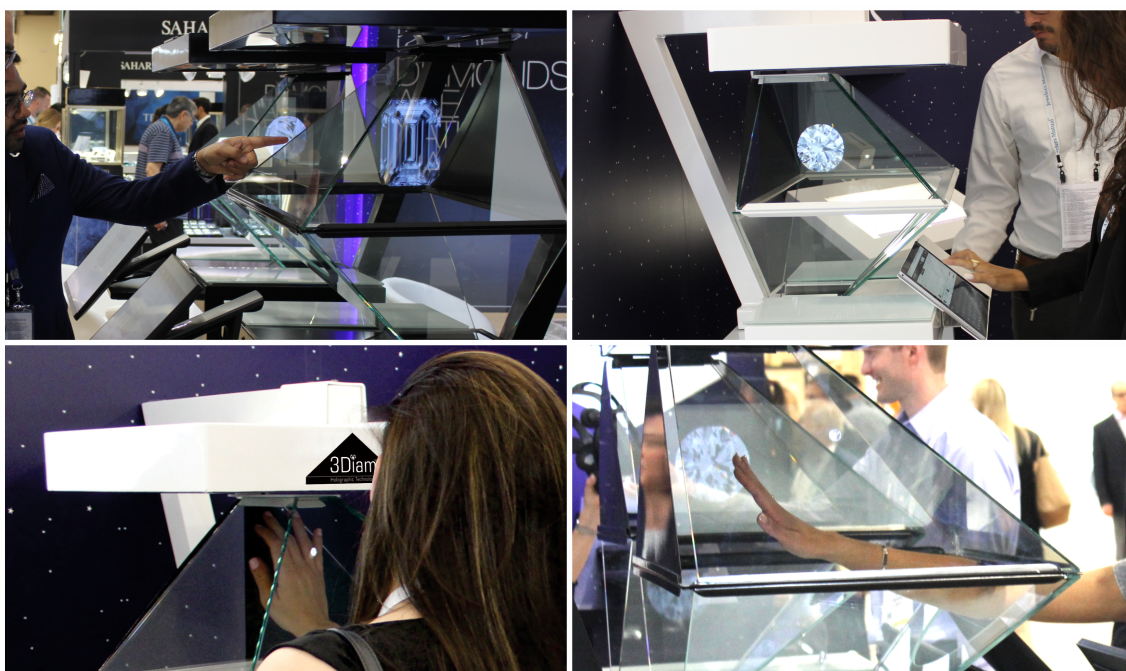


## JNA SHOW DAILY

### Modern diamond experience from VENUS JEWEL



#### Venus Jewel's 3Diam hologram technology

Venus Jewel is once again out to impress buyers at the September Hong Kong Fair, not only with its dazzling collection of diamond solitaires, but also with state-of-the-art technology that revolutionises the diamond buying experience and provides full traceability of every diamond it sells.



The focus this year is on Venus Jewel's 3Diam hologram technology, which allows us to display diamonds, and customers to view and try on these diamonds, virtually, at actual and magnified sizes.



## JNA SHOW DAILY



Team from Venus Jewel

The company is displaying its expansive diamond portfolio virtually through its patented 3Diam hologram technology.

"The diamond experience comes full circle with our exciting offerings. The focus this year is on Venus Jewel's 3Diam hologram technology, which allows us to display diamonds, and customers to view and try on these diamonds, virtually, at actual and magnified sizes," Mahiar Borhanjoo, managing director of Venus Jewel International revealed. "And the best part is that all our diamonds are fully traceable from rough through polish. We are the first company in the world to have our provenance claim stating: 'Venus Jewel tracks every one of our diamonds from rough through polish,' validated by the RJC (Responsible Jewellery Council) using a third-party auditing firm."

Buyers are treated to a virtual and digital diamond experience – from how diamonds are mined, polished and graded – all of which come together with a virtual display of the final product in 3D. "We are quite excited to show our customers how this patented technology can add value to their businesses," the company noted.

The 3Diam hologram technology meets buyers' growing clamour for transparency in the trade, Borhanjoo added. Complementing this service is Venus Jewel's mobile app, which lets customers bid, view and purchase diamonds anytime, anywhere. "Venus Jewel's core strength is our ability to work with companies all over the world. At the show, we are setting our sights on existing and prospective clients from Asia and Australia," the company said.