

Shaping the Future of **Human Interaction**

Canadian holographic technology company ARHT plans to leverage Hong Kong's unique strengths to take its North Asia business to a new level.

ARHT is a renowned holographic technology solution provider, pioneering the development, production and distribution of high-quality, low-latency hologram and digital content through its patented technology. It enables two-way live communication with a 3D holographic presenter anywhere in the world, delivering unparalleled holographic experiences. With its top-notch software and hardware development, ARHT facilitates a higher level of audience engagement and interaction, and allows its clients to reduce travel costs, improve productivity and meet their environmental, social, and governance (ESG) goals. With the recent opening of the Capture Studio in Hong Kong, one can now experience the power of the ARHT holographic technology and have your hologram delivered to an in-person or online audience for a live chat or presentation.

Business Made Easy

According to Karine Koh, ARHT's Managing Director for Asia Pacific and Oceania, the dynamic business environment and substantial growth potential in Hong Kong are primary reasons for establishing a regional office here.

Koh said, "In 2016, we conducted our first-ever holographic event in Asia, beaming the presenter from Los Angeles to Melbourne and Sydney. The event was a huge success, and we have received a good deal of business inquiries since then. As we consider further expansion in the Asia Pacific region, Hong Kong appears to be an ideal destination due to its distinct

competitive edges. These include ease of setting up and doing business, being prime location in Asia, and a gateway to Mainland China, in particular, the Guangdong-Hong Kong-Macao Greater Bay Area which presents enormous potential to overseas companies targeting the Chinese market." She added that ARHT's regional office for North Asia was set up in Hong Kong in 2019, covering Hong Kong, Macao, Japan, Korea and Mainland China markets.

Bringing Innovation to Asian Audiences

ARHT's suite of proprietary solutions shapes human interaction in the virtual world. Koh explained, "ARHT's technology is at the forefront of innovation. Holograms have the potential to dramatically improve training, design and visualisation in many business settings."

She continued, "Our HoloPresence technology can capture and simultaneously beam one or multiple presenters in high quality and without noticeable latency, enabling presenters to appear to audiences as live, lifelike holograms. In addition, ARHT CAPSULE, our latest 4K holographic touchscreen display with a plug-and-play feature, is capable of creating interactive experiences that completely reimagine viewer engagement. We have recently launched CAPSULE in Hong Kong and are very interested in collaborating with more content partners to enrich our product offerings for our customers from the corporate, educational, retail and event sectors."



Last year, ARHT completed various successful activations in Hong Kong, including a world-class art event, an international film festival, and entertainment performances at a gala dinner. The company has recently upscaled its Hong Kong office for service support and product showcase to boost its footprint in North Asia. Koh concluded, "I have always been bullish when it comes to the Hong Kong market. It is vibrant, resilient, and driven by opportunities. With the reopening of the city, we can leverage its position as Asia's event capital and leading business hub to seize more business opportunities."

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Karine Koh
Managing Director,
Asia Pacific and Oceania
ARHT



ARHT

- Originating in Canada in 2014, ARHT is a pioneer of holographic technology with its own studios in Toronto, London, Hong Kong and Fuzhou
- The company is listed on the TSX Venture Exchange in Canada
- It operates with WeWork and other partners to provide a global service network across Canada, the United States, Asia, Europe, the Middle East, Africa and Australia, serving over 100 clients from various industries

 arht.tech