

**FOR IMMEDIATE RELEASE**

**DURHAM COLLEGE LEAPS AHEAD OF GTA COLLEGES WITH THE LAUNCH OF A  
GROUNDBREAKING 3D HOLOGRAPHIC DISPLAY**

OSHAWA, Ont., December 8, 2023 – Durham College takes a giant leap into the future of education as it proudly announces its role as the first educational institution in the Greater Toronto Area (GTA) to integrate the Looking Glass Portrait, a ground-breaking 3D holographic display, into its Film & Motion Design program.

The Looking Glass Portrait media conference will take place on December 8, 2023, at 1:50 p.m., in room 208 of the L-Wing, Durham College, 2000 Simcoe St., Oshawa, Ont. This cutting-edge technology positions Durham College at the forefront of immersive learning experiences, providing students exclusive access to unparalleled 3D content creation capabilities.

The Looking Glass Portrait is the only commercially available 3D holographic display on the market, capable of simultaneously producing up to 100 views of a single 3D image for multiple viewers. Exclusive to Durham College's Film & Motion Design program, this device propels students into the future of creative expression, solidifying the institution's status as a trailblazer in experiential education.

Edin Ibric, program director of Game Art, expresses his enthusiasm, stating, "The integration of the Looking Glass Portrait into our curriculum elevates our program to new heights. Students now have the opportunity to engage with 3D content creation in ways that were previously unimaginable, setting them on a path towards innovation and excellence."

Barry Waite, executive dean for the Faculty of Media, Art & Design, adds, "Durham College has always been committed to providing students with the tools and experiences they need to thrive in their respective industries. The introduction of the Looking Glass Portrait aligns with our mission to foster creativity, pushing the boundaries of what is possible in education."

The Looking Glass Launch media event serves a dual purpose – to boost engagement and recruitment for the Film & Motion Design program and to raise awareness of the device's potential in content marketing for Durham College. As the first college to preview this cutting-edge holographic technology, Durham College stands out as an institution dedicated to providing its students with exclusive access to state-of-the-art resources.

The media conference will feature Edin Ibric and Barry Waite as spokespersons, showcasing the Looking Glass Portrait in real-time demonstrations. This event will not only highlight the features and benefits of the device for prospective students but also offer a platform for media representatives to ask questions and gain a deeper understanding of the product's significance in the creative community.

**About Looking Glass Portrait:**

The Looking Glass Portrait is the world's first 3D holographic display for personal use. It enables users to create, share, and experience 3D content without the need for VR or AR headgear. Learn more at <https://lookingglassfactory.com>.

**About Durham College:**

Durham College is the premier post-secondary destination for students seeking a dynamic and innovative education. With a commitment to experiential learning, Durham College empowers students to achieve their goals and make a meaningful impact in their chosen fields. Learn more at [www.durhamcollege.ca](http://www.durhamcollege.ca).

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