

Venus Jewel: Virtual Diamonds

Holographic Display 3D View of Diamonds



Venus Jewel is offering a holographic three dimensional display of virtual diamonds at its booth in Hall 1. The 3Diam patented technology provides consumers a unique experience of visualising diamonds on their fingers. The company has plans to roll out this system to major diamond markets around the world.

Rajesh Shah, partner, Venus Jewel, says, "In today's world, consumers want to understand

what is unique about what they buy. They can then use our Know Your Diamond (KYD) certificate, which will take them through the history of the diamond — from rough to polished. Consumers can perhaps find diamonds that they had not considered within their budgets, and our retail partners can show them what different diamond sizes would look like on rings or jewellery pieces even before the jewellery piece is sold."