



CREATE BEYOND CONVENTION

PRESS RELEASE

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The Bathyscafocus **HOLOGRAPHIK®** joins the Focus Family

The HOLOGRAPHIK® changes fires forever

*FOCUS, the great fireplace innovator, unveils the BATHYSCAFOCUS HOLOGRAPHIK®,
the latest design to be adapted for multiple uses in interior spaces.
This is the fireplace of the future.*



Bathyscafocus Holographik®

ULTRA-REALISTIC

Seeing is believing with this immersive design where flames are produced in 3D by a unique holographic system, **HOLOGRAPHIK®**, that plays over naturalistic ceramic logs. This creates an exceptionally realistic and multi-sensory fireplace experience, enhanced by the familiar sounds of a crackling wood-burning fire. FOCUS is rethinking fire.

A FRENCH REVOLUTION

The **HOLOGRAPHIK®** has a patent that includes ten technological innovations making it a unique development in fireplace design and it has become the latest emblem of the Made in France label. This revolutionary range includes two models: the spherical BATHYSCAFOCUS, whose design is evocative of underwater exploration and the ERGOFOCUS, whose original design was recognised by Stockholm's Modern Art Museum.



Bathyscafocus Holographik®

ZERO EMISSION

New environmental standards are positively and sustainably impacting the world of traditional fireplaces. The HOLOGRAPHIK® fireplaces require no fuel supply and produces no emissions, it only requires an electrical socket, it can be installed just about anywhere and perfect for low-energy building projects and apartments.

PIVOTING

The hearth of both ERGOFOCUS and BATHYSCAFOCUS HOLOGRAPHIK® models are suspended and pivot 80°, allowing the fire to be enjoyed from nearly any angle.

ADAPTABLE ACROSS SECTORS

These fires are particularly suitable across a range of interior projects including:

Hospitality - Bars, Hotels & Restaurants

Retail - Boutiques & Showrooms

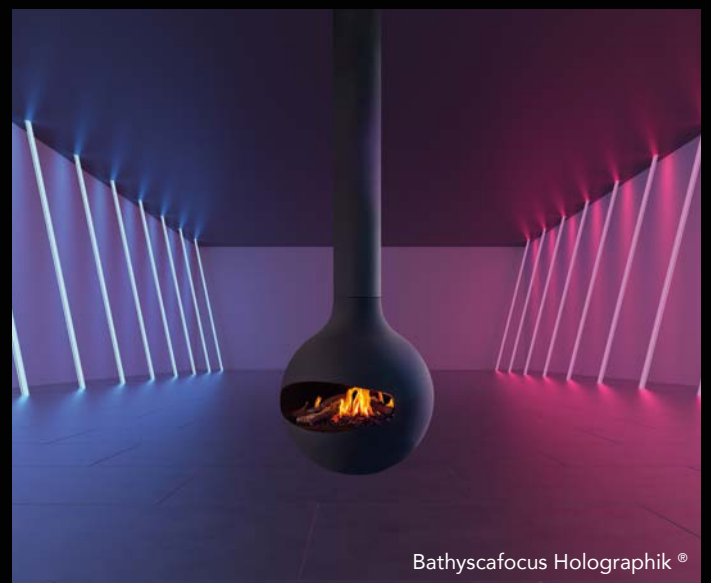
Property- Residential & Commercial for both rental and investment

SAFE AND EASY TO USE

This contemporary electric-powered fire poses no risk of burning and generates no sparks. Consuming less than 30 Watts, the HOLOGRAPHIK® uses virtually no electricity. It can be switched on/off at the touch of a button, making it easy for users to control and perfectly suitable for a workplace or for areas where there are high volumes of visitors.

VERSATILE

The HOLOGRAPHIK® is the answer for anyone who wants to enjoy the experience of a fire in spaces usually unsuited for a fireplace. The flue is purely decorative and its length can be customised to any ceiling height.



Bathyscafocus Holographik®



PRACTICAL INFORMATION AT A GLANCE

- BATHYSCAFOCUS HOLOGRAPHIK® is available in black or white
- Material: 3 mm steel
- Duct length adaptable to ceiling height
- Connection via electrical socket
- On/off switch
- 220V power supply
- Power consumption 26W
- No particulate emissions
- Pivoting hearth up to 80°
- Three-dimensional view of the flames via a holographic screen
- Fire crackling sound effect

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Bathyscafocus Holographik®

FOCUS, AN INTERNATIONAL DESIGN LEGEND

For over 50 years and across all continents, FOCUS has been shaking up design codes with its innovations. It was the first to move the fireplace from the wall to the centre of the room, making it the focal point of the interior.

FOCUS has nearly 120 employees spread over two sites with both feet planted firmly between the Cevennes and Provence in the south of France. Proud of its Made In France moniker, FOCUS has its head in the stars and its eyes firmly set on the international scene.

With its emblematic fireplace, the Gyrofocus, FOCUS has definitely entered into international design legend. FOCUS is more than fireplaces, it creates surprises, emotion, occasion. FOCUS creates the story.

FOCUS is readily available throughout the UK and Ireland.

To find out more: www.focus-fireplaces.com/history-going-back-50-years

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