



Hologram Zoo Operator Guide

Main information in a quick easy to understand format

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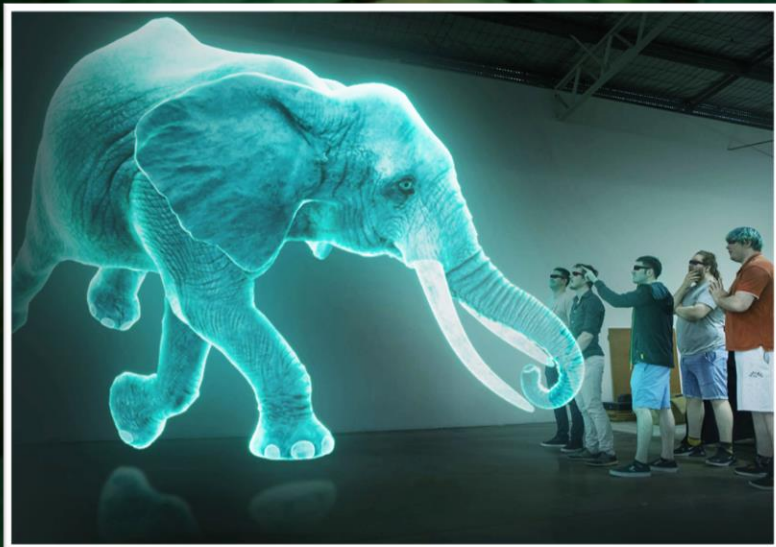
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What is a Hologram Zoo?

Hologram Zoos are like normal zoos except all the **animals are made out of laser light**. They look real and **act alive** but you can put your hand straight through them. People visit Hologram Zoo centers and walk among hologram animals and see the environments they live in. For example, customers can be caught in an elephant stampede, walk on the bottom of the ocean, fly with the birds, and see a giant 20m whale, amongst many other exciting experiences. (Guests are there for around **45 minutes for one session** or **1hr 30mins for two sessions**)

Who are we?

Axiom Holographics are debatably the **world leader in Hologram Equipment**. Their customers include **Lockheed Martin, Bentley, Honeywell, BMW, Four Seasons Hotel** (Bill Gates' luxury hotel in the Maldives). They also make hologram equipment for governments and universities all over the world.

Axiom Holographics has taken this top defence-grade hologram technology and recreated it to be used for entertainment purposes in their new Hologram Zoo centers.

Axiom Holographics is based in Brisbane, Australia



Nice To Meet You

Welcome and thank you for your interest in joining our family of Hologram Zoos. We have an amazing **award-winning product**, but we can't make it grow without partners like you. Hologram Zoo is more than a business, it's about bringing **joy and happiness** to people of all ages.

For many people in the world travel is unaffordable and holidays to exotic lands or safaris are out of their reach. Hologram Zoo brings **a small taste of the world and its animals** to people who would never normally see them. It is the only chance for children to go to the bottom of the ocean and see **life sized whales** or go back in time and visit the **dinosaurs**.

By having scalable pricing with lower costs at less popular times we make these thought provoking experiences **accessible to everyone**.

We will be working hard to support you with **regular content** and assistance in making your business grow. If you are driven to succeed and agree with our purpose, then **we look forward to welcoming you** into our growing plan to **refresh and revitalise the world of entertainment**, through our Products.

- **BRUCE DELL (CEO) and the HOLOGRAM ZOO TEAM.**



Global Expansion

The Hologram Zoo Product, has done **three successful trials**, its Sydney trial made **~\$550,000 in 42 days**. Other trials produced similar returns per the amount of equipment used.

We intend for the Hologram Zoo centers to **open all over the world** with each sale being given a territory with the product. This includes expansion of sales into the developing world as the throughput of the equipment shows that even if the people pay substantially less the operator can still make a good profit.

Hologram Zoo is **brand new**, with numerous people opening centers simultaneously around the world in 2024. These first batch of purchasers have been given a **substantially cheaper setup cost** than those who will come later. This is because they have chosen to go first, without seeing others go before them. Once successful, later rounds of purchasers will be given a much higher setup cost as profitability is de-risked. Our current batch of earlier purchasers will also be **offered a lower locked-in price for expansion** for the next 3 years.

These early adopters will also receive the media attention that comes with being the first Hologram Zoo in their region. We will be working with them very closely and supporting them in many ways.

Whether you choose to join this first round or later rounds, we **welcome you to join our Hologram Zoo Family**.



Educational
teaches through
visual means

Giving people an
amazing joyous
memorable
experience they
haven't seen before

Easy to operate
requiring only 2-3
staff (with very few
tasks to do or learn)

Self promoting
through customers
receiving photos and
videos of their visit
downloaded directly to
them

Non-violent
none of the animals
die or get killed
(but they do sometimes try
to scare the guests to thrill
and excite them)

A great place for
school
excursions and
birthday parties

Regular new
content so people
can come back
again and again

Core Elements of the Business

The Equipment

Each Hologram Zoo product is made up of four major devices:

- 1) Hologram **Tunnels** where people walk through holographic environments.
- 2) Two hologram fenced **Enclosures** where individual holographic animals appear for guests to walk past and look at.
- 3) A Hologram **Sky Roof**. This looks like a piece of glass where **animals walk over the top of the guests** giving them an up close and unique perspective.
- 4) A hologram **Photobooth** where guests have photos and videos made of their trip. These photos and videos are downloadable so the guests can put them on social media (**this can be a great source of free advertising**).

We also supply:

- A display cabinet for the cardboard holographic style gifts that guests receive at the end of their visit. These are also made by us and are an amazing take-home gift.
- Counters, customer glasses, and the charging and cleaning stations required to sanitise them for re-use.



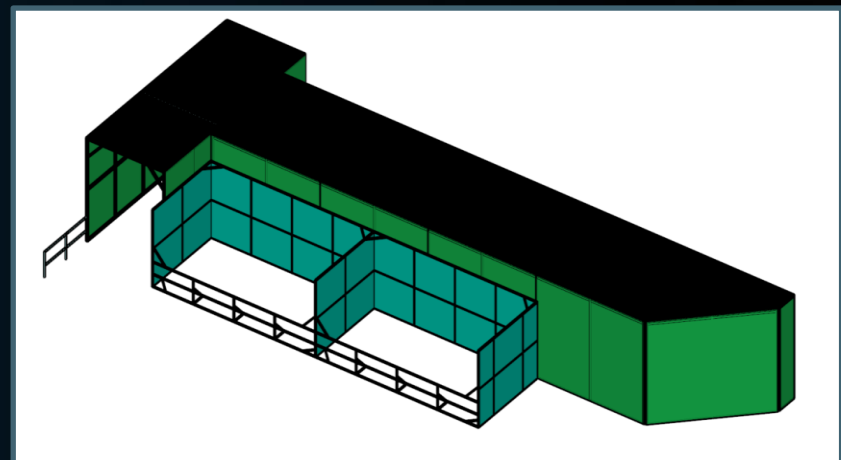
Space Requirements

You will have to supply your own building with a minimum floor space of:

25m by 13m by 3.3m high (325 square meters)

82ft by 43ft by 11ft high (3500 square feet)

You will need to supply outdoor advertising, a point of sale system, shelves for merchandise and toy sales, and chairs for your guests in the waiting area.





Regular Content

You pay for the equipment and you agree to a software licence where you receive regular new content in exchange for paying a yearly fee (paid quarterly). **You will receive regular new shows, like Africa, Australia, Asia, North pole, Dinosaurs** (all of these are already available). Generally you choose a **different show every 3 months**. Two of them are new each year and two are recycled from previous years. You will also receive seasonal content when available like **Christmas, Easter and Halloween**.



A New World Leading Technology

TIME Magazine awarded Hologram Zoo Best Entertainment Technology of 2023 (Hologram Zoo shared this category with Apple)

The **Edison Awards** is one of the USA's most important technology awards. Previous year's winners included **Elon Musk and Steve Jobs**. In 2024 Axiom Holographics was a winner in the category of entertainment technology.

There are **over 150 articles** on the internet about Hologram Zoo on most of the world's major tech sites in multiple languages.



Not a Franchise

This is not a franchise, it is an **equipment sale with a software licence**. However we will be in contact with you every three months to discuss what content you would like next and discuss how your store is doing compared to other stores, and offer new techniques for promotion that others have tried. You will be given **branding and imagery, videos and pictures** to be used in your own advertising and decoration. You will also have a territory.





How You Run a Hologram Zoo

The hologram Zoo equipment requires only **two staff members**. There are two counters. The first takes money from paying customers, the second gives the customers their glasses and introduces them to the 1 minute instruction video. This counter also takes back their glasses and puts them in the **sterilisation machine** to be given to the next customer. These two counters are positioned near the two waiting areas so that they can look after customers on their journey if they have any questions or need additional assistance. **A third staff member** may be partially required to cover staff breaks.

Important Numbers

The full center unit can take up to **84 people an hour** (100 in some cases, particularly if they are children). There are usually around **175 non-school days** in most countries. You choose your own hours but many entertainment attractions like bowling alleys or cinemas are often **open for 12 hours** from 10am to 10pm.

In Australia our trials charged **\$29.50** from 10am-2pm, **\$24.50** from 2pm-6pm, **\$19.50** from 6pm-9pm. On the non-school days you can reach out to **school excursions, and old aged care facilities.**



Getting Started

Contact us for an online meeting and we will go through an online presentation and answer questions.

Fill out our form so we can understand you and your history better. If you want to proceed we will give you a contract to look through.

Payment is **50% deposit** for us to start making the equipment, 3 months later we will be ready to deliver and you will then pay **25% before we ship**.

Our team will install the equipment at your location.

Our overseer will come to test everything is correct and you will be trained in how to use the equipment and run the center.

You will pay the remaining **25% once it is all operational**.





**Thank you
for considering if Hologram Zoo is right for you**

