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31 May 2016



Planar notes that people love the idea of virtual reality, but may object to strapping a phone to their nose.

So, how can you get that augmented reality look without awkward (and unsanitary) headsets obscuring customers' view of your live product?

Planar LookThru, of course.

As AR and VR move into retail as favored technologies, transparent displays will pick up momentum.

The Planar LookThru OLED transparent display showcases dynamic or interactive information on a transparent surface glass. This display allows users to view what is shown on a glass video screen while still being able to see through it. Designers can overlay text, digital images, video content-- and AR/VR images onto physical objects or scenes that sit behind the glass.

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