

[In TV studios, see-through teleprompter mirrors let an on-camera person look right at you – this summer, new Veeo products make you the star of the room on Meet, Teams or Zoom.](#)

Veeo, Inc. (Las Vegas NV) explored the half-silvered one-way mirrors that are front-mounted on many studio TV cameras to let an on-camera presenter appear to be looking directly at the TV audience while reading the scrolling text on a teleprompter when trying to do much the same trick for virtual meeting presenters. That proved to be a dead end.

“We tried one-way mirrors,” Veeo CEO Ji Shen shares, “but there were serious shortcomings. Yes, we could get a presenter to look straight into the camera, but there was no easy way to add computer-based content without compromises. And by compromises, I mean getting stuck assembling big, clunky, unacceptably expensive devices that would be almost impossible for one person alone to make work. We went through a whole hive of Plan B’s and It took a while, but we finally found a better way.”

For Veeo, that better way involves a breakthrough transparent-OLED display from LG and a straight through path from the camera behind it to the presenter. Unlike a TV studio environment where cameras with teleprompters may frequently need to move to new positions, Veeo products stay at any one presenter’s point of presentation. This also makes it easier to prepare simple backdrops for places where background clutter may prove distracting.

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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