Next generation of POP, 'Hengento Projection'

‘Hengento Projection’ brings unexampled sight experiences. Static objects seem to get dynamic motion! Various patterns of light, based on NTT R&D technology of human sight information processing, causes human beings illusion. It creates new style of expression.

Example of industry scope
(1) Advertising
(2) Interior
(3) Art/Entertainment

Collaboration Partner

Dai Nippon Printing Co., Ltd
The pioneer in POP advertising industry, integrating ‘Hengento Projection’ to POP advertising business which is needed continuous innovation.