

Turn physical spaces into conversations

Holo Visit combines a customizable holographic interface with conversational AI, giving visitors immediate, natural-language access to validated content.

THE EXPERIENCE

Ask. Listen. Explore.

Visitors speak naturally. The avatar understands, answers in real time and can guide them through stories, information and multimedia content.

THE INTERFACE

Holographic display + touchscreen

Voice interaction is complemented by a simple touchscreen for immediate content selection, creating an accessible experience for different types of users.

Available 24/7 – without waiting

A recognizable physical presence that can welcome, guide and answer while keeping the experience consistent with the identity of the venue or brand.

From passive information to active engagement

Static panels and brochures cannot answer follow-up questions. Limited staff creates waiting time, while traditional exhibits provide little insight into what audiences actually want to know.

PASSIVE CONTENT

Nothing to ask back

Traditional content offers limited real engagement and little opportunity to create a memorable, personalized exchange.

WAITING TIME

Limited human capacity

When staff is busy, visitors wait, become frustrated or leave with unanswered questions.

ZERO DATA

No audience insight

Without interaction data, organizations have little evidence about recurring questions, interests and visitor behavior.

The HoloVisit response

1 WELCOME

A branded physical interface attracts attention.

2 LISTEN

Voice input captures the visitor's question.

3 ANSWER

The avatar responds from validated knowledge.

4 EXPLORE

Touch and multimedia deepen the experience.

5 LEARN

Analytics reveal interests and recurring questions.

CORE VALUE

A visitor interface that also becomes an insight channel

The same conversation that improves the visitor experience can generate useful evidence for content strategy and marketing.

Keep the experience intelligent and governable

HoloVisit is designed around controlled knowledge, remote content management and integrated analytics - not unrestricted avatar responses.

VOICE

Natural interaction

Fluid spoken dialogue designed to be accessible to a broad audience.

KNOWLEDGE

Validated answers

Avatar responses are based exclusively on content validated by the client.

CONTENT

Update anytime

Texts, in-depth material and multimedia can be updated through a dedicated management platform.

ANALYTICS

Understand audiences

Monitor questions, interests and behavior to support strategic decisions and more effective marketing.

4 DIFFERENTIATORS

Voice dialogue / Total customization / Specialized knowledge / Simple management

Hardware, visual identity and content can be tailored to the context, while remote management keeps information current and controlled.

One format, many visitor experiences

The installation is designed for museums, fairs, showrooms, public spaces and retail environments, with customizable design, rapid installation and remote management.



REAL CASE

Luca 'Fa Presto'

A holographic avatar of Luca Giordano created for the Città della Scienza museum. The avatar answers questions, tells stories and guides visitors through multimedia content.

Where it fits

MUSEUMS & CULTURE

Always-available AI assistants for art and cultural content.

RETAIL & SHOWROOM

Interactive sales assistance without waiting.

HEALTHCARE & PUBLIC SERVICES

AI assistants supporting citizen-facing services.

FAIRS & EVENTS

A memorable, high-impact brand presence.

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Discover HoloVisit and Logogramma's conversational AI solutions.



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