

MEDIA RELEASE

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World leader in holograms share insights working with ADF, museums and global universities

Jay Barker is the Head of Development at Axiom Holographics - the world leader in hologram equipment. The SAE Creative Media Institute graduate discussed how hologram technology is leading the way in artificial reality experience, leading to the Australian Defence Force (ADF), global universities, and museums around the country utilising the company's suite of products.

Hi Jay, how did studying at SAE help get you to where you are today?

I studied the Bachelor of Games Programming at SAE Brisbane. The feedback from lecturers on my work, and the overall exposure I got to the industry and connections I made was really beneficial in my growth and development.

How can a Bachelor of Games degree help students who want to get into the industry?

From my own perspective, studying gave me confidence in the skills I developed and a springboard to get into the industry. You take those foundational skills, like problem solving, project management and being able to network everywhere you go. It certainly helped me get where I am today.

Can you explain what you offer at Axiom Holographics?

We produce hologram devices for more industries than any other company in the world. We have two different streams to our products - commercial and entertainment, and this equipment can be everything from our hologram wall or hologram tunnel, to a hologram table.

How can this technology be applied?

As an example we have a partnership with a museum in Europe that wants to build an attraction with Egyptian themed content, utilising the technology from the hologram tunnel. After the success of Van Gogh Alive and teamLab Borderless in Japan we realised as a company that there was a market for hologram technology in museums to provide both entertainment for customers and package the educational elements to it in a unique way.



What are some of the organisations you work with?

From a commercial perspective we have contracts with the ADF, where we support mission and battle training, and also with a range of universities to build real-world environments for their students. In the entertainment field, we work with a lot of museums and Westfield shopping centres on activities for the general public like our Hologram Zoo - which is like you're interacting with real living and breathing animals.

What are the benefits of the technology in comparison to alternative options?

In relation to what we do with the ADF, situational awareness is absolutely key with defence, and our hologram technology allows that, where soldiers are able to visualise the environment and one another with their own eyes, using just a light pair of 3D glasses. In comparison, a VR headset can't provide that situational awareness, and can be quite restrictive.

Additionally, there's the contextual awareness which is a major advantage of hologram technology compared to other options available. As an example, soldiers can plan a battle where they can all see the perspective of the hills on a mountain using one of our Hologram Tables.

Where do you see the hologram industry developing within the next 10 years?

We're constantly in talks with manufacturers to understand the advancements in projector technology - projecting holograms is what could take our products to the next level.

We also understand that a large number of universities do a lot of research, so we're in the process of building a community where our university clients, who use our Hologram Tables, can share assets and communicate with one another on best practice.

In the entertainment industry, we're looking to build on the success of our Hologram Zoo and provide people with cinematic style experiences, nothing like what they've seen before - that's really exciting.

SAE Creative Media Institute provides students with the experience, skills, and connections to succeed in the industry. If you're down to create it, study at SAE. Find out more at sae.edu.au.

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About Axiom Holographics

Axiom Holographics is the world leader in holographic devices. We produce more devices with more features than any other company currently operating in the hologram industry. We have created some of the world's most advanced technology in this field to cater for numerous use cases across many industries. Find out more at axiomholographics.com

About SAE

SAE Creative Media Institute is the place for creators and innovators. Since 1976 we've been the leaders in creative media education across animation, audio, creative industries, creative technologies, design, film, games, and music. Every year, we support students globally to develop the skills and experience needed to carve successful careers. Students enjoy access to the latest technology and are taught by industry-experienced faculty, while putting their skills to the test in small class environments. Our graduates become part of a highly-respected global community of creatives that's been around for over 40 years. We pride ourselves on being technically explorative, transformative and brave through our range of creative media programs, from short courses and professional training through to bachelor and postgraduate degrees. In Australia, our programs are delivered at campuses in Sydney, Brisbane, Byron Bay, Melbourne, Perth and Adelaide. SAE is a part of Navitas Pty Ltd. More information about SAE is available at sae.edu.au

