

Veeo presentation stations will help answer the e-conference question:  
Would they trust you more if you could look them in the eye?

Veeo, Inc. (Las Vegas NV) has ways of making trust happen if you count eye-to-eye contact as an important factor in establishing trust. Their upcoming Holodeck products put video cameras behind an LG transparent OLED screen. Any presenter looking at the screen and what's on it is, at the same time, looking directly at the camera behind the screen. The screen can also add digital content from a connected computer.

Beyond Teams, Meet, Zoom, Webex, Skype or other virtual conference environments, this direct eye contact provides advantages in many applications, from virtual meetings with investment advisors to online personal shopping, telehealth sessions with doctors and client meetings for consultants or advisors. It also provides improved engagement in training and education environments, either live or recorded for later viewing.

“On a business level, you may be dealing with people you regard as colleagues, consultants or professionals,” notes Veeo CEO Ji Shen, “but on a personal level, any one presenter on the screen tends to be a stranger. Do you trust a stranger? Especially, whom do you trust more, a stranger who never quite looks at you or one who doesn't hesitate to be eye-to-eye?”

That same sense of trust may also extend to Veeo applications in broadcasting, especially for graphics-intensive topics like weather reports or election coverage. Standard techniques using green screens force the presenter's eyes off-screen, and those using large monitors to display graphics compel presenters to turn their backs on the audience. Either circumstance makes both trust and attention more difficult.

Three Veeo products are planned to debut in the summer of 2024.

Veeo **Holodeck M30** (around \$2500) with a 30" screen and an enclosed case.

Veeo **Holodeck T30** (around \$3,000) unenclosed 30" clear glass panel that recognizes gestures.

Veeo **Holodeck T55** (around \$8,500) unenclosed 55" clear glass screen for conference rooms.

Veeo (<https://veeonow.com/>) is previewing prototypes of these products at the January 9, 2024, Showstoppers event during CES. LG transparent OLED technology lets Veeo Holodeck products seamlessly homogenize the live presenter video with computer graphics and marker-on-glass whiteboard annotations.

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**Editorial Contact:**

Ji Shen, CEO  
Veeo, Inc.  
+1 (858) 519-2028  
[Ji@veeonow.com](mailto:Ji@veeonow.com)

