

# MAGIC AS A SERVICE







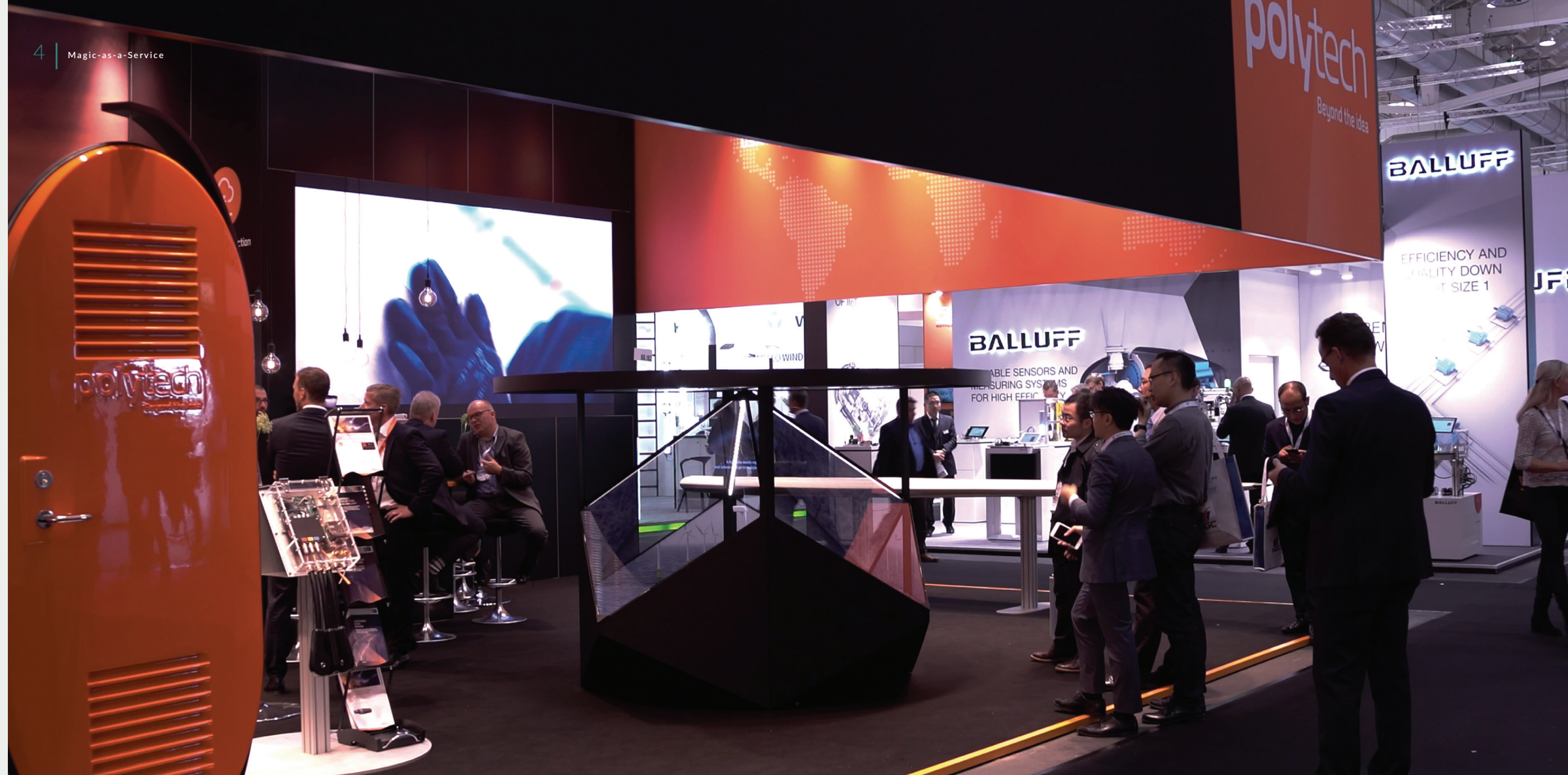
## PREMIUM EXPERIENCES WITH *EVERYTHING INCLUDED*

Rent a premium display solutions for your next trade fair, event or brand activation. Our full-solution rental concept takes care of everything for you, eliminating any concern about upfront investments, logistics, and technical setup.

Our displays generate that little extra thing spark of magic, carefully designed to make people connect with your company and brand on a deeper level.

We've even given it a term - **Magic-as-a-Service.**





## NEXT-GENERATION DISPLAYS THAT *ENGAGES* PEOPLE IN NOVEL WAYS

Attention has become the most valued currency in today's society. With daily bombardments of advertising, email, and social media, the art of capturing and retaining people's attention is becoming increasingly difficult to master.

To stand out as a company and generate attention, you need something that will wow, impress and educate people - you need something *magical*.

“...This has enabled lots of audiences to walk past here to interact with different types of content in an augmented way, which is totally unique.”



**STEVE BLANKS,**  
GREAT EXHIBITION OF THE  
NORTH

## WHY IT WORKS

By utilizing the power of 3D holographic content, our display solutions have a unique and proven ability to capture people's attention. Used in busy high-traffic locations such as trade fairs, malls or events, you can successfully stop people in their tracks and keep them engaged in your brand or product message.

A key strength lies in the ability to take abstract or complex product offerings and instantly make them easy for everybody to understand and decode in seconds, as they are presented in a simple, playful and visual way. Furthermore, you can add interactivity to all the displays via touchscreen or smartphone connection, making your message stick even better as people are actively engaged in the experience.

Unlike VR glasses or other wearable tech currently on the market, our display solutions allow multiple people to take part in the experience at the same time, thereby strengthening the collective connection with your company.

## 3 REASONS TO RENT

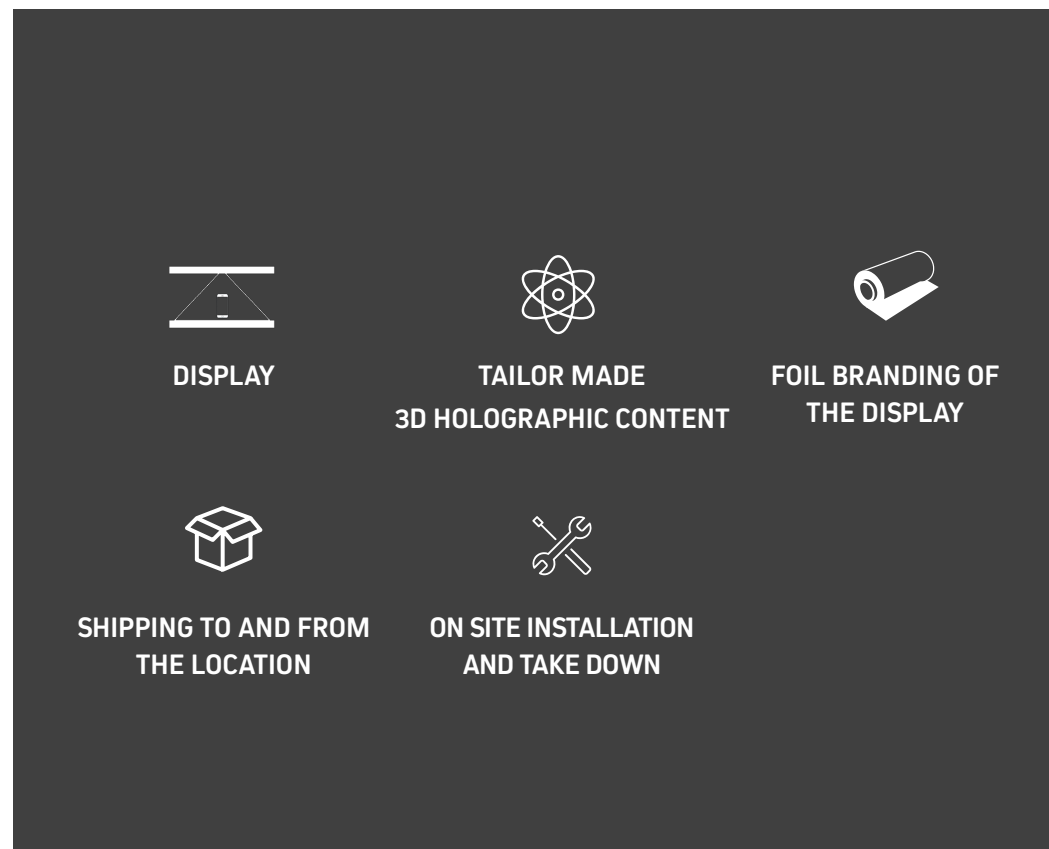
1. Drive brand attention and keep people actively engaged at your trade fair stand, event or brand activation.
2. Communicate complex product USP's in a visually stunning way that is easy to decode and understand in seconds.
3. Create a unique and interactive experience that people actually want to share.



## FULL SOLUTIONS WITH EVERYTHING INCLUDED

Magic-as-a-Service (MaaS) is a complete end-to-end solution that includes a display with branding, development of 3D holographic content, as well as installation and takedown.

Everything is delivered directly to the location of your choice, and picked up again when your rental period is completed. Simply put, we take care of everything between the lines and deliver a unique experience that is guaranteed to turn heads.



“It adds value in a premium way, and I think it’s an excellent solution for showcasing these very technical things.”



KENNETH IVERSEN,  
BUSINESS DEVELOPMENT  
MANAGER AT POLYTECH.



## OUR PROCESS

*From initial idea to the turnkey solution, we've got you covered through our streamlined process.*

1

2

3

### DESIGN

First, we start by analyzing your company to understand the brand values and product USP's that the experience should evolve around. Through close dialogue and a creative approach, we establish the overall framework, identify the essentials in the story, and decide which type of display is the right for the job. We then utilize any of your existing assets and create the initial storyboard. Finally, we test, refine and edit until you are satisfied.

### PRODUCTION

When the storyboard is approved, we use advanced post-production and compositing to create the high-quality magic that will make your experience come to life. We then finish by sending everything to you for final approval.

### INSTALLATION

At the location, our well-trained production team assembles the display and applies the foil branding elements. They also perform on-site calibration of the content if needed. All in all, we ensure that everything runs smoothly. When the lights dim and the show is over, we simply dismantle everything again and ship it back to our warehouse.

## COMPLETE SOLUTIONS

*An integrated process under a single roof*





## dreamoc™ diamond

Derived from the aesthetic shape of a diamond, this remarkable display is designed to elegantly highlight your product USP's in the most impressive visual way. With full visibility from all four sides, this display boasts the newest 4K OLED technology to create the most vivid experience imaginable.

Branding foils can easily be applied to the outside surfaces, as well as the inside of the display to strengthen the story around the product even more.

The Diamond is a strategic high-quality solution that is guaranteed to impress any audience, converting wow-factor into business advantages.

### USE THIS DISPLAY FOR

Events  
Trade fair spaces of min. 5 x 5 m  
Airports  
Shopping malls  
Hotel lobbies







# DeepFrame™

DeepFrame is a revolutionary type of display that merges the real and virtual world, successfully projecting a hologram to appear in the real world around you. By simply looking through the display's glass lens, spectators can collectively experience lifelike animations of any size, entirely without the use of wearing traditional VR eyewear.

As DeepFrame projects augmented digital content over an actual physical space, it literally transforms your surroundings, creating unique visual experiences that multiple people can see, explore and interact with at the same time. With DeepFrame, the creative possibilities for enhancing your company's story or product are nearly endless.

## USE THIS DISPLAY FOR

- Larger events
- Trade fair spaces of min. 3 x 5 m
- Airports
- Reception areas
- Staffed brand activations





# dreamoc™ XL3

The XL3 is our preferred display solution for smaller event spaces or trade fair areas, as it presents an incredible experience with a minimum footprint. The display is very versatile, as it can easily be modified in a number of clever ways, and is large enough to fit products the size of a wine bottle inside.

Branding foils can be applied to the outside surfaces, as well as the inside of the display to strengthen the story around the product even more. The stand can be either closed to purely function as space for branding, or it can be open and added with shelves in case you wish to showcase your products directly underneath.

## USE THIS DISPLAY FOR

- Smaller events
- Trade fair spaces off all sizes
- Brand activations
- Reception areas







## INTERACTIVITY

### Let your audience take control of the magic

To allow your audience to immerse themselves and connect with your brand on an even deeper level, we design custom interactive solutions that can easily be added to your display. The touchscreen makes it possible to interact with the virtual holographic content, successfully increasing the engagement, dwell-time and understanding even more.

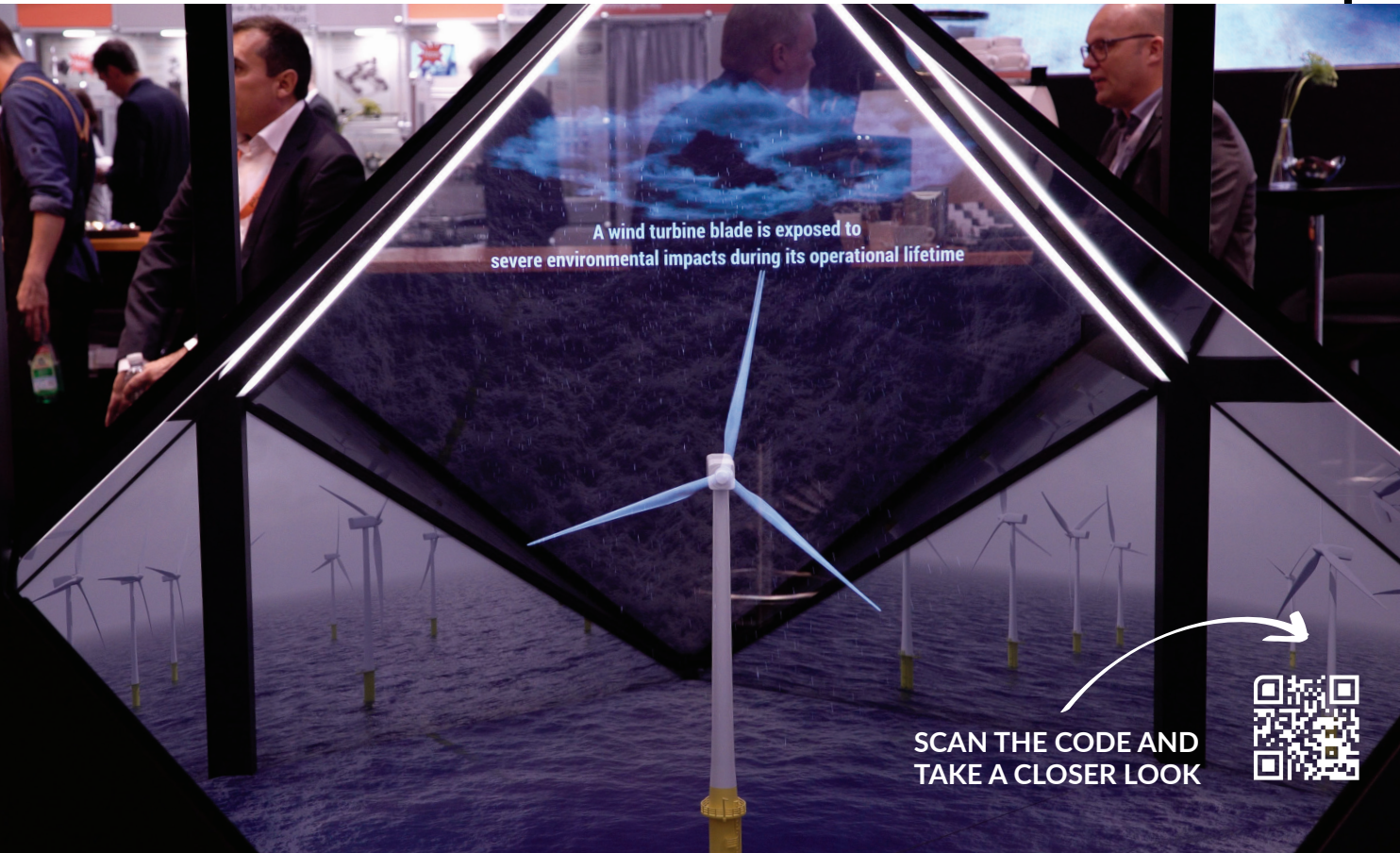
As an example, you could create a full-size human hologram to act as a host on your trade fair stand, and allow your audience to ask various questions by simply clicking through the screen. The host would then reply immediately, creating the sensation of having an actual conversation with a hologram.

You could also give your audience the power to explore your product portfolio on a deeper level, by focusing on specific details and delicate functions. Or simply create a series of interesting stories and chapters about your company that visitors can select.





“...when we saw this solution, it was definitely the right way for us to showcase our technical products in a nice looking way”



KENNETH IVERSEN,  
BUSINESS DEVELOPMENT  
MANAGER AT POLYTECH

## COMPLEX STORYTELLING MADE EASY

PolyTech is a cutting-edge company that operates within the global industry for renewable energy. As a market leader within their field, they develop integrated solutions for some of the world's largest corporations within wind energy. As with many companies, they often struggle with explaining the delicate and complex product offering.

By renting the Dreamoc Diamond as the eye-catcher for their trade fair space, PolyTech was able to easily overcome that initial barrier and present their newest solution at the WindEnergy fair in Hamburg with massive success.



## THE SOLUTION

PolyTech chose the Dreamoc Diamond to act as the highlight on their trade fair space, and strategically placed it in a central position for all to see. Inside the display, the vivid hologram beautifully told the story of their unique product offering, visually highlighting the important USP's, features and details in a few minutes – something that would normally take a salesperson much longer to verbally explain to new leads at the fair.

By using the Diamond display, PolyTech was able to successfully bypass the initial explaining phase, thereby approaching leads that already understood the values of their complex product offering. Furthermore, they gained significant interest and awareness at the fair, constituting their position as market-leaders within their field.



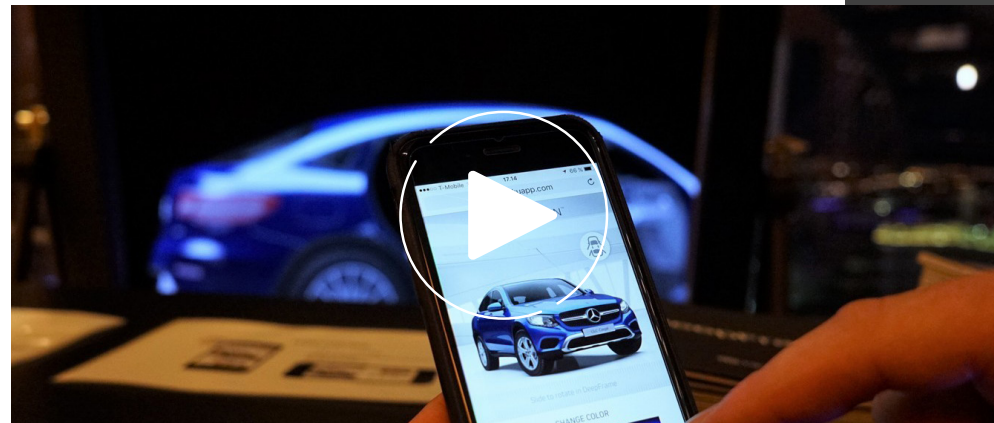


## EXAMPLES FROM SELECTED INDUSTRIES

### AUTOMOTIVE



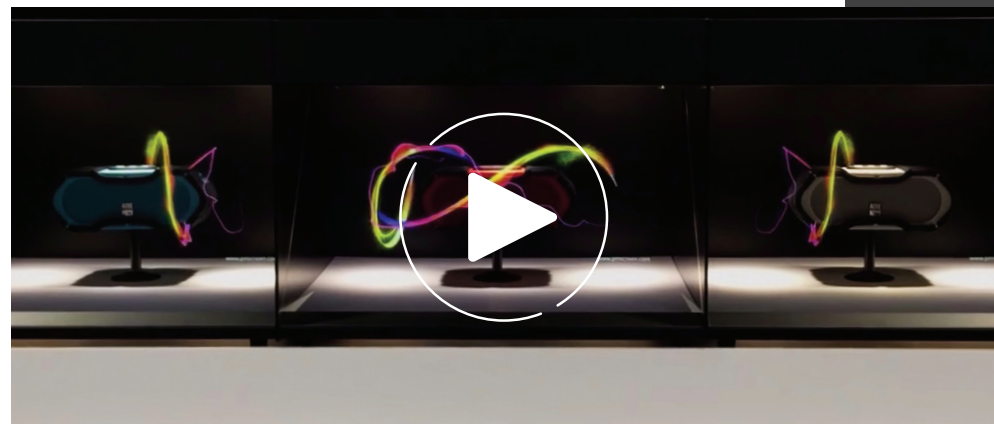
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TAKE A CLOSER LOOK



### CONSUMER ELECTRONICS



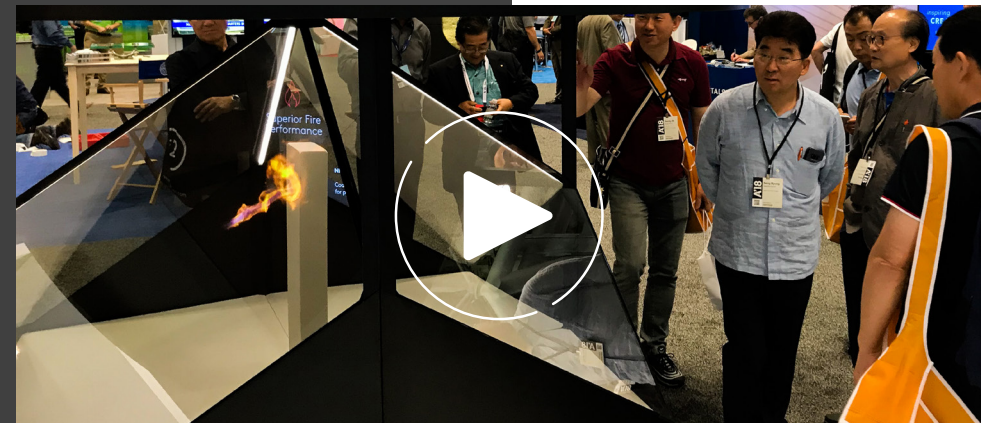
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### CONSTRUCTION



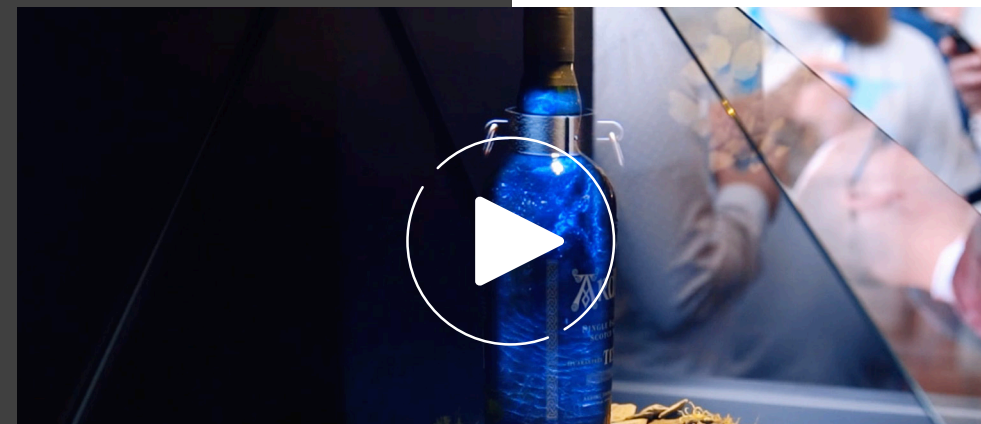
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### BEVERAGES



SCAN THE CODE AND  
TAKE A CLOSER LOOK







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*Magic Matters*