

# Clarity

## Securing The TODAY Show Best of CES Segment For

# HYPERVSN

### About HYPERVSN

HYPERVSN is the creator of technology that renders holographic images with the highest 3D resolution on the market.

The company enlisted Clarity to generate media attention for its products, with the end goal of increasing awareness and driving new business.

Following a successful showing at the Consumer Electronics Show (CES) in Las Vegas, during which the Clarity team secured over 50 briefings and 100+ pieces of coverage from global media, came the placement that nearly every client wants and every PR professional strives to get: The TODAY Show.

### The Segment

HYPERVSN was prominently featured as part of the show's "Best of Consumer Electronics Show: Tech in fashion, beauty and more" segment, hosted by TODAY contributor and Emmy Award-winning technology influencer Katie Linendoll, on January 16, 2019.

The HYPERVSN device was used throughout the segment to display the TODAY Show logo in all of its 3D glory, making it a focal point for discussion both during the introduction and the closing of the piece. In between, the company's impressive display at CES was featured in video that was shot during the conference.

### Key Dialogue

Check out this device right to our left, this is cool, this is HYPERVSN. It's kind of a snapshot of what the future is looking like, and it's one of the very cool products at this year's CES

"This thing is CRAZY!"

This is crazy, and I think this is ... speaking to the signage of the future. It's called HYPERVSN and it looks like a hologram, but really it just POPS and it tricks your eyes."

"Look at the TODAY Show logo"

"We need one!"

