

KCR to do a Modi with 3-D tech



B V Shiva Shankar,TNN | Apr 11, 2014, 06.41 AM IST

HYDERABAD: Telangana Rashtra Samithi (TRS) president K Chandrashekar Rao is all set to do a Narendra Modi in Telangana. In what is being billed as a hi-tech electoral campaign borrowed from the Bharatiya Janata Party (BJP), KCR is planning to reach out to the masses through the 3-D hologram technology that was popularised by the Gujarat chief minister during the 2012 Assembly elections by which he could address the voters at multiple locations at the same time.

Interestingly, the same Hyderabad-based company that had supplied the cutting-edge technology to Modi has been roped in by KCR. Sources said the back-end work has been completed and the TRS chief's 3-D hologram campaign would be launched on Saturday. "We are planning two big events for the poll campaign. One is the launch of the virtual campaign using 3-D hologram technology slated for April 12 and the second is a public meeting scheduled for April 13 in Karimnagar where KCR would address a gathering of over a lakh people," Subhash Reddy, political secretary to KCR, told TOI.

Holography is a technology that enables the three-dimensional image of a person to be delivered at multiple locations at the same time. It involves the use of a laser, interference, diffraction, and light intensity recording and suitable illumination of the recording. The

image changes as the position and orientation of the viewing system changes exactly the same way as if the object were still present, thus making the image appear three-dimensional.

See the link:

<http://timesofindia.indiatimes.com/city/hyderabad/KCR-to-do-a-Modi-with-3-D-tech/articleshow/33584636.cms>

Modi used this technology for the first time for election meetings in 2012, addressing voters across 53 locations in Gujarat simultaneously. Modi wanted to use this technology in Hyderabad when he addressed his first public rally in south India on August 11 last year, after he was made the BJP's prime ministerial candidate. The party had planned to organize 3-D projection of his address at the L B Stadium at 25 places across the city, but it was shelved after the police denied permission because of the ongoing APNGO strike against the bifurcation of Andhra Pradesh.

Hyderabad-based NChant is the technology supplier to Modi and film maker Mani Shankar is the man behind it. TRS sources said the party too has hired the services of NChant but Mani Shankar declined to comment whether he is also part of the KCR campaign.

Subhash Reddy said special vehicles have been hired for the 3-D hologram projection of KCR's pre-recorded speeches. The projections would be organised at 42 places across Telangana on a given day and plans are afoot to cover 700 places by April 28 when the campaign comes to an end.

The party has allotted two special vehicles for the nine districts of Telangana and three for Hyderabad. KCR has also hired a helicopter for the poll campaign and would travel extensively across Telangana starting Saturday. Sources said the TRS chief had spent the entire Thursday supervising the preparations for the 3-D hologram campaign and giving final touches to his speeches to be recorded for the projections.

Courtesy Times of India