

**Steve Wilhelm**  
Staff Writer  
*Puget Sound  
Business Journal*



## PUGET SOUND BUSINESS JOURNAL

# First in the Northwest: Walk into this Kirkland storefront and buy a 3-D duplicate of you

Nov 30, 2015, 3:36pm PST **Updated** Nov 30, 2015, 3:55pm PST  
Industries & Tags [Technology](#)

Here's a chance to have an avatar of yourself that looks just like ... yourself.

This is one of the business angles Dawn and Alex Morse are pursuing with their just-opened Kirkland company, HoloDeck 3D Studios.

The Morses' storefront operation, which they say is the first of its type in the Northwest, produces an instant 3-D image of people, or pets. The digital file can be printed as a small statue, or turned into an avatar for some type of cyberworld.

The couple still have day jobs — he's a procurement manager at energy and technology company Siemens, she's an office manager at financial regulator FINRA. They decided to build a business they can do together, looking ahead to what Dawn Morse hopes will be a "fun-employment" model for their retirement future.

"What can we do that is fun that can keep us engaged, working with people, learning new technologies?" she said.

The basis of their company is a 1,200-pound set of equipment that houses 89 cameras that simultaneously take images of a person at the center of the array.



Then the software, produced by Berkeley, California-based Twindom, laces the images together into one file.

HoloDeck 3D Studios sells a one-person statue, 7 inches high, for \$219. Add a second person, that's \$319.

In case you're missing the reference, "Holodecks" were a key feature of the "Star Trek: Next Generation" series, a place where people aboard a spaceship could retreat to a manufactured 3D reality.

In October, the Morses took their equipment on the road to Portland Pet Expo, where they took images of people and their pets.

They did 40 to 50 dogs, six parakeets and half a dozen cats with owners.

"It was challenging to get a picture of a parakeet standing still," Dawn Morse said.

Supplying images that people can use to create avatars for virtual reality, perhaps when costumed at big gaming conventions, is a particularly intriguing possibility.

"Since we've been in this studio," she said, "we've had a number of gaming people ask about it."

*Steve Wilhelm covers manufacturing, aerospace and trade for the Puget Sound Business Journal.*



STEVE WILHELM PHOTO

Dawn and Alex Morse, holding a statue of themselves, before their 86-camera array.