

HLD content guide

Start with an image, green-screen video, 3D model, or real-time engine.



WHAT HLD CONTENT IS

Standard video. HLD-aware framing.

Prerecorded HLD content ends up as a standard MP4 video stream. The creative difference is 9:16 framing: keep subjects inside the alcove, add a soft grounded shadow, and use a white or off-white background.

NO CUSTOM PLAYBACK SOFTWARE OR PROPRIETARY HOLOGRAM FORMAT REQUIRED.

PRERECORDED FLOW

Prepare content in HLD Author

[OPEN HLD AUTHOR](#)

IMAGE > HLD AUTHOR

Still image

Import a still. Add simple motion or depth, frame it in the alcove, then export an MP4.

MP4

VIDEO > HLD AUTHOR

Green-screen video

Import green-screen footage. Remove the background, frame the subject, add a shadow, and export.

MP4

3D MODEL > HLD AUTHOR

3D model

Import a supported model. Position and light it, choose orbit or embedded animation, and export.

MP4

REAL-TIME FLOW

Unity or Unreal to a standard app build

Our templates supply the portrait camera, alcove safe area, lighting, and shadow setup. Keep the subject framed, then build and run the app like a conventional display.

UNITY / UNREAL

HLD TEMPLATE

WINDOWS / MAC APP

TEMPLATES

Choose a deployment path

Prepare the content once, then choose where it will run.

01

Demo Media Player

INCLUDED PLAYER

- Export for the included player in HLD Author.
- Copy the MP4 to USB for fast demos and temporary installs.

[OPEN GUIDE](#)

02

Digital signage player / CMS

MANAGED PLAYBACK

- Use BrightSign or any standard signage player and CMS.
- Choose BrightSign or General export in HLD Author, then load the MP4 into your CMS.

[OPEN GUIDE](#)

03

Real-time app on Windows or Mac

LIVE EXPERIENCE

- Connect the computer directly by HDMI or DisplayPort.
- Run your standard Unity or Unreal build on the HLD.

[OPEN GUIDE](#)

MORE DETAIL WHEN YOU NEED IT

Framing guides, HLD Author instructions, and Unity / Unreal templates are all in the HLD docs.

[VIEW HLD DOCS](#)