

# TEXAS INC.

HOUSTON

## Dinos roar to life

BASE XPERIENTIAL BRINGS ITS 3D  
HOLOGRAPHIC TECHNOLOGY TO  
THE HOUSTON MUSEUM OF  
NATURAL SCIENCE



**THE SMART MONEY:** TEXAS' ONGOING WAR ON FREE SPEECH, POLITICAL FREEDOM  
**INSIGHT:** HOME SELLERS' PROFITS ARE SHRINKING



SPOTI

# Company is bringing 35-foot-tall hologram

By Megan Munce

STAFF WRITER

Two generations of Jurassic Park movies have proved why it's not a good idea to bring dinosaurs to life and put them into museums. But Brian Becker is doing it anyway — with holograms.

Becker has more than 35 years' experience in the live entertainment industry. As CEO of Houston-based BASE Xperiential, his latest endeavor has been live hologram shows — such as concerts with Maria Callas and Whitney Houston.

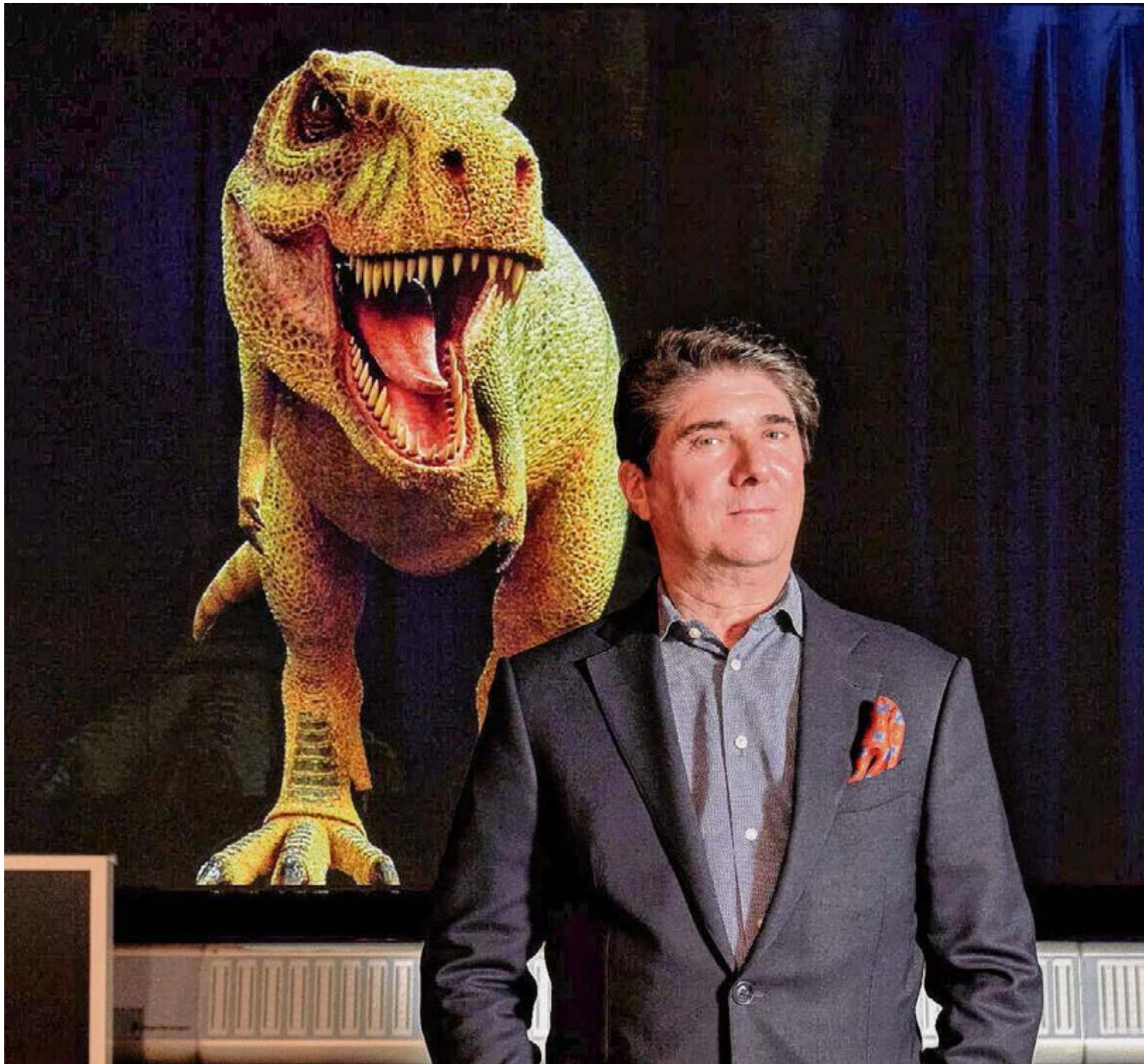
Next month, BASE Xperiential will launch its first-ever educational entertainment show with the Houston Museum of Natural Science. "Dinosaur Discoveries: A Holographic Adventure" will feature laser projection, video mapping and three-dimensional holographic imagery to bring audiences the experience of being in the same room as a 35-foot-tall dinosaur.

The show is just the first step in what Becker says is a bright future of using holograms to deliver immersive and engaging educational experiences.

Becker recently spoke with the Houston Chronicle about the show's development ahead of its debut Nov. 18. The interview has been edited for length and clarity.

**Q: How did you yourself get interested in making a bet on the hologram industry?**

**A:** About five years ago, we started looking at how



BASE Xperiential CEO Brian Becker is shown with a hologram dinosaur ahead of "Dinosaur Discoveries: A Holographic Adventure," debu



# LIGHT

## dinosaurs to Houston museum next month

technology could be brought into the live entertainment space in different ways. We looked at special effects, virtual reality, augmented reality, all that kind of stuff. But my career has been in live entertainment — gathering people into one space to entertain where you have all this excitement, as opposed to wearing glasses.

We came up with the idea of using holograms to create entertainment on stage. We were really focused on music at the time — performers performing live with a hologram that has the voice of the actual artist, and a conductor keeping them all on the same beat.

**Q: When did that get translated into the idea to partner with museums?**

**A:** Of course, we went through the pandemic, so we had plenty of time to think about different ideas and prove that we could create something that was commercially and creatively successful. There was a variety of content that we could bring into this idea, and one of the things we were always focused on was educational and family entertainment that could be developed for museums.

**Q: What excites you about bringing holograms to an educational space in particular?**

**A:** These are really interesting topics. They're scholarly, they're interesting and they're engaging to all ages. IMAX was a really terrific leap forward, and

these touring exhibitions that you see that go out are also a recognition that kids, particularly young kids, and families adapt as the world progresses in terms of how information is interpreted.

The days of having a static museum with just little place cards explaining what things are have given way to new and innovative ways to present educational information that's also entertaining. What technology has allowed us to do is make it very compelling, very accessible and very exciting. And you almost learn by accident. There are all sorts of things you can do as opposed to just looking at something.

**Q: How was the Houston Museum of Natural Science chosen as the home to the first museum hologram show?**

**A:** Houston is a great city, and I don't think that we who live here realize how influential and impactful we are to the world. And one of our institutions that is influential internationally is the Houston Museum of Natural Science. They're innovative and forward-thinking. They'll take smart risks. They believe that they should be leading in their area, and that's how they've always been. They were one of the earlier producers of IMAX films. We met with the management and gave them demonstrations, and they said yeah, let's do it. So here we are.

**Q: What drew you and the Museum of Natural Science to the idea of doing dinosaurs as a debut**



Michael Wyke/Contributor

**“Dinosaur Discoveries” is just the first step in what Brian Becker says is a bright future of using holograms to deliver immersive and engaging educational experiences.**

**show?**

**A:** Dinosaurs are ubiquitous. They've never gone out of style. People of all ages are almost always interested in dinosaurs. It also happens to be a very current area of research and discovery. Changes have occurred on what dinosaurs look like, how they behaved and what their relationship is to birds. So, it was a good choice.

**Q: What will audiences get to see as part of the show?**

**A:** They're going to see a story with archaeologist characters in there. It's going to take you through the latest scientific discoveries and demonstrate it up there while you're watching it. It's like you're a part of the team talking about this, discussing this and being exposed to these discoveries.

**Q: What was the development process like for the show?**

**A:** When you produce a show like this, it's like any other production. You have to have a script. We're composing our own music. All of that goes into it. But (computer-generated imagery) is really where the secret sauce is. Creating (computer-generated imagery) and projection mapping that can also create holograms on stage, that's where it gets exciting.

**Q: How does it work?**

**A:** We developed a special system called the HoloTheater, which has six projectors and a projection scrim (a type of cloth used as a screen or backdrop) almost the size of the IMAX screen itself with projection spaces on each side. So, we'll provide about 150 degrees of

immersive experience to the audience sitting on two sides and the front.

**Q: Can this setup be used for future hologram shows on different topics?**

**A:** The apparatus can be used for everything. It's just a matter of fine-tuning the lenses. This is a very adaptable system. It can also be loaded in and out in about 25 minutes, which means we can reside in that venue at the same time that IMAX films are being shown. Instead of having to choose what they want to do, the museum now has complete flexibility — they can do IMAX films, they can do a lecture series or they can load the projection.

**Q: What comes next for BASE Xperiential?**

**A:** The first and foremost thing we want to see happen is we'd like to be in as many locations as we can over the next five years. That's what's interesting about this — it's not limited by national borders or by language or by content.

The second thing is I'm very fascinated by the touring and immersive entertainment aspects of this. As opposed to going to a theater and seeing a concert — as immersive and wonderful as it may be — I imagine that we could go into spaces of 10,000 to 20,000 square feet and add incredible music that you can dance to and enjoy yourself to, with holographic performances by each of those artists, like a music festival.

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