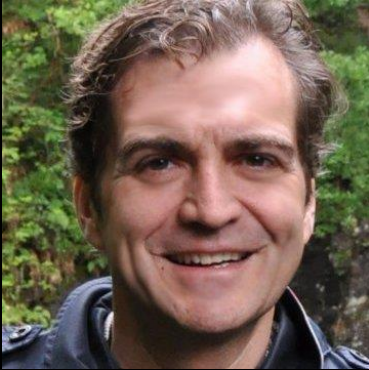


# Personal Profiles



## Ian O'Connell



*Ian O'Connell is a British businessman, inventor, technology visionary and Pepper's Ghost expert. He is the Co-founder of Musion IP Limited, Musion Events Limited and Musion 3D Limited. O'Connell is widely recognized as a pioneer of holographic image capture and display technology. His passion coupled with his vision enables him to turn ideas into reality. Some of his iconic projects include the first ever holographic telepresence Madonna and the Gorillaz and Tupac's digital resurrection along with most of the high-profile Pepper's Ghost installations worldwide.*

*As the founding Director of Musion Systems (2002 – May 2013), together with its sister company Musion Events O'Connell was involved directly in over 550 installations of the Eyeliner 3D technology throughout the world, typically for major blue-chip corporations, visitor attractions and musical entertainment shows.*

### Key Projects and Clients

- Negotiated and project managed successful implementations presenting: Gorillaz, Madonna, Mariah Carey, Abba World, Girls Aloud, Cisco, GE, Frank Sinatra, Dita Von Teese, Christina Aguilera and French presidential candidate, Jean-Luc Melenchon.
- Negotiated and created a holographic solution to support brands such as: Burberry, Louis Vuitton, P&G, Unilever, General Electrics, LVMH, Microsoft, Saatchi and Saatchi, Virgin Media, Mercedes Benz and Samsung among many more. [Click here to view more](#)
- O'Connell has considerable experience working directly on projects for the World's leading innovation corporations including Cisco, General Electric, Samsung and Sony to name a few. He attended large complex live events such as Imagination (UK), Jack Morton (UK), Tait Towers (USA), AV Concepts USA, Prisme (Dubai), Hakuhodo (Japan) and China Kingway (China).

### IP and Trademarks

- Co-inventor of over 100 granted Patents in 55 different countries and over 40 pending applications worldwide including: Pepper's Ghost 2, Automatic Video shadowing, Gripper Bar, Immersive Telepresence, Holographic Filming and Fireproof Foil. This patent portfolio provides innovative solutions that use lighting, tensioning and projection techniques that provide an unparalleled approach to the display of 3D volumetric holographic images.
- O'Connell was the key driver behind ensuring Musion IP innovated, invented applied for and secured patents for Musion technologies.
- Secured 6 Trademarks that cover most of the world.
- Created a licensing model that allows resellers and distributors to use the patented technologies around the world. O'Connell appointed over 40 partners Worldwide which collectively delivered over 200 holographic installations of which many were supervised by him.
- Co-authored and implemented all of the key Musion licensing agreements.

# Personal Profiles



Ian O'Connell

## Awards

Ian led and managed a number of successful projects that were selected for a number of prestigious awards including:

- Guinness Book Of Records – Dubai Tram
- Cannes Lions Titanium Award – Digital resurrection of Tupac Shakur
- European Excellence Awards – Randstad 50<sup>th</sup> Anniversary
- IVCA Awards – World's first virtual tour featuring Tokyo Hotel.
- Thea Awards – Theme park installation ride at Universal Studios Orlando.

## Other Key Roles

2015	Founding Director, Musion 3D Limited
2008	Founding Director, Musion IP Limited
2008	Founding Director, Musion Events Limited
2008	Founding Director, Holicom Film Limited
2002-2013	Founding Director, Musion Systems Limited
2000	Founding Director, Dormina UK Limited
1987-1999	Founding Director, ITP Limited (the ITP Group)

## In Summary

*O'Connell's role in Musion provided him with unparalleled insights and expertise into a range of seemingly unconnected technologies in the field of projection, video production and playback, lighting design, event communications, marketing communications, live stage craft, event health and safety, augmented reality, motion capture, gesture recognition, polymers among others.*

## TV and Radio Appearances

- Has regularly been interviewed and made appearances on prestigious TV and radio shows including: CNN News, BBC Radio 4 "Arts Technologica" and BBC "Click".

 [Watch Video Online](#)