

Optaglio Calls Time on Boring Holograms

Czech-headquartered Optaglio has said the time of 'boring' holograms is over. In a demonstration of new features and products to experts and journalists, the company announced new innovations, developed with an independent behaviour research centre, to encourage engagement of anti-counterfeit protection solutions. These latest innovations are based on high resolution light diffractive structures.



Dr Tomáš Karenský, Senior Research Manager for Optaglio said: 'users have the right to require that protection elements are interesting, funny and include unique effects. It is what companies should focus on now. The best technology vendors in the global market have reached sufficient technological advantage over falsifiers for some time.'

'The personality of the inspecting guard is the now the key element. The inspection should be easy and amusing for him or her. People have got used to advanced design. We cannot expect them to look for all visual effects'.

Optaglio applies the concept of 'gamification' that works in application development, and provides a user experience that is close to experiences known from gaming. Gamification, broadly speaking, is the process of defining the elements which comprise games that make those games fun and motivate players to continue playing, and using those same elements in a non-game context to influence behaviour.

Optaglio has developed several new visual effects during the past year, including unique 3D and small animation effects based, mainly, on high resolution diffractive structures that enable finer colour scale.

However, one of the drawbacks of high resolution diffractive structures is slow production and higher costs. To mitigate these weaknesses Optaglio has developed computer simulation tools and devised special training for designers.

These latest innovations are the result of co-operation between Optaglio Laboratories, Optaglio Consulting Practice and an independent behaviour research centre. The consulting unit is based in the UK and the Czech Republic. Optaglio Labs is situated in Lochovice, Czech Republic, where all research activities of Optaglio have been based since 2015.

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