



Robin Curle sits in front of a hologram of a Ford vehicle.

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# Seeing Is Believing

By Linda Perry

Robin Curle knows she is fortunate. Every day this 1972 University of Kentucky graduate gets to do what she loves: guiding a small technology firm — only 12 employees — as it begins to pack a powerful punch into a marketplace of gee-whiz devices. As president and CEO of Zebra Imaging Inc. in Austin, Texas, Curle spearheads a company that does what no other company purports to do. Zebra interprets 3-dimensional (3D) data provided by its varied clients and creates 3D full-color holograms from that data, in any size, and viewable without wearing special goggles.

The applications for this type of advanced technology are almost endless, and indeed, mind-boggling. Likewise, who can say what the revenue stream from future applications might be?

Zebra, a privately-held company, was started by three graduates of the Massachusetts Institute of Technology

## Robin Curle is CEO at firm that Conjures Up Cutting-Edge Holograms

(MIT) seven years ago based on research conducted in its Media Lab. Today, Ford Motor Company, Convergent Investors LLC, and Dupont are some of the organizations which are investors in the company. Zebra's strategic investor, Ford expects huge returns by using the products in its iterative business processes.

For example, Zebra has created holograms for Ford of some of its prototype vehicles since 1999. The normal process for visualizing computer aided design (CAD)