

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ  
КАФЕДРА ІНОЗЕМНИХ МОВ  
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ  
ЦЕНТР**

**МАТЕРІАЛИ  
X ВСЕУКРАЇНСЬКОЇ НАУКОВО-ПРАКТИЧНОЇ  
КОНФЕРЕНЦІЇ СТУДЕНТІВ, АСПІРАНТІВ ТА  
ВИКЛАДАЧІВ  
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО  
ЦЕНТРУ КАФЕДРИ ІНОЗЕМНИХ МОВ**

**“WITH FOREIGN LANGUAGES TO MUTUAL  
UNDERSTANDING, BETTER TECHNOLOGIES AND  
ECOLOGICALLY SAFER ENVIRONMENT”**

**(Суми, 24 березня 2016 року)  
The tenth all Ukrainian scientific practical student`s,  
postgraduate`s and teacher`s conference**

# INNOVATIVE ADVERTISING TECHNOLOGIES ON THE BASIS OF THE HOLOGRAM AND INTERACTIVE COMMUNICATION

*Y. Gritsenko, Sumy State University, group RK-31  
N. M. Usenko, ELA*

Advertisement has been appearing in the life of consumers since prehistoric times, but I suggest with the development of this sector becoming more difficult to attract people's attention to the advertised product. Today any advertisement does not communicate with people but people talk to advertising.

Innovative technologies actively take root in the advertising of the 21st century, using interactive communication, such as video advertisement in places of a mass congestion of people with **InDoor TV technologies**. The technology of the three-dimensional image allows to go beyond the screen, and then to return back, making impression on the people passing by.

One more innovation of modern advertising is **Just Touch technology**. It allows to monitor the movement of hands of the consumer and to use them for management of functions of the menu located on a special board. The consumer has an opportunity to easily find information, check existence of goods and study the program of places. At such system, any window can turn into a full-function sales channel.

The bigger number of influence of effects has other innovations – **technologies Ground of FX**. This technology allows the user not only to watch an advertising plot, but also to take part in it that is reached by projection of the three-dimensional image on a flat surface.

The special attention is paid to the **Free Format Projection technology**. This technology creates feeling of presence of characters or other objects full-scale, close to the consumer. Animated heroes have made a speech at MTV ceremony as leaders.

To my mind use of modern technologies in the field of advertising is a considerable step forward. It was revolution which has opened to the world innovative advertising and therefore it's the efficiency considerably surpasses all traditional methods.