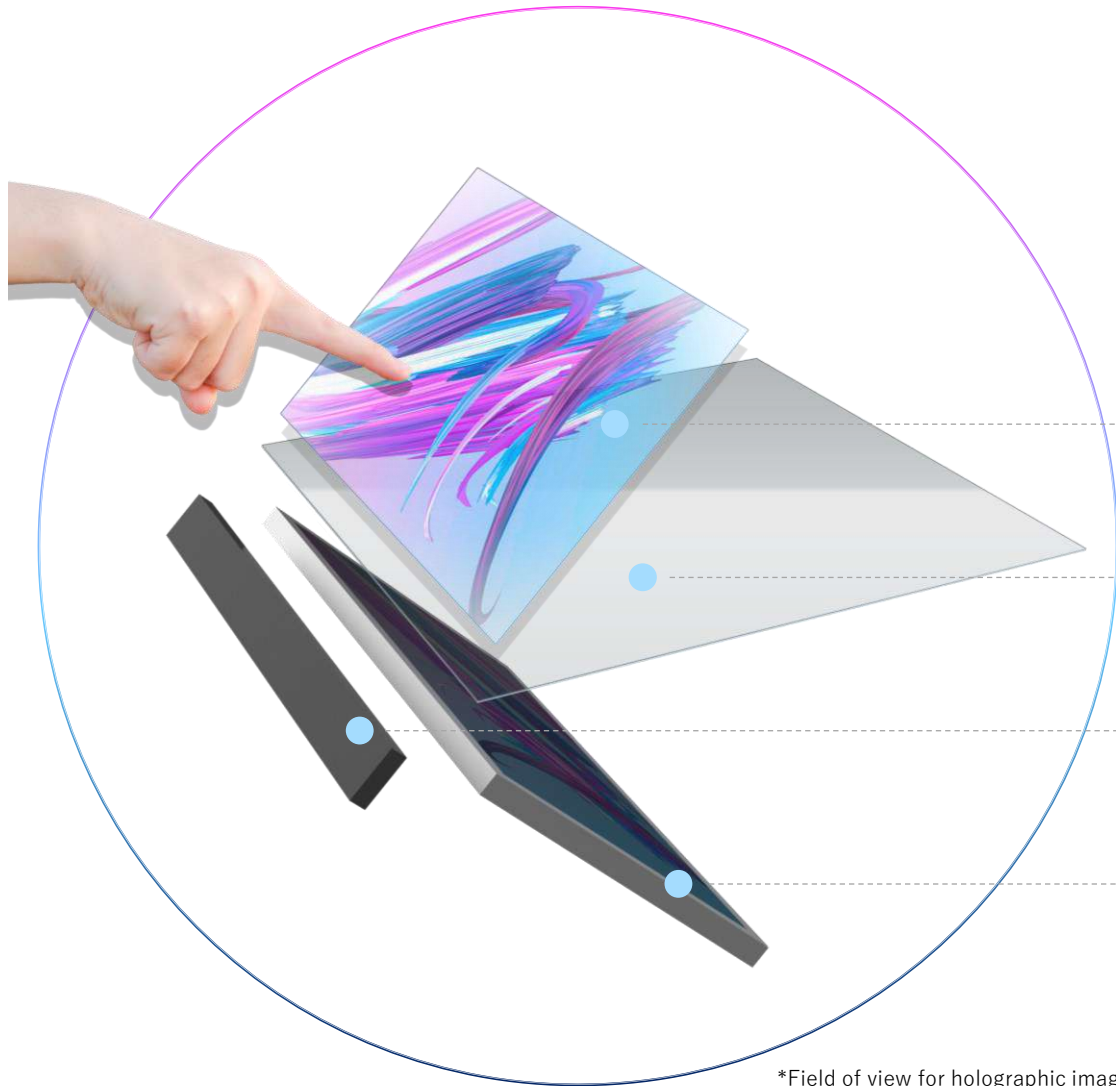


### Value as real image

The ASKA3D-Plate re-converges light emitted into the air and re-diffuses that light on the other side of the plate. Seeing a holographic image of ASKA3D is exactly the same as seeing light emitted by a real object.

# Holographic Display

By combining ASKA3D-Plate with a sensor, it is possible to realize a “holographic display”. Users can touch, pinch, scroll and manipulate any image in mid-air. No screen is required, and real objects can be placed around the holographic image.



● Holographic image

● ASKA3D-Plate

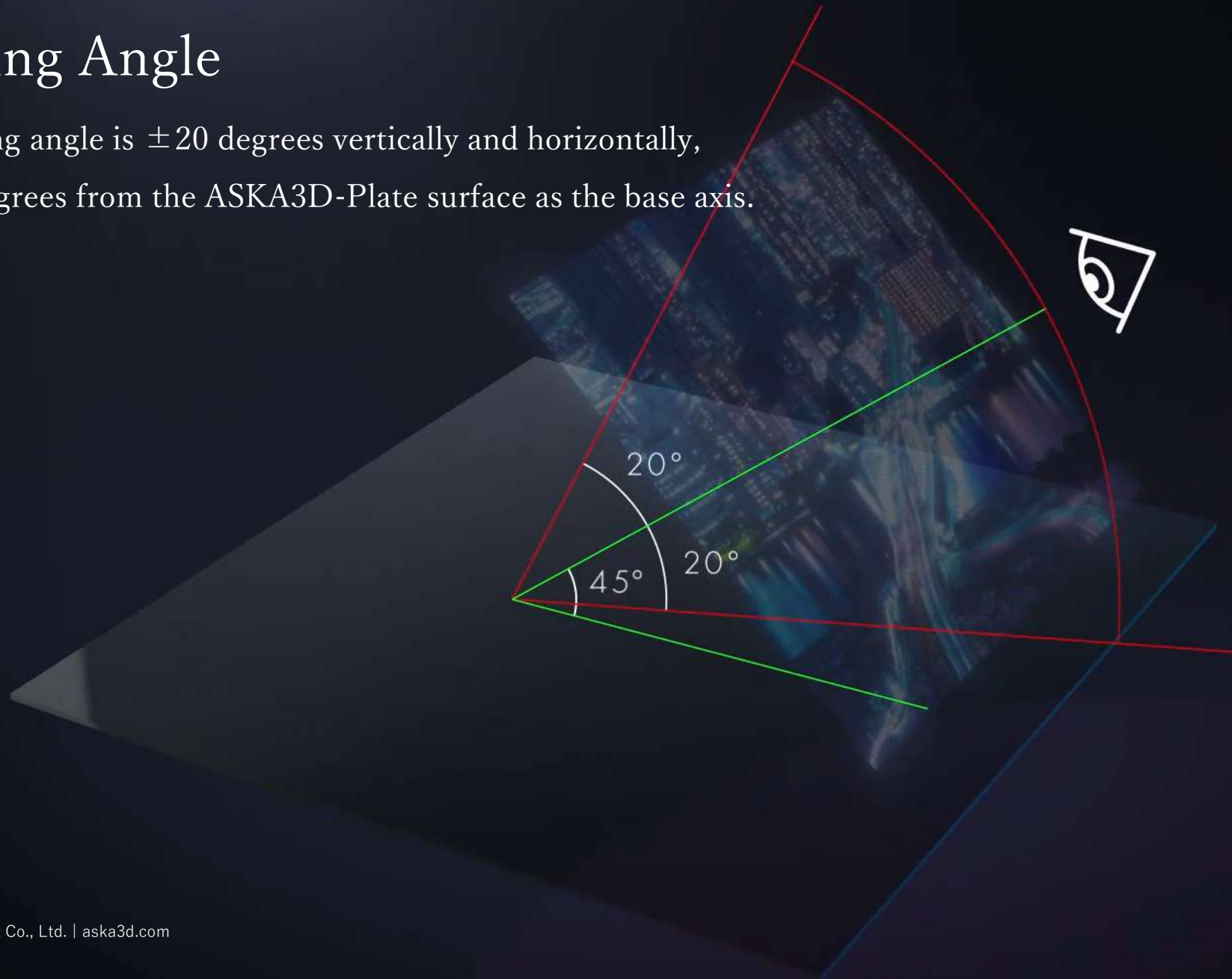
● Infra-Red sensor

● Display

\*Field of view for holographic image is  $\pm 20^\circ$  vertically, horizontally, and vertically.

# Viewing Angle

The viewing angle is  $\pm 20$  degrees vertically and horizontally, with 45 degrees from the ASKA3D-Plate surface as the base axis.



# ASKA3D can be used in every situation

Holographic displays provide added value in a variety of situations.



# ASKA3D Holographic Display Projects

With its advanced and unique technology, ASKA3D holographic displays have created many experiences and impressions. Our products have been used in various business categories, including embedded products, commercial facilities, hotels, events, and offices.



## SEVEN-ELEVEN JAPAN

“Digi-POS” using ASKA3D Holographic Technology for POS cash registers



The self-checkout screen is imaged in mid-air, enabling the user to operate holographic image in the same way as a touch panel. Through a new shopping experience, the system aims to create sales opportunities by saving space at the checkout counter.

**CX Improvement / Space-Saving/ Infection Control**

## Hiroshima Prefectural Government

Holographic reception to welcome visitors  
A non-contact office guidance system



As part of efforts to promote the digitalization of the Hiroshima Prefectural Government, a holographic display was used to prevent coronavirus infection. Completely non-contact reception area creates a futuristic atmosphere.

**CX Improvement / DX / Hygienic**

## Hyundai Motor Company

Palisades SUV with an interactive holographic entertainment system using ASKA3D-Plate



A new SUV equipped with an interactive holographic entertainment system using ASKA3D-Plate was first introduced at the Hyundai Open Innovation Lounge in Seoul, Korea in November 2022. System programming is a combination of content including the popular Korean pop group and their hit song, Google maps, and more.

DX / Future / Smart Driving

## Acıbadem Ataşehir Hospital

210 units installed as holographic elevator controls at hospital in Istanbul, Turkey



Acıbadem Ataşehir Hospital, which opened in September 2022, has installed 187 units as hall calls and 23 units as operation panels installed in the elevator car. Hospitals require hygiene management, and the use of holographic displays with ASKA3D-Plates for buttons will provide safety and security to facility users.

Infection Prevention / Safety / Smart City

# More



Maxell Aqua Park Shinagawa  
Digital Signage



Tokyo Anime Center  
Digital Signage



Aqua City Odaiba  
Information



Hotel in Nagasaki  
Check-in terminal



Mercedes-Benz EQ House  
Digital Signage



SHISEIDO GLOBAL FLAGSHIP STORE  
Digital Signage



Hiroshima Bank  
Contactless ATM

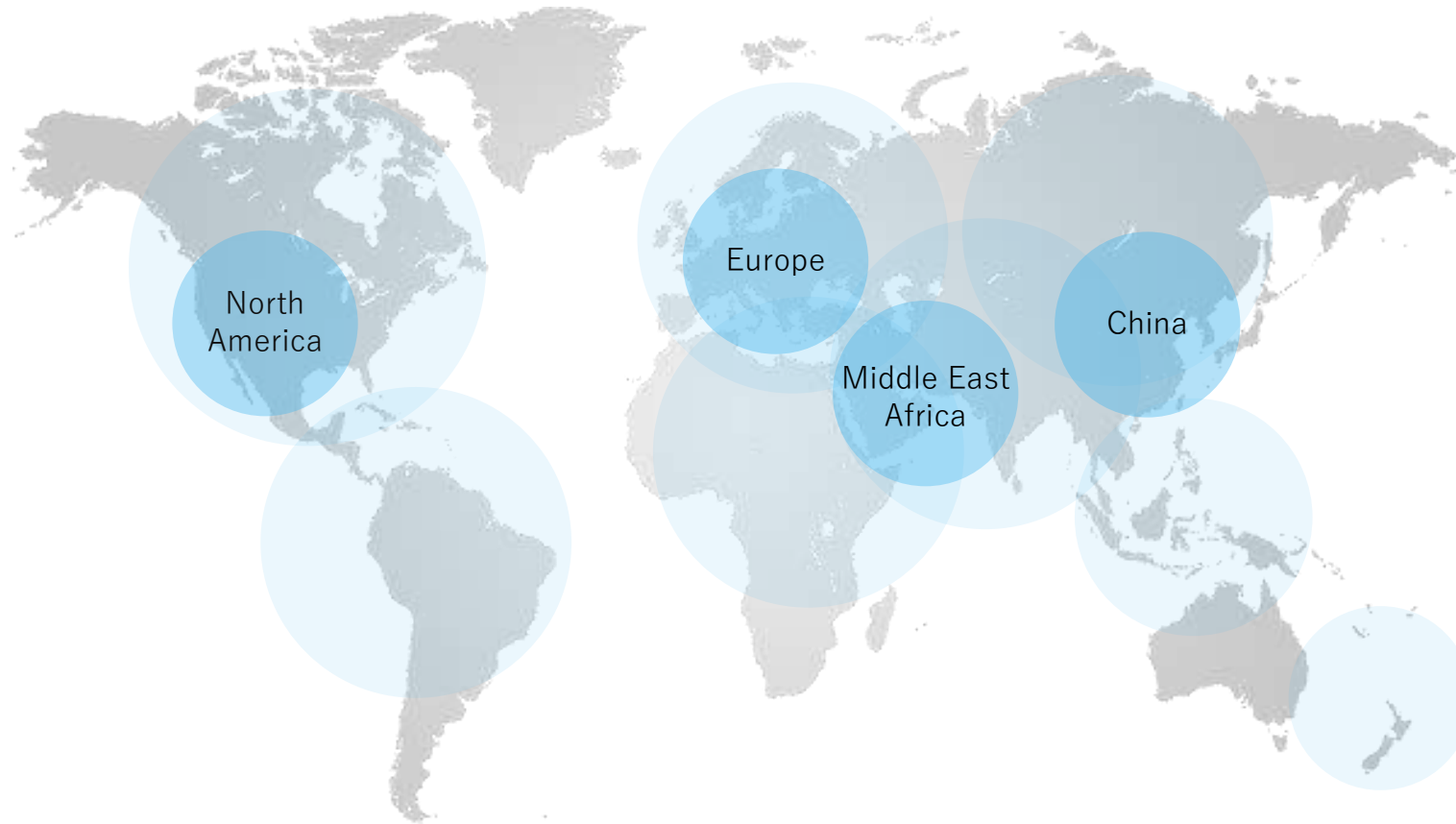


Daiwa House and Panasonic  
Doorbell Intercom PoC

# Overseas Network

International work experience in over 40 countries and with 4 partners

Supporting cross-border projects by leveraging our extensive know-how and development capabilities



Elevator Calls in  
Cleveland Airport, USA



BMW  
Innovation Day

Please feel free to contact us for international projects.

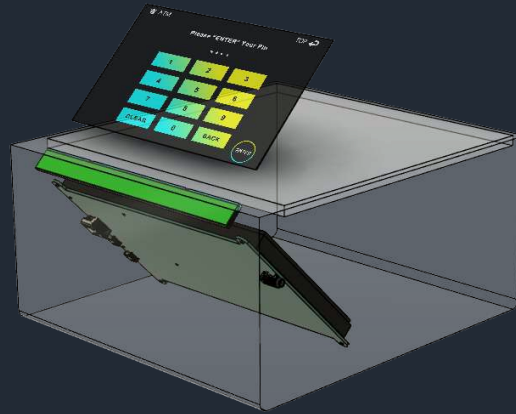
- ✓ Meetings in various languages (English, Chinese, Arabic, French, etc.)
- ✓ Propose localized solutions with our technology partners

# Holographic Display Layout



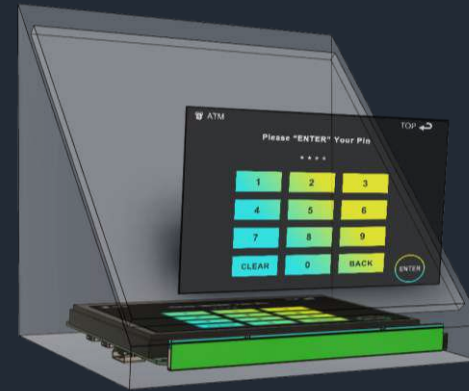
Look down

Clear image formation even on small monitors.



Overlooking

Recommended for table embedding.



Front view

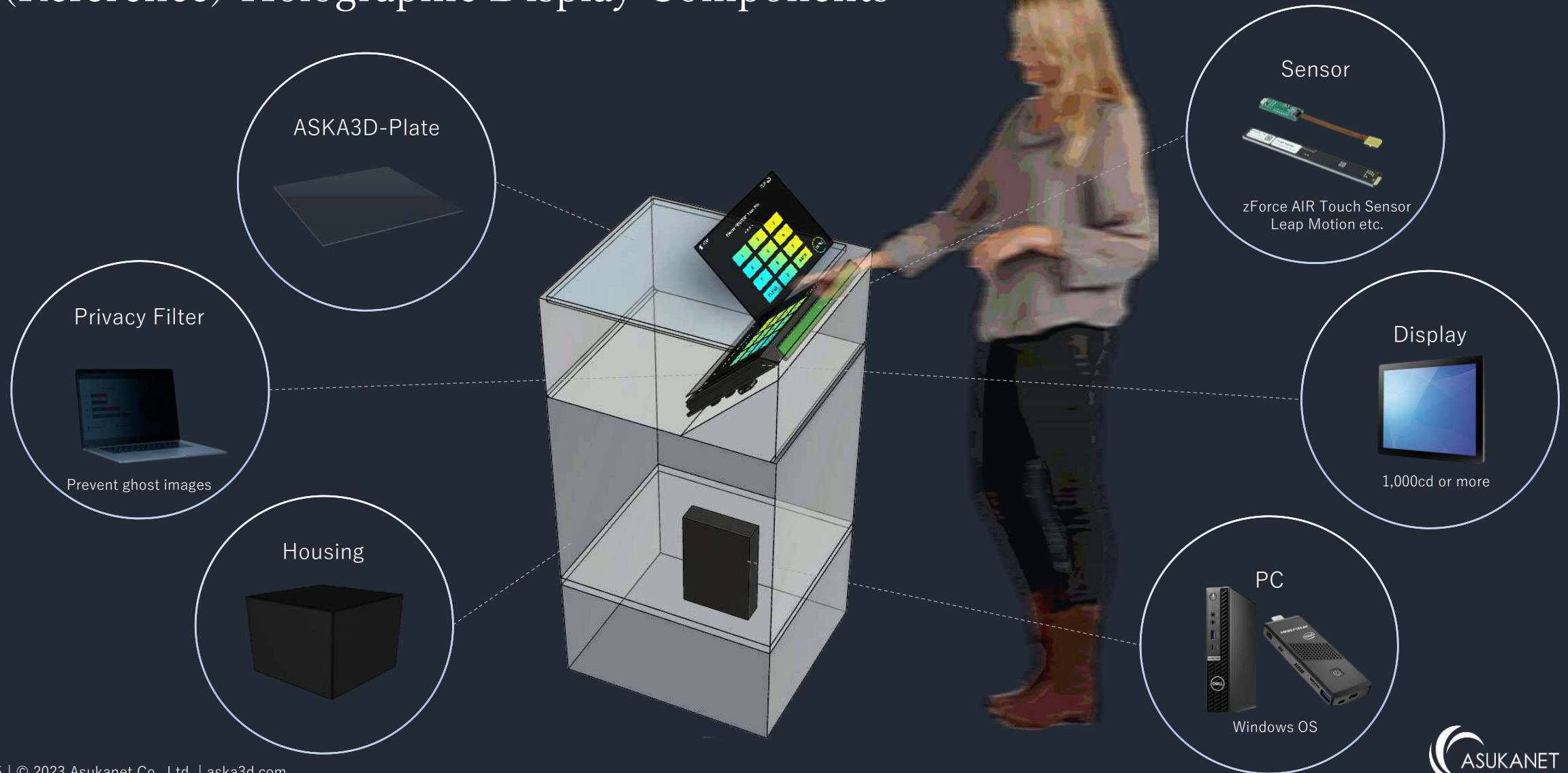
For large projections such as digital signage.



Side view

Embedded in the wall and pops up from the wall.

# (Reference) Holographic Display Components





# Product Lineup

## Plastic ASKA3D-Plate

The plastic ASKA3D-Plate has a high density mirror structure and can display holographic images in high definition. The plastic plate is low-cost and suitable for incorporation into various mass-produced products.



**ASKA3D-200NT**

200 × 200 × 6.3 mm  
Display Size 7 inch

**ASKA3D-250NT**

250 × 250 × 6.3 mm  
Display Size 10 inch

## Development Device

You can easily realize the verification and development of contactless touch panels by simply connecting to your PC. (Body size W × D × H mm)



**KC-W1**

262 × 128 × 239.8 mm  
Display Size 7 inch

**KC-W2**

319 × 181 × 292.9 mm  
Display Size 10 inch



**KC-310G**

360 × 410 × 181 mm  
Display Size 12 inch

**KC-420G**

460 × 540 × 223 mm  
Display Size 15 inch

## Glass ASKA3D-Plate

The glass ASKA3D-Plate can achieve excellent quality holographic imaging with its high imaging transmittance. It is particularly suitable for holographic imaging in the signage field.



**ASKA3D-200**

200 × 200 × 5.9 mm  
Display Size 7 inch



**ASKA3D-310**

310 × 310 × 5.9 mm  
Display Size 11 inch

**ASKA3D-420**

420 × 420 × 5.9 mm  
Display Size 15 inch

**ASKA3D-630**

630 × 630 × 5.9 mm  
Display Size 21 inch

**ASKA3D-840**

840 × 840 × 9.0 mm  
Display Size 27 inch

**ASKA3D-1050**

1050 × 1050 × 9.0 mm  
Display Size 32 - 37 inch



ASKA3D

Asukanet Co., Ltd.

3-28-14 Gion, Asaminami-ku, Hiroshima, JAPAN 731-0138

WEB <https://aska3d.com/> EMAIL [info@aska3d.com](mailto:info@aska3d.com)

North America

Holo Industries LLC

609 E. Main St., Ste 109 Cottage Grove, OR 97424 USA

WEB <http://www.holoind.com> EMAIL [glenn@holoind.com](mailto:glenn@holoind.com)

Middle East and North Africa

Altareeq Alashal Advertising LLC (ACTAIR)

#1801, Concord Tower, Media City, Dubai, UAE

WEB <http://easywayme.com/> EMAIL [sales@easywayme.com](mailto:sales@easywayme.com)

Tokyo Showroom

5F Hulic Aoyama Gaien Higashi-dori Building

2-2-3 Minamiaoyama, Minato-ku, Tokyo 107-0062 Japan

China

Yesar Electronics Technology (Shanghai) Co., Ltd.

Room 406, 4th Building, No.123, Road Juli, Pudong, Shanghai 201203 China

WEB <http://www.yesartech.com/> EMAIL [ad@Yesartech.com](mailto:ad@Yesartech.com)

Representative Office in Europe

11 rue des marchands, 68000 Colmar, France

Alain Decayeux EMAIL [a.decayeux@aska3d.com](mailto:a.decayeux@aska3d.com)