Holo-Stylus Dev Kit goes on sale

AR tech enterprise Holo-Light and the Entrepreneurial School® Management Center Innsbruck celebrate the launch of their first hardware product

Holo-Stylus, the first hardware product developed by Holo-Light and Management Center Innsbruck (MCI), revolutionizes interaction and creation in virtual space with its incomparable level of precision. Now "the mouse of the future" is ready for shipment. The inclusion of an SDK (software development kit) guarantees that the potential of this input device will be further researched and fully utilized by interested developers outside of Holo-Light's own ranks.

Revolutionizing the interaction with digital content

Holo-Stylus promises more precise interaction and creation options, but also the intuitive marking of digital content and much more. Thus, he not only simplifies the handling of AR significantly, but also opens up possibilities to use the technology in areas that were previously untouched by AR.
"With the technology contained in Holo-Stylus, AR applications are possible for the first time in areas which, due to shortcomings in precision, could not be realized before—for example, training scenarios for surgical interventions," explains Holo-Light's Leader of Development for Holo-Stylus, Philipp Landgraf. He also reveals that the accuracy of positioning and the millimeter-accurate measurement is expected to reach new heights with Holo-Stylus as well. The latter can already be tried out in a demo application (download via the Microsoft Store).

Holo-Stylus and its tracking technology the result of years of research

The almost 40-headed company Holo-Light has specialized in making AR applications for the industry as user-friendly and immersive as possible by meeting the so far unfulfilled most important market requirements.

"Because we carry out every project jointly with the customer through constant feedback discussions, our first-hand experience shows us where the largest hurdles and user pain points in relation to Augmented Reality currently are," says Philipp Uscharewitz, Head of Project Management at Holo-Light. "It is important to us to ensure the highest level of user-friendliness as well as smooth operation for AR applications, which is why the needs of our customers are essential to moving the technology forward on all fronts."

In this way, Holo-Light was able to determine a clear demand concerning interaction with holographic content, particularly with regards to a unified, intuitive, and above all, precise control method. For this reason, Holo-Light focused on the development of a tracking technology which continually improves itself based on artificial intelligence and therefore offers an unprecedented level of precision.

Today the first shipments of the product will take place.

MCI Research Director Michael Kraxner and Rector Andreas Altmann are proud of this incredible success: "As an Entrepreneurial College®, MCI positions itself at the interface of business and science. We are very pleased that we were able to contribute our expertise to the development of this exciting future technology. Congratulations to the great team! "

The stylus is currently available directly from the Holo-Stylus website www.holo-stylus.com.

More information about Holo-Stylus:
www.holo-sytlus.com

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