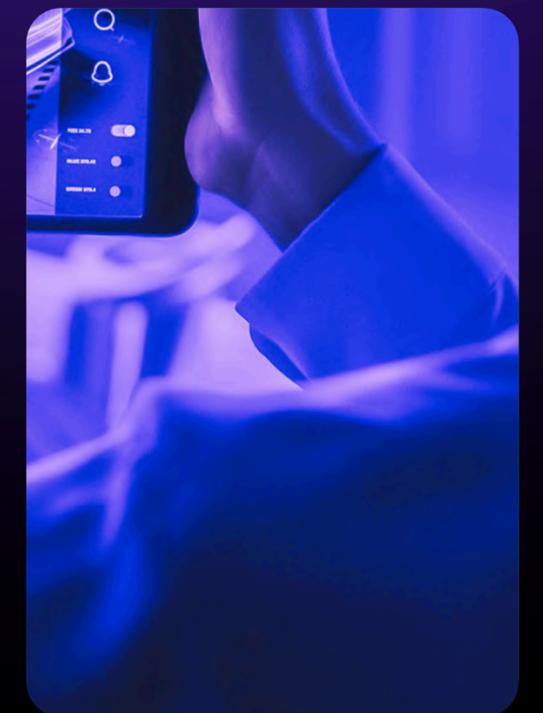
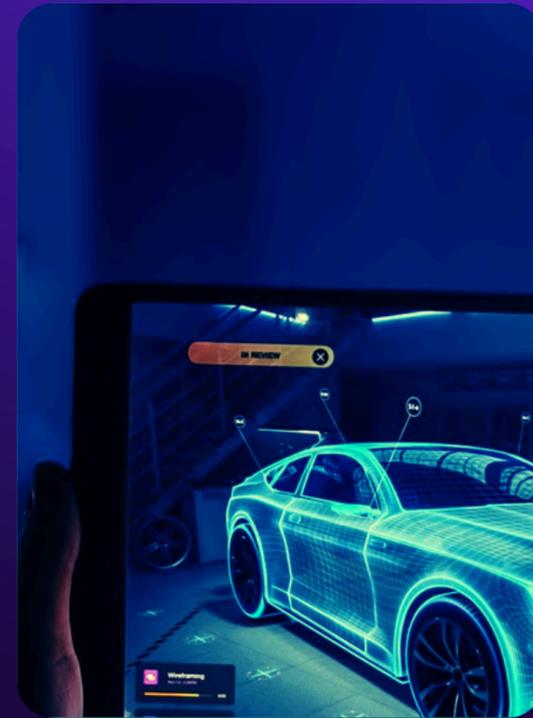




# Design & Production Deck

IMPACT IN MOTION

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# ELEVATE YOUR EXHIBIT PRESENCE

We help brands create exhibition environments that communicate with clarity and purpose.

Through thoughtful design and integrated technology, we translate complex messages into experiences that feel intuitive, relevant, and aligned with your strategic goals.



# ABOUT SBE

SBE is a creative intelligence partner, dedicated to building presence and relevance for forward-thinking institutions, brands, and governments.

By uniting strategy, storytelling, design, and engineered execution, SBE helps organizations express who they are and achieve their goals with confidence and precision.

## WHY PARTNER WITH US?

### **Clarity in Complexity**

Your ambition is refined into clarity that removes uncertainty and guides the way forward.

### **Execution that performs**

Your strategy is brought to life through systems engineered for clarity and reliability.

### **Elevated Presence**

Your presence becomes more confident, intentional, and distinct.

# TRUSTED BY



# SPATIAL EXPERIENCE DESIGN



### Concept & Creative Design

Your vision is shaped into a clear, purposeful concept that reflects your brand, audience, and strategic objectives



### Engineering & Integration

Your experience is supported by stable, high-performing systems — integrating structure, motion, sensing, and technical precision to ensure dependable performance.



### Environment Delivery

Your space is executed with disciplined attention to detail — ensuring consistency, reliability, and seamless delivery from materials to on-site assembly.



### Interactive User Journeys

Your audience engages through intuitive, meaningful interactions where technology enhances understanding rather than distracts from it.

# CONTENT CREATION

Beyond static visuals, your story is expressed through digital content that adds clarity, depth, and relevance — creating interactions that feel purposeful and aligned with your audience’s needs.



## Animations & Rendered Loops

Your architecture, products, and key messages are brought into focus through purposeful motion that highlights what matters most.



## Video Content

Your message is distilled into filmed or animated formats that communicate with clarity and relevance — ideal for large-format displays and high-visibility spaces.



## Custom Motion Graphics

Your data, insights, and messaging are translated into clean, intentional visuals that enhance understanding and support decision-making.



## Seamless Integration

Your digital content and spatial environment operate as a unified system, ensuring consistency, coherence, and a clear narrative across all touchpoints.

# PROCESS & TIMELINE



**Discovery & Brief** – We gather your requirements and brainstorm creative concepts that align with your vision.



**Design & Render** – Our team develops visual drafts and 3D models for your approval, ensuring the concept comes to life.



**Fabrication** – Stand components are meticulously built in our workshop, undergoing strict quality checks at every stage.



**Installation** – Our team assembles the stand on-site, adhering to rigorous safety measures and ensuring a flawless finish.



**Data Analytics** – We track and analyze performance during and after the event to provide actionable insights.



**Post-Event** – We manage the teardown process, ensuring a hassle-free experience and a smooth wrap-up.

# CASE STUDIES & PORTFOLIO HIGHLIGHTS

# Cloud solutions - GHE 2025

We designed and built a 16×22m double-deck booth for Cloud Solutions at GHE 2025, creating a futuristic, tech-driven environment that positioned the brand as a leader in digital healthcare transformation.

The stand featured immersive demos of their core platforms, including remote patient monitoring, diagnostics, virtual tours, and asset-management systems, all anchored by a kinetic centerpiece representing AI and genomic innovation.

VIP Majlis lounges, a catering deck, a dedicated ATOMS zone, and an MOU stage supported strategic engagement, while holographic elements and dynamic digital signage amplified the narrative.

The result was a bold, experiential space showcasing Cloud Solutions' mission to advance patient-centric, cloud-native healthcare solutions.



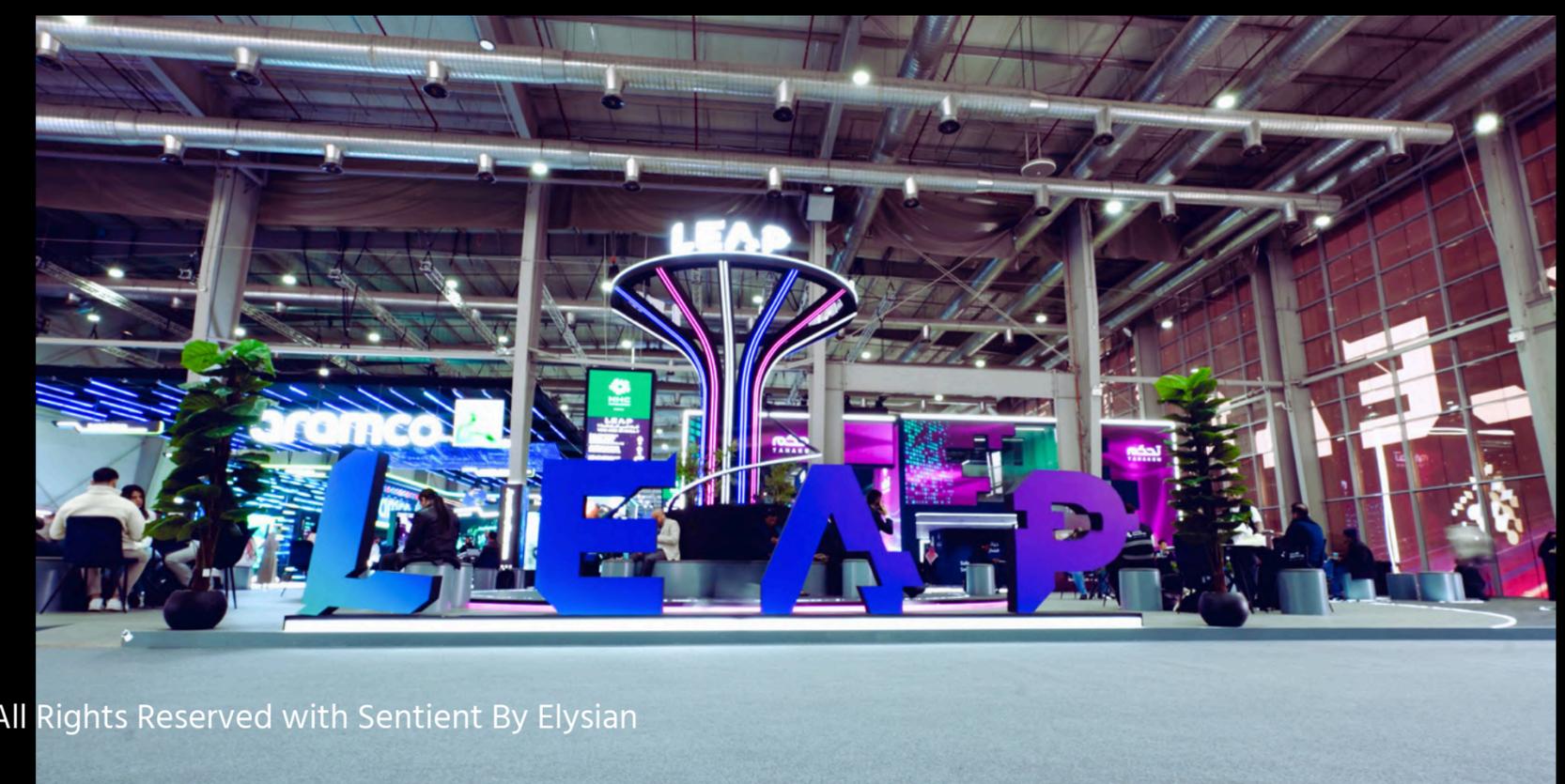


# LEAP 2025

At LEAP 2025, we had the privilege of designing and showcasing innovative booths for Cloud Solutions, Lean Business, and AI Moammar Information Systems.

Each booth was a testament to the power of cutting-edge technology, featuring immersive experiences like holographic displays and interactive LED screens.

These dynamic installations not only highlighted each brand's unique solutions but also left a lasting impression on visitors.





## Lean Business Services - LEAP 2025

At LEAP 2025, Lean showcased its groundbreaking vision for healthcare through a 15x12 meter immersive booth, divided into five dynamic zones.

The Main Zone featured the Holographic Tesseract, an interactive digital twin installation offering insights into future healthcare innovations like Raqem (AI consultant) and Sehaty (personalized health).

The Future Lean Zone highlighted advancements in telehealth, genomics, and lifestyle innovations, while the Lean Talks Zone hosted workshops and panel discussions on Lean's mission of empowerment and unification. The Networking & Leaners Zone fostered collaboration and connection.



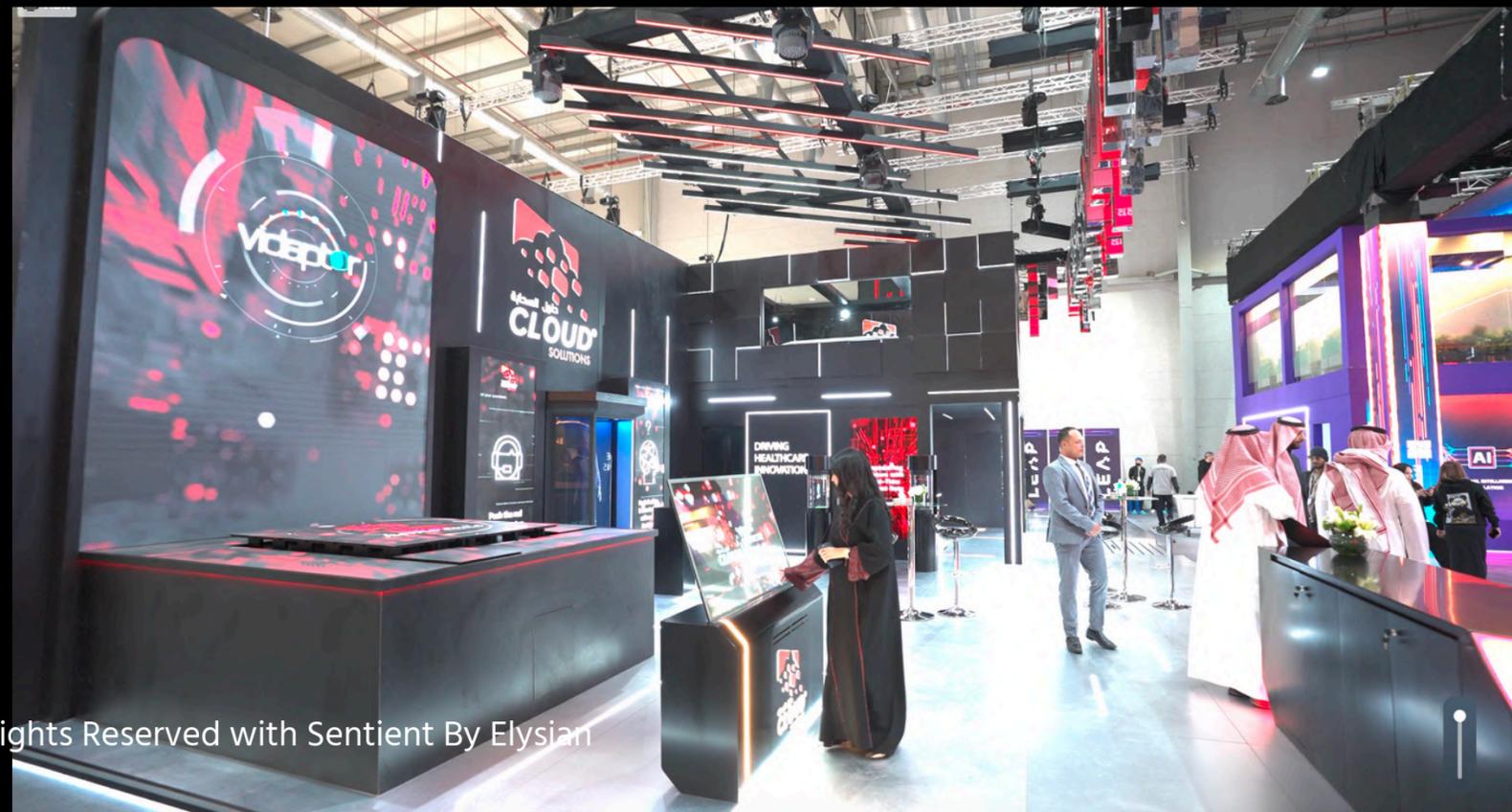
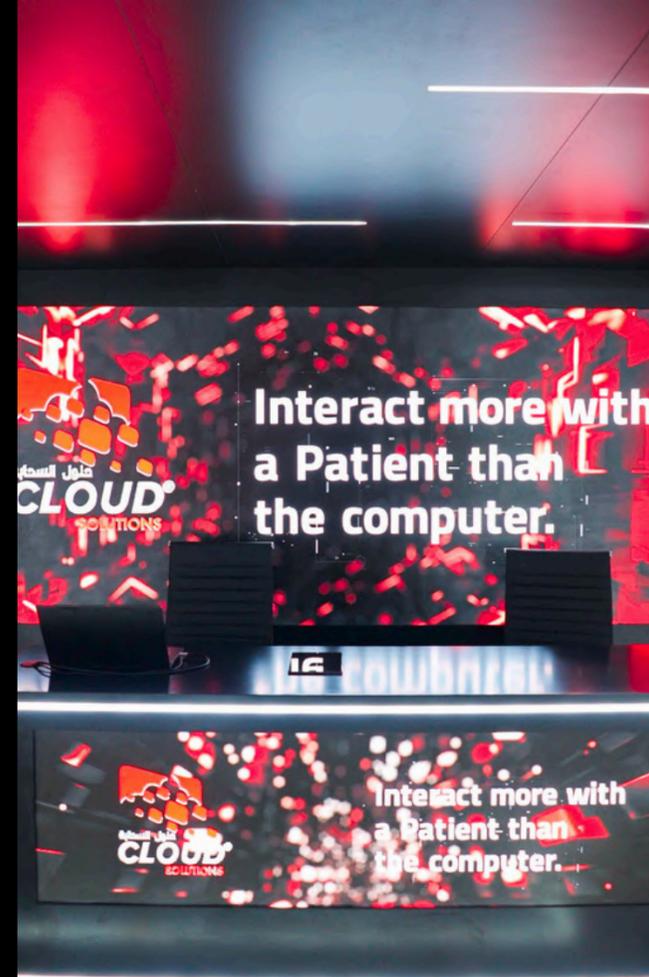
# Cloud Solutions LEAP 2025



Spanning 19x8 meters, this exhibition stand blends modern aesthetics with cutting-edge technology. Its bold grey and black gradient, accented with vivid red lines, exudes innovation and sophistication. Satin and sheer veneer finishes enhance the contemporary feel, while a dynamic double-decker structure creates a commanding presence.

At its heart, a kinetic interactive sculpture explores Industry 4.0 in healthcare, seamlessly integrating AI, machine learning, and digital art. 360-degree branding and hanging elements maximize visibility, while a VIP Majlis and catering area provide an elegant networking space.

The stand offers a futuristic, immersive experience, redefining exhibition spaces with a disruptive, forward-thinking approach.





## MIS - LEAP 2025

We were thrilled to bring Al Moammar Information Systems' (MIS) vision to life with a state-of-the-art booth design that captures the essence of their commitment to digital transformation and technological leadership.

Their immersive 15mx12m booth served as a gateway to the future of technology.

This cutting-edge space showcases MIS's innovative solutions in cloud computing, cybersecurity, IoT, AI, and enterprise IT, all aligned with Saudi Arabia's Vision 2030. Visitors had the opportunity to engage with interactive demos and presentations, experiencing firsthand how MIS is empowering businesses to navigate and thrive in an ever-evolving digital landscape.





## Arab Health 2025

At Arab Health 2025, Sentient by Elysian unveiled a 21.5 x 14-meter interactive stand that showcased cutting-edge healthcare technologies. Key highlights included the AI Holobox, which responded live to visitor questions, and the Interactive Screens, demonstrating cloud-based healthcare advancements. The Tesseract added an innovative touch, enhancing brand visibility and leaving a lasting impression.

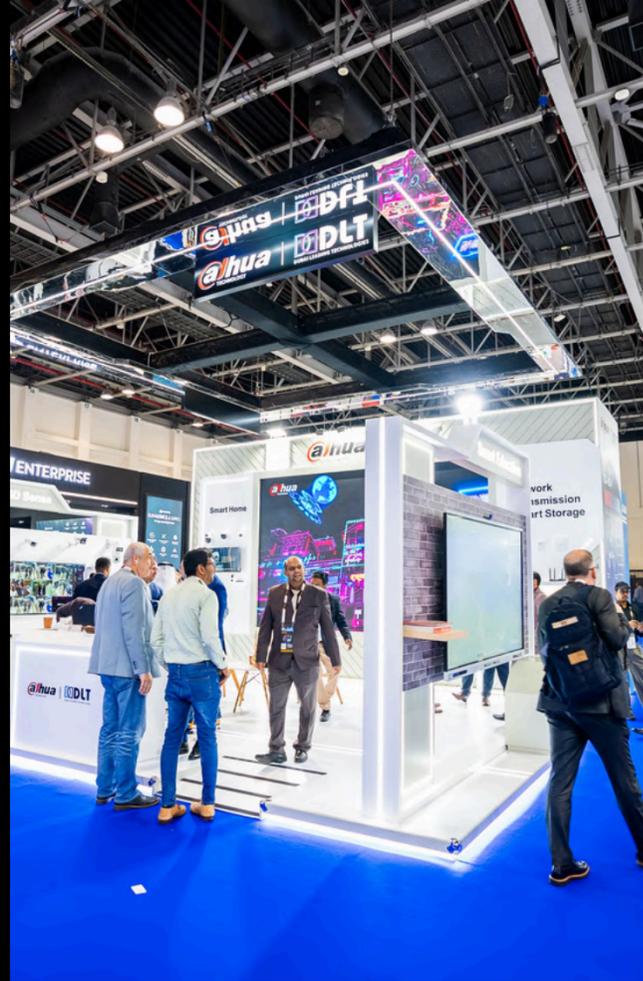




## DLT (Dahua) - Intersec 2024

At Intersec 2024, Dahua Technology showcased its latest AI-powered surveillance, cybersecurity, and smart city solutions in a 7x7 meter interactive booth. Designed for an immersive experience, it featured dynamic displays, interactive demos, and smart solution showcases for buildings, homes, and education.

With sleek structures, strategic lighting, and an intuitive layout, the booth engaged visitors while highlighting Dahua's real-world applications. A standout feature was the immersive product showcase, reinforcing the brand's mission to create a safer, smarter world.



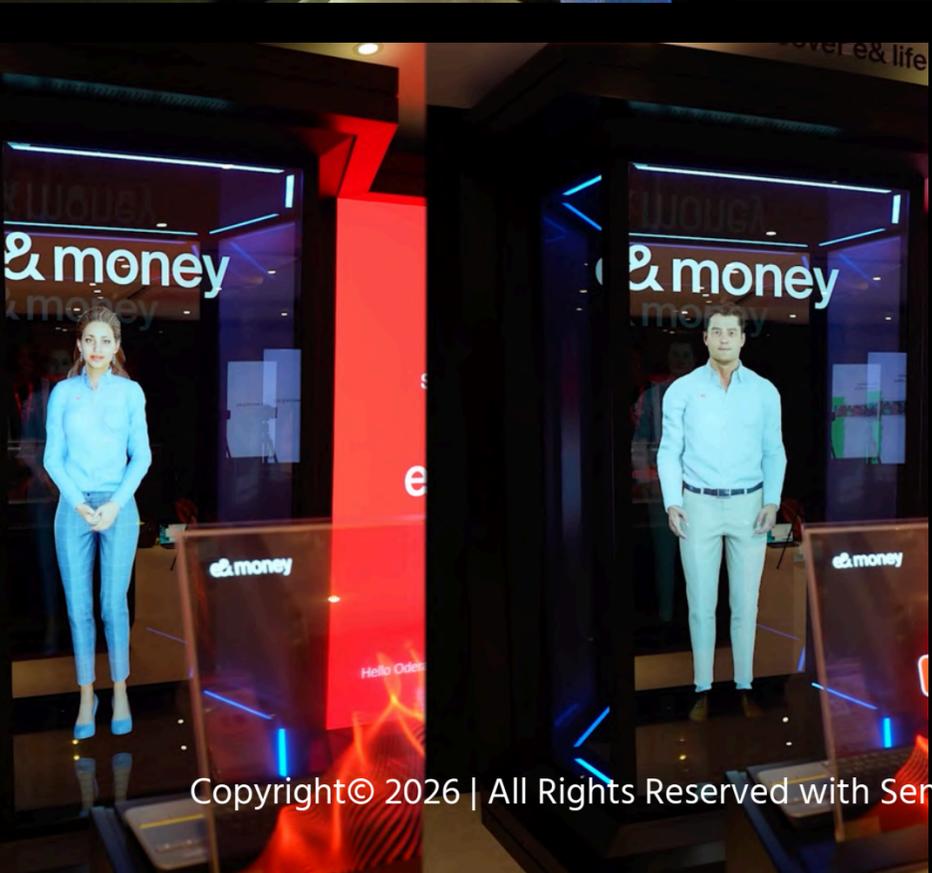
## E& - GITEX 2024

Spanning 5x5 meters, this immersive activation showcased the e& Money app through cutting-edge interactive experiences. A transparent OLED matrix, AI-powered chatbot, and dynamic multimedia display brought the brand's digital innovations to life.

The key experiences were structured to fully immerse visitors in e& Money's services, providing clear, detailed guidance on obtaining their digital money cards and using them.

From the Money Card Kiosk, to Digital Discover, which highlighted e& Life's milestones through interactive visuals, every element was designed for engagement. The Money App Simulation allowed users to explore app features, while the VR Station transported them into a futuristic financial experience, making digital finance more tangible and accessible.



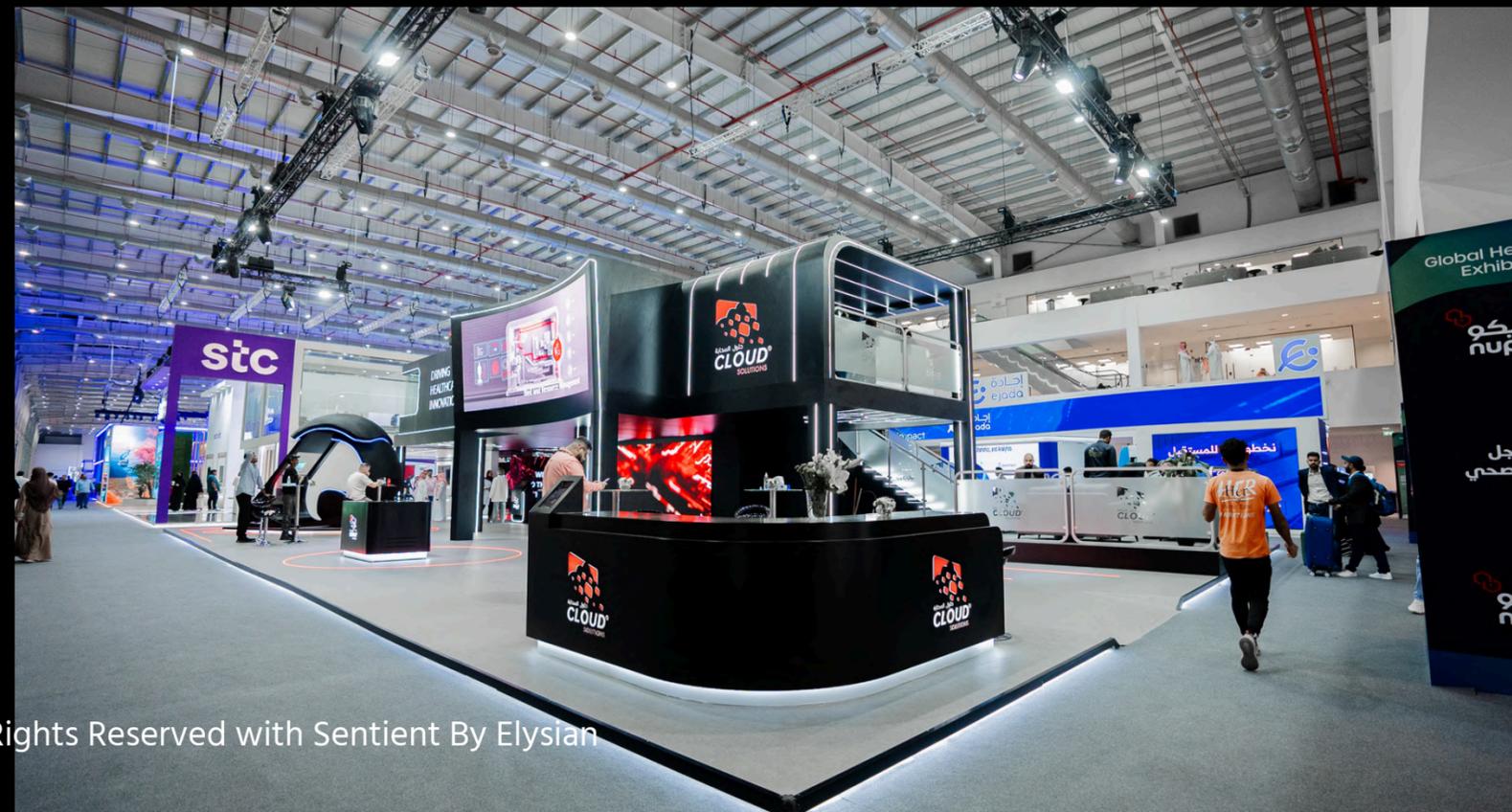


# GHE 2024: Cloud Solutions

At Global Health Exhibition 2024, we created an immersive experience for Cloud Solutions, combining innovative design with cutting-edge technology.

Spanning a 16x6 meter stand, key highlights included the interactive Kinetic Globe, which transformed in real-time to engage visitors, along with dynamic digital displays that showcased cloud-based healthcare solutions. We also incorporated immersive elements that brought the brand's vision to life, elevating its presence at the event. Watch the video to see how we turned this booth into a groundbreaking healthcare experience.

[Click here to view](#) ↗





## TII Staff Retreat

The TII Corporate Event offered a unique opportunity to design a space that fostered team-building and celebrated innovation for over 1,000 guests.

Set across a 30x5 meter stage, our approach featured interactive, tech-driven elements that reflected TII's spirit of creativity and collaboration.

From immersive installations to collaborative spaces, we created an environment that inspired teamwork and aligned with TII's vision. Watch the video to see how we brought this experience to life.



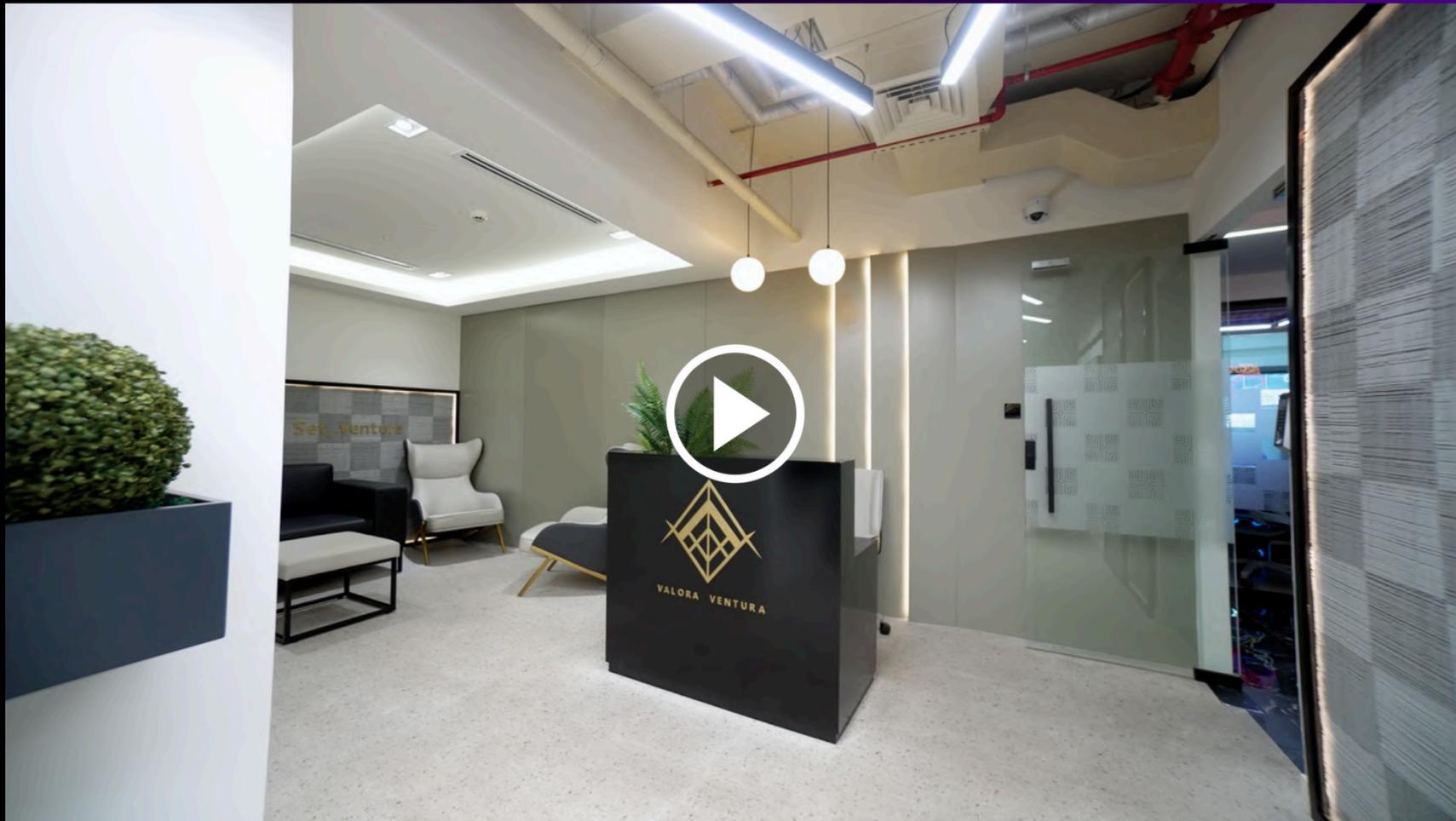
# IROS A2RL

At IROS 2024, we created an unforgettable experience that captivated attendees and showcased the cutting-edge advancements in autonomous technology. Our engaging stand featured the A2RL, a revolutionary extreme racing series pushing the boundaries of what's possible in robotics and automation. Central to our display was an autonomous F1 car, meticulously designed to draw in the audience and demonstrate the future of racing.

In addition, we constructed an interactive drone race arena, where competitors took to the skies, thrilling onlookers and enhancing audience engagement. This dynamic environment not only highlighted our innovative technologies but also fostered a sense of community among participants and spectators alike. Our expert team meticulously crafted each element of the stand to ensure a memorable experience, leaving attendees inspired by the potential of autonomy in racing.

Take a glimpse of our commitment to innovation and excellence in showcasing transformative technologies.





## Office Fitout – Valora Ventura

SBE delivered a bespoke office fitout for **Valora Ventura**, blending industrial charm with environmental consciousness. The design features a rust-inspired aesthetic, complemented by natural textures and sustainable materials that reflect the client's forward-thinking identity.

Expansive windows flood the space with natural light, enhancing the warm, earthy tones and creating an open, energizing atmosphere. Every element—from furniture selection to material finishes—was curated to balance functionality, comfort, and visual character, resulting in a workspace that feels both grounded and inspiring.

# CONCEPTS



## Industry 4.0

At SBE, we redefine experiential marketing through the lens of Industry 4.0. This concept harnesses advanced technologies to create interactive environments that engage audiences and drive results for our clients.

Our booth designs are minimalistic yet impactful, reflecting the sophistication of the digital age. Each space is thoughtfully crafted to showcase innovations like machine learning applications and interactive tech, such as robotic arms, which demonstrate the potential of automation. Watch our video to explore the Industry 4.0 concept and discover how SBE can transform your events into powerful experiences!



## Web 3.0

The Web 3.0 concept is designed to cater to every need of entrepreneurs, investors, and innovators. It features a Knowledge Center for workshops and discussions, a Business Center for meetings and deal-making, and a Main Stage for live events.

The Experience Center offers interactive activities for deeper learning, while the Entertainment Center ensures relaxation and socializing, transforming into a lively party space at night. This all-encompassing ecosystem seamlessly integrates work, learning, and leisure for Web 3.0 professionals.

Take a tour in the video to explore how this dynamic environment meets every need in the Web 3.0 world.



## Escape Room

Escape Room by Sentient By Elysian is a concept that combines immersive puzzle-solving with meaningful learning. It goes beyond entertainment by incorporating the Circular Carbon Economy into the experience, empowering players to engage with sustainability in an interactive way.

As participants work together to solve challenges, they also gain valuable insights into building a net-zero future by 2050.

Watch the video to explore how we've transformed the traditional escape room concept into an exciting and educational adventure.

# EXECUTIVE TEAM



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Principal Project Manager



**JULIA NAVOY**  
Chief Sales & Marketing Officer



**AISWARYA  
UNNIKRISHNAN**  
Chief Interactive Specialist



**SNEHA SATHE**  
Creative Strategist



**ANWAR AIT**  
Head of Marketing



**AVINASH  
SHETTY**  
Lead Engineer



**SAEED AL  
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