

## Awards

### 2001 Holography Awards Break New Ground

For the ninth consecutive year, the International Hologram Manufacturers Association (IHMA) and Reconnaissance International, publisher of **Holography News®** have given Excellence in Holography awards to outstanding holographic projects for the year. The 2001 Award winners break new ground by including architectural works, color reflection holography and new embossed products from around the world.

*The Clown*, a full color reflection hologram of a ceramic clown by Yves Gentet was announced as **Best of the Year**. Made with a special silver halide emulsion and processing techniques developed by Gentet, it stunned European holographers earlier this year at a Royal Photographic Society holography meeting. The brightness, color saturation and clarity of the image is outstanding. It has long been the dream of the holography community that it could create 'full color reality' in a flat format. Gentet has taken the field close to this goal.

Also in an artistic vein, Michael Bleyenbergh, Academy of Media Arts, working with the Institute for Light and Building Technology, was recognized for *Eyefire*, a

four-story holographic building facade. Projects in several categories came from India, Indonesia and Russia this year, showing the truly global nature of this industry.

Fittingly, at the Awards banquet on November 15, one of the outstanding works recognized was the set of *Harry Potter Game cards* (<http://www.wizards.com/harrypotter/main.asp?x=welcome>) released the following day in conjunction with the debut of the long-awaited movie.

Additional information and pictures of the winning projects are on the IHMA and Reconnaissance ([www.Reconnaissance-Intl.com](http://www.Reconnaissance-Intl.com)) web sites - [www.ihma.org](http://www.ihma.org) and [www.Reconnaissance-Intl.com](http://www.Reconnaissance-Intl.com).

## Authentication & Security

**Commended:** *Registru* for its combination of transparent and metallized holograms for authentication and antitamper security. A project by HoloGrate for Registru, Moldova.

*St Petersburg Alcohol Control Tax Stamp* by Holograte. With its multiple holographic effects (kinetic, high resolution, microtext, hidden image, etc.) and 2D barcode, the stamp increased revenues and decreased poisoning from fakes.

*Cherkesskaya Tax Stamp*, by Concern Russian Security Technology (CRST), for the Ministry of Tax Collection, Karachaevo-Cherkesskaya Province for its combination of features and design.

*Volgograd Tax Stamp*, also by CRST, for the Ministry of Tax Collection, Volgograd Province.

## Packaging

**Award:** *Spalding Infusion Basketball*. IHP/ITW Holographic and Specialty Products, Wavefront, Hazen Paper, Inland Container combined efforts to produce an overprinted holographic laminated box used to launch a novel high-end basketball with an integrated 'air pump' feature. The resulting package was both eye-catching and illustrated the air pump feature.

**Commended:** *Moet + Chandon Carton* had API Foils and Henry & Leigh Slater produce one of the largest premium packaging runs ever its product using 3D holography printed in register to create an alluring graphic effect.

*MICO Diesel Filter Box*. Paper Products, Everest Holographics and Songsan Co. combined capabilities to design and manufacture a holographic folding carton which served both to protect the product from fakes and to position it as a premium brand.

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#### Promotion/Illustration

**Award:** *Eyefire* is a four storey (13m x 5m) holographic building façade made of HOEs and mirrors to create a dramatic visual front for the Deutsche Forschungsgemeinschaft DFG building in Bonn, Germany. The project team consisted of Michael Bleyenbergh, Academy of Media Arts; Steffen Zozgornik, Institute for Light and Building Technology; Christian Irmscher, Glaswerke Arnold; Metallbau Rossbroich; and Pilhatsch & Partners. ([www.holonet.khm.de/eyefire](http://www.holonet.khm.de/eyefire)).

**Commended:** *TV Guide Elvis Covers*. IHP/ITW Holographic and Specialty Products, TV Guide, Prisma Technologies, and Challenge Printing created a limited edition set of four holographic TV Guide covers and posters featuring Elvis at different stages of his career. The premium-priced edition sold out in record time.

**Holographic Gold Eagle \$10 Coin.** The German Mint commissioned Krystal 3D Media, and DuPont Holographics to create a photopolymer holographic image of an eagle that was embedded into US\$10 limited edition gold coins.

#### New Holographic Product

**Award:** *Mentari Prepaid Card Scratch Hologram*. Indonesia-based PT Pura Barutama created a special film preparation and laminating techniques to layer a holographic visual barrier over pre-paid card 'PIN' numbers, preventing the scratching, PIN theft and re-coating of cards. The client for this novel product is PT Satelindo (Indonesian cellular phone company).

**Harry Potter Cards.** CFC Holographics and UV Color teamed to create a set of high quality holographic cards of Harry Potter characters, printed in 0.03-inch register for producer Wizards of the Coast.

#### Labeling

**Commended:** *Nestle Label*. Nestle India had The Paper Products, Everest Holographics and Songsan develop and produce an innovative holographic tamper proof shrink-wrap label.

#### New Holographic Technique

**Award:** *The Clown* was produced on an ultra-fine grains (5 nm) silver halide emulsion and recorded in three simultaneous exposures at wavelengths 476, 532 and 647nm (3 x 20mW lasers). This technique by the Atelier de l'Holographie Yves Gentet, creates startlingly clear and bright true color reflection hologram with a wide viewing angle.

**Commended:** *KineMax DOVID Blue Diode Mastering System*. Polish Holographic Systems has developed a blue laser diode, compact, portable DOVID mastering system with up to 6000 dpi resolution.

**DID® and Achromatic Hologram.** Hologram Industries introduced two new diffractive structures: The DID (Diffractive Identification Device) is a novel diffractive, security structure that gives a color shift (red to green) on rotation through 90 degrees. The Achromatic hologram uses a diffractive structure only in one direction.