

[This summer's Veeo effect can seem to be psychological, though its core is technological.](#)

Veeo, Inc. (Las Vegas NV) is launching products that help presenters in virtual conferences seem more relatable, trustworthy, sincere, personable, charming and human – or even provide online sellers with results advantages for some competitive one-upmanship among colleagues. The benefits that come from human factors are among the reasons that people and organizations may find ownership of Veeo presentation station products desirable.

While the benefits that Veeo products can bring may seem anchored in psychology, Veeo CEO Ji Shen assures it only gets accomplished because of efforts anchored in technology. “Until somebody invents a camera with full-color high-def X-ray vision, getting direct eye contact from somebody looking at a screen is close to impossible. The camera needs a vantage point behind the center of the screen, but the screen is always in between and in the way. For a long time, the challenge was frustrating, even exasperating – take it from somebody who’s been there. It isn’t easy to make the screen between disappear, but thanks to a breakthrough transparent-OLED display from LG, we made it work.”

The daunting technology issues facing the development team include enhancing what the camera sees to optimize image quality, requiring a showcase of optical and image processing finesse. Also, the Veeo Holodeck M-series products incorporate infrared in their frame to provide touch-based interaction with the screen, while Veeo T-series products perform gesture recognition for similar screen interactions.

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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