

Company Profile

IMPACT IN MOTION

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MISSION

We partner with forward-thinking institutions, brands, and governments to translate vision into meaningful influence. Through insight, design, and precise execution, we create experiences and systems that bring clarity to complexity and set ideas in motion with purpose and impact.

VISION

To shape a world where clarity, intelligence, and thoughtful design elevate how ambitious organizations are seen, understood, and remembered.

OUR VALUE TO CLIENTS

We help organizations express ambition with clarity, purpose, and measurable influence.

1

CLARIFY VISION

Understand purpose, audience, and positioning with precision

2

TRANSLATE IDEAS INTO IMPACT

Execute with precision so every detail contributes to influence

3

STRENGTHEN TRUST & RECOGNITION

Build presence through disciplined design and coherent communication

OUR WORK IN ACTION



WHAT WE DO

We help organizations translate vision into clarity, presence, and measurable influence through four core disciplines.



Strategy & Narrative Definition

We refine vision into clarity, shaping the purpose, narrative, and direction behind every experience.

Includes: strategy, narrative development, messaging systems, experience framing



Design & Experience Architecture

We translate ideas into environments and story-led journeys that resonate with relevance and intent. Includes: stand design, stage design, spatial concepts, permanent installations



Digital & Interactive Systems

We integrate technology that supports meaning, creating interactions that enhance understanding and engagement.

Includes: content creation, motion graphics, real-time media, interactive installations



Execution & Delivery

We realize concepts with precision, ensuring every detail strengthens trust, presence, and impact.

Includes: fabrication, fitout, technical integration, on-site management, system calibration

TRUSTED BY



AWARDS

Empowering the future
of energy as an



IMPACT
CHAMPION
2025

CASE STUDIES & PORTFOLIO HIGHLIGHTS



Wio, 1 Billion Follower Summit 2026



Masdar, WFES 2026



Cloud Solutions, WHX 2026



Y4S, WFES



e& , Gitex Global 2025



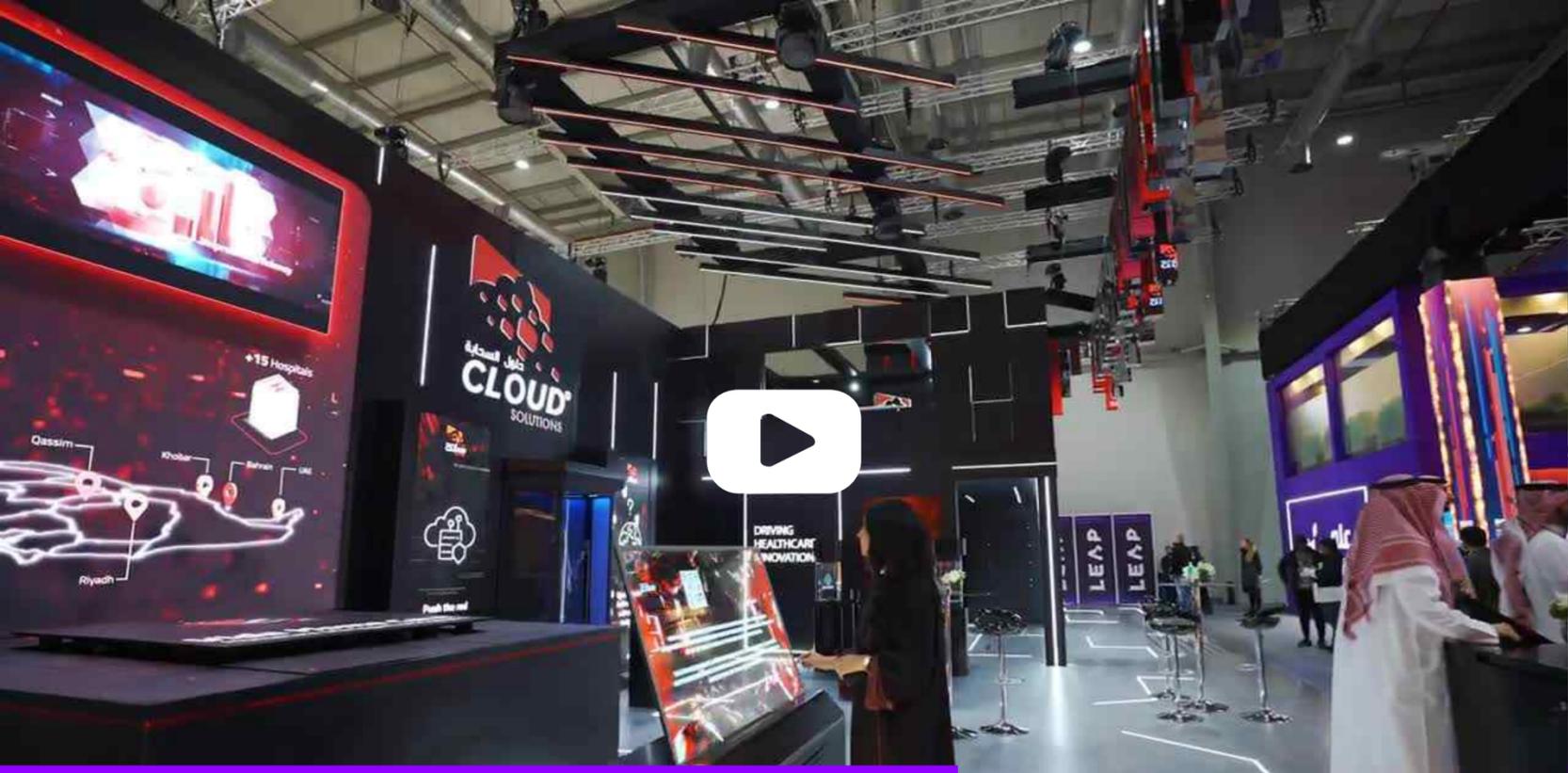
Cloud Solutions, GHE 2025



Bitget, Untold Dubai 2025



Hayat Hospitals, GHE 2025



Cloud Solutions, LEAP 2025



MIS, LEAP 2025



Lean, LEAP 2025



EDB, MIITE 2025



Gitex Global Dubai 2024



Global Health Exhibition 2024



Xposure 2024

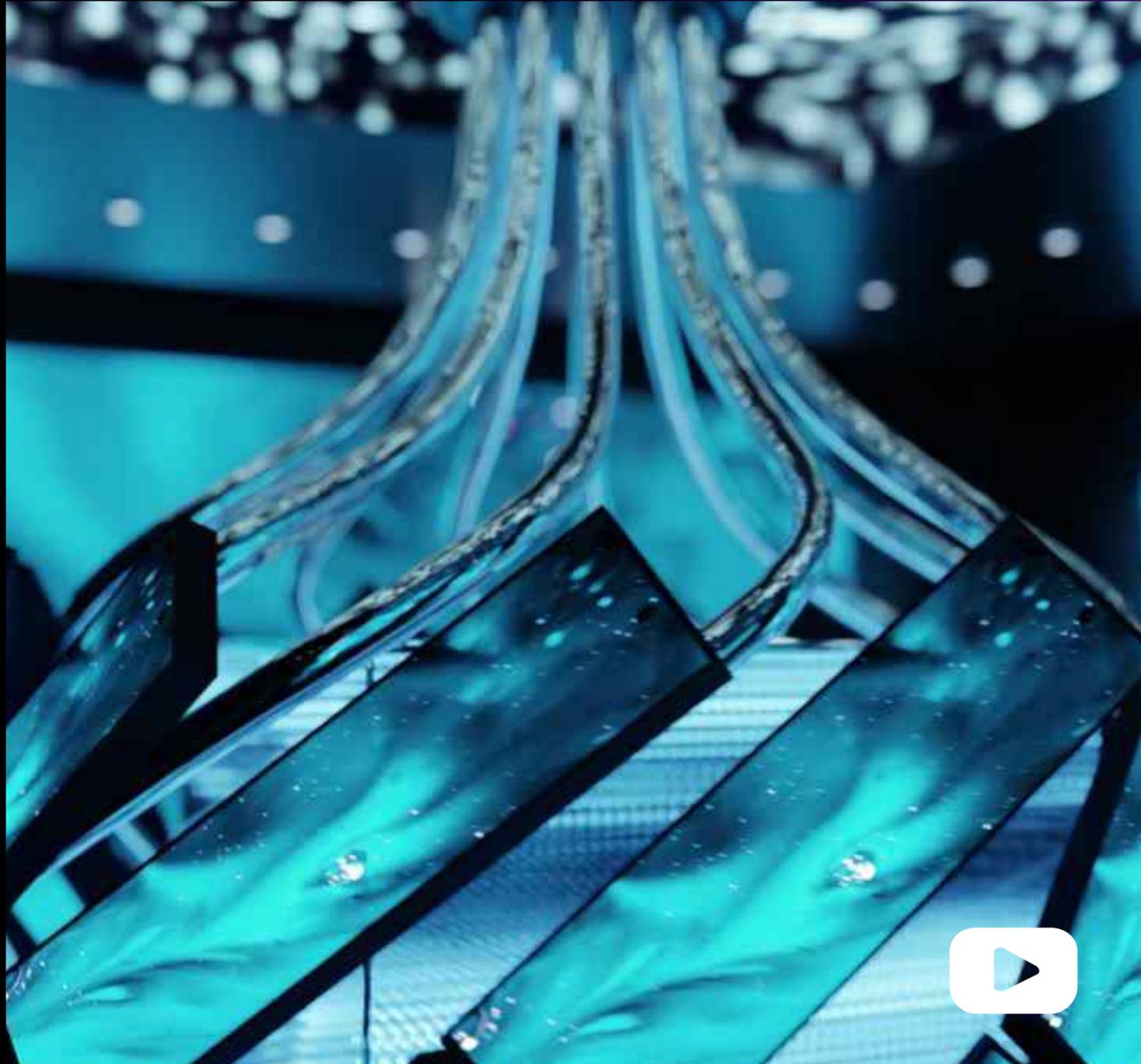


ATRC Staff Retreat 2024





NOVELTY CONCEPTS



The Celestial Spiral

A towering masterpiece standing 4.2 meters tall. Its reflective metal surface conceals a marvel of technology: silicon-edge neopixel DMX LEDs intertwine to form a skeletal framework, adorned with 33 ultra-HD displays along its ascending spiral.

This isn't just a sculpture; it encapsulates holographic volumetric displays, breathing life into a multitude of captivating content. Whether used individually or in concert, these screens mesmerize with immersive graphics, elevating brand narratives to new heights.

Picture it: a holographic performer dances amid audio-reactive mood content, or a sentient AI engages in real-time dialogue, its answers complemented by auxiliary visuals.



The Gyroscope

A kinetic marvel soaring 4.2 meters in diameter, an ode to the quantum drum's gyroscopic magic. Its four ringed wonders, adorned with pixel-perfect LEDs and sleek chrome, whirl gracefully, projecting mesmerizing content as they dance through space.

At their nexus, an LED globe emerges, a testament to engineering prowess. But there's more: perched upon a bespoke rotating platform, Gyroscope transcends, adding a dynamic layer of motion. Picture it: a canvas for brand narratives, a muse for live performances, an interactive gateway to novel experiences.



The Warp

A homage to Anthony Howe's kinetic masterpieces. Thirty-six displays weave a symphony of light upon nine arrays, nestled within an octagonal frame. Crafted with precision, The Warp orchestrates a mesmerizing vortex, blending bespoke motion with high-resolution imagery. It's more than an installation; it's a gateway to innovation.

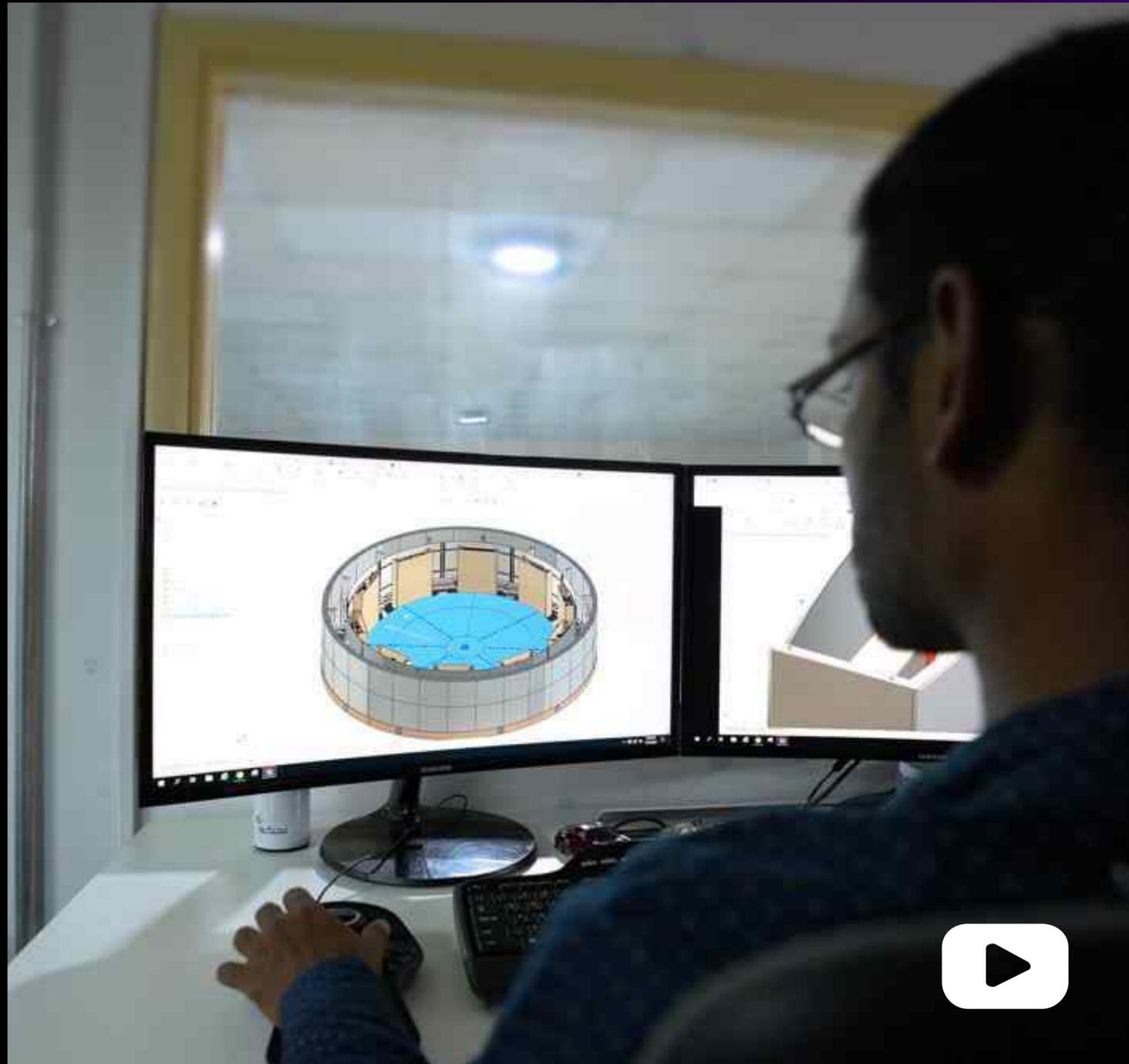
Tailored for brands seeking resonance, it narrates stories, unveils key insights, and sets moods with immersive graphics. Its versatility astounds: each display stands alone or harmonizes seamlessly for a unified experience. In live performances, it dances in synchrony with performers, and a testament to collaborative artistry.



The Transformation Room

A reflective chamber, a sanctuary of sensory wonders where motion meets resolution. At a mere trigger, modular magic unfolds: surfaces contort, fragments realign, and LED modules converge, birthing a colossal display wall and ceiling.

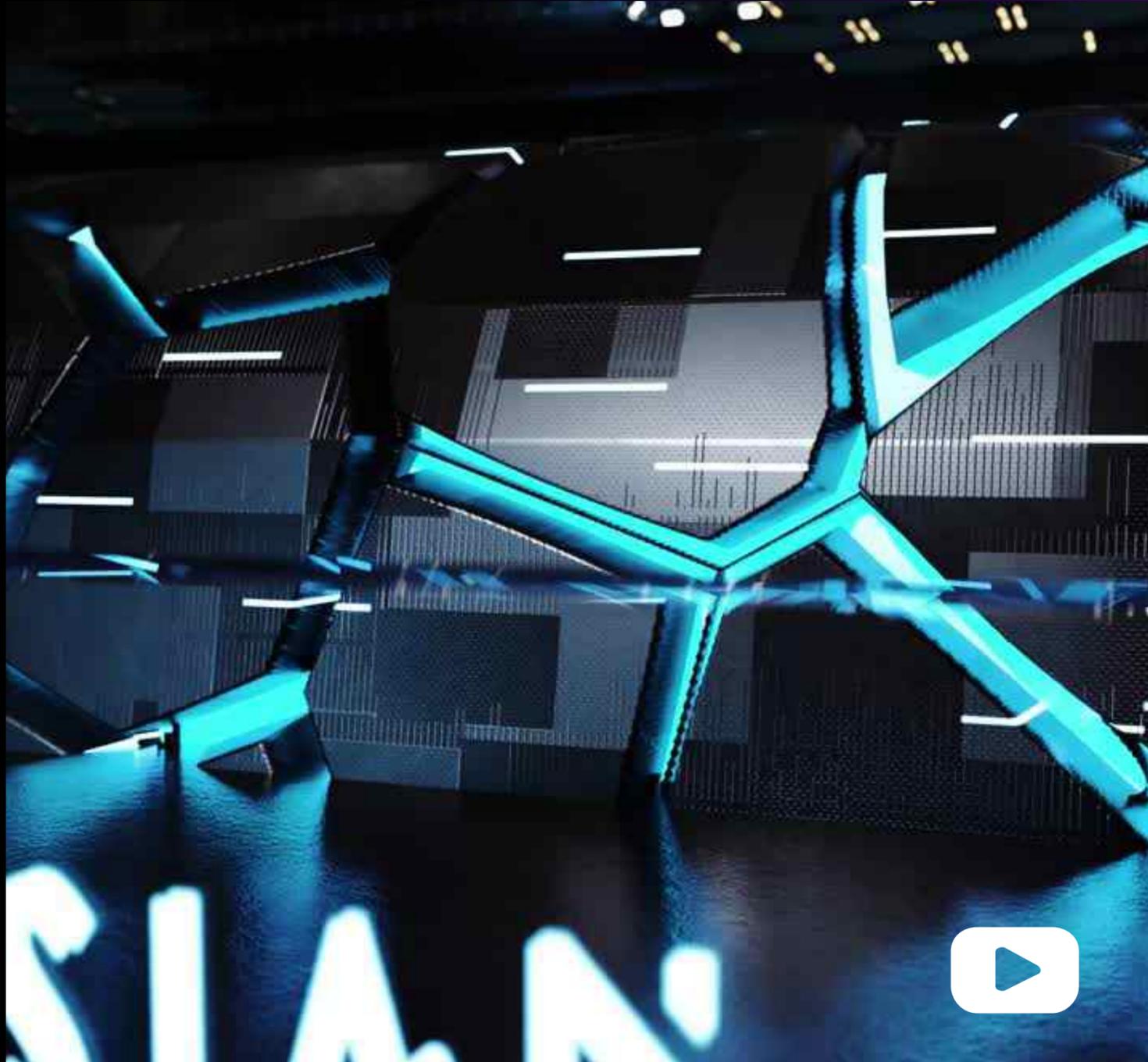
As if stepping into the very essence of motion, visitors become immersed in parallax content, physically enveloped by the narrative. Imagine: upon entry, audio narrative guides your journey, crescendoing as modular rotations unveil a resonating message.



The Peekaboo

Perched at a one meter platform adorned with luminous fine-pitched LEDs, this 4.5-meter rotating marvel stands ready to host an array of spectacles: from performers to prized products, its stage awaits. With customizable rotation speeds, the platform's edge unveils 4K curved screens, elevating the spectacle by 1.2 meters.

Like a symphony of light, multiple screens dance around the central nexus, creating an enchanting spectacle. Seamlessly synchronized, they narrate brand tales, illuminate insights, and evoke immersive experiences. Each screen, a canvas; together, a masterpiece. In live performances, they move in harmony with artists, forging unforgettable moments of collaboration.



The Paradigm Tunnel

Step into the Transformation PassageWay, an expanse adorned with a mesmerizing array of 85-inch Ultra HD Displays. Each screen, a portal to a world of dynamic visuals, shifts seamlessly along dual axes, creating an immersive spectacle.

As you journey through, the display wall morphs into a ceiling and reappears on the opposite side, enveloping you in the essence of motion. Picture it: guided by audio narration, you traverse an intricate journey, from past achievements to the present moment, culminating in a launchpad to the future. With each modular slide, a resonating message unfolds, leaving an indelible impression on all who pass through.

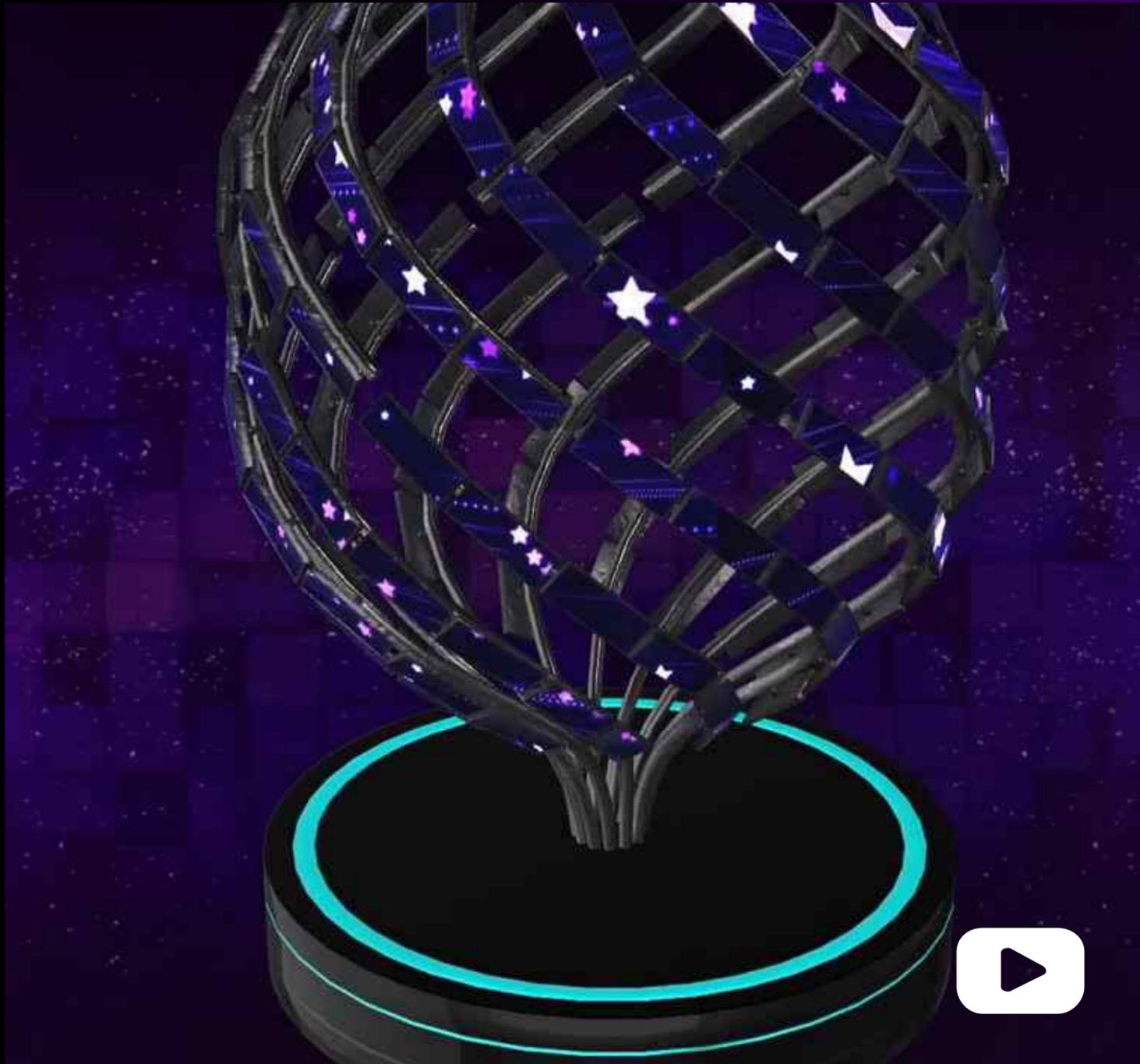


The Metamorphosis

Visitors are instantly captivated by a breathtaking kinetic shapeshifting orb sculpture, shimmering within a 6x6m translucent mesh cage. The orb's reflective surface dances with whimsical digital content displayed on the mesh screens, creating an immersive visual spectacle.

Dynamic animations serve as a tribute to key innovations and advancements in defense capabilities, creating a rich, immersive atmosphere. The orb's shapeshifting nature symbolizes the continuous evolution and progress driven by relentless R&D efforts in the defense sector.

Each transformation represents a new breakthrough, inspiring visitors with a visual narrative of growth, adaptability, and the boundless potential of cutting-edge research.



The Hive

Visitors won't just see a sculpture—the technology integrates holographic volumetric displays, bringing captivating content to life.

A towering masterpiece standing 4.2 meters tall. Its reflective metal surface conceals a marvel of technology: silicon-edge neopixel DMX LEDs intertwine to form a skeletal framework, adorned with 33 ultra-HD displays along its ascending spiral.

This tech can be used individually or in concert. The screens mesmerize with immersive graphics, elevating brand narratives to new heights. Picture it: a holographic performer dances amid audio-reactive mood content, or a sentient AI engages in real-time dialogue, its answers complemented by auxiliary visuals.

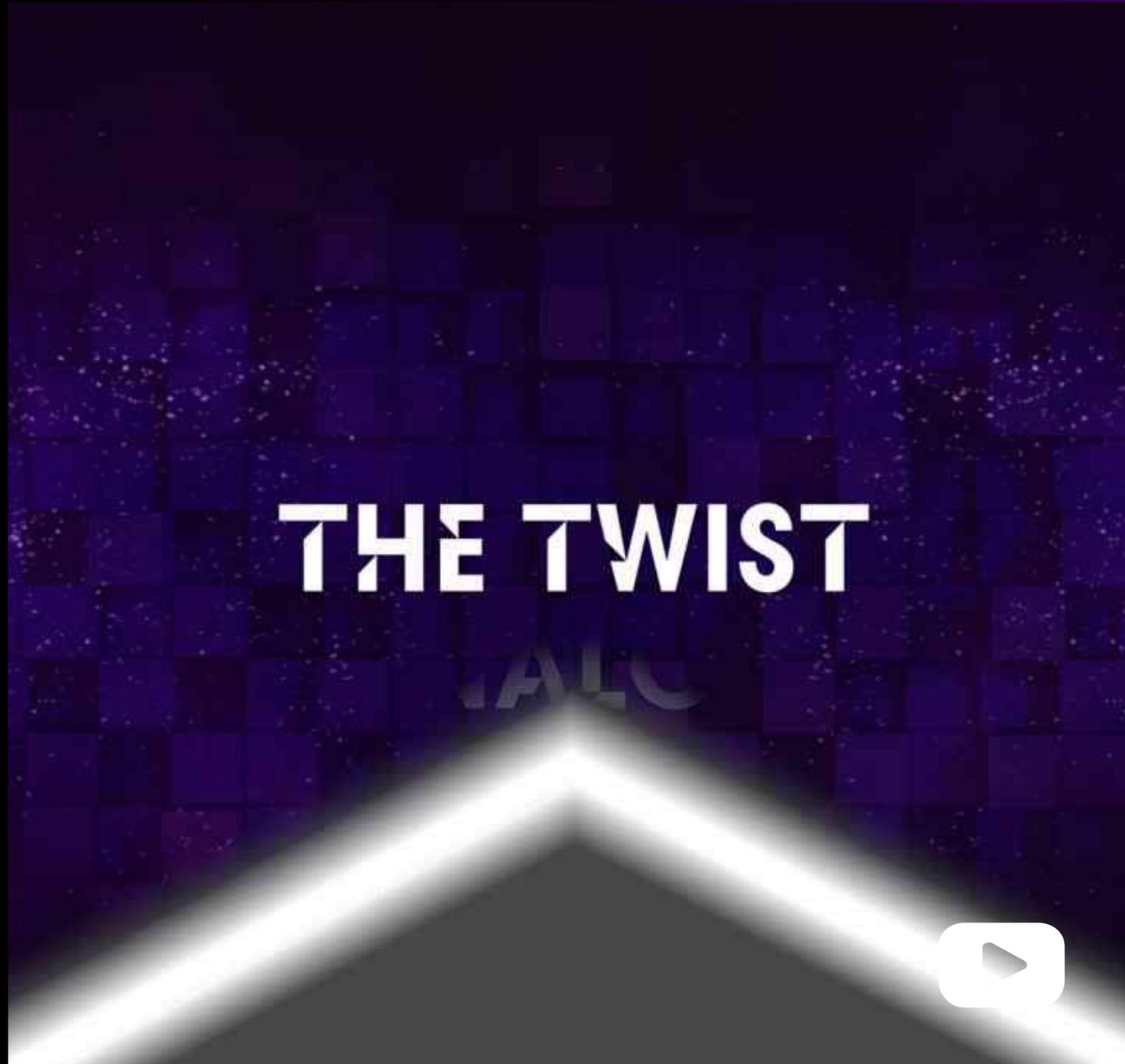


The Tesseract

Visitors are instantly captivated by the stunning Holographic Tesseract, featuring multiple transparent screens that create a striking 3D effect. As they draw closer, the tesseract comes to life, showcasing vivid holographic content that represents the brands logo, their products and features.

Dynamic animations serve as a tribute to key innovations and advancements creating a rich, immersive atmosphere. Holographic elements swirl and morph around visitors, evoking a sense of being inside an imaginative landscape of technology, innovation, and possibility.

This activation provides a mesmerizing experience, inspiring visitors with a powerful vision of your brand and a commitment to cutting-edge tech solutions.



The Twist

Visitors will journey through a 4.2-meter architectural marvel, where its reflective mirror base immerses them in a visual celebration of the city's ambition to redefine the digital frontier.

An awe-inspiring blend of synchronized Neopixel DMX LEDs, ultra-HD displays, and holographic visuals surrounds guests in a captivating digital story. The sleek, sustainable design, crafted from reclaimed materials, reflects innovation and ecological responsibility.

Ideal for exhibitions, trade shows, brand activations, and immersive events, bringing your brand's vision to life in a striking, environmentally-conscious way.



The Patola

As visitors enter, Patola emerges as a dynamic centerpiece where art and technology converge. Its rotating structure, animated by synchronized LED rings, sound, and light, creates a powerful sense of energy, motion, and presence.

The kinetic movement becomes a visual metaphor for continuity, renewal, and progress—making Patola a striking, adaptable installation for exhibitions and brand activations. Designed to captivate and engage, it delivers a memorable sensory experience that invites reflection on transformation and the future.



The Quantum LED Sculpture

The Quantum LED Sculpture is a striking visual centerpiece designed to draw attention and elevate brand presence. Its dynamic LED structure allows logos, messaging, and creative elements to be integrated seamlessly, adapting to different themes and spatial requirements.

Fully customizable in size and form, the installation combines motion and light to enhance atmosphere and engagement. Designed for exhibitions and brand activations, it delivers a bold, immersive experience that leaves a lasting impression.



The Tunnel of Fame

Visitors enter the customized tunnel and are immediately immersed in interactive holoboxes, each featuring expert content and engaging informational displays. As they move through, they can explore various touchpoints to learn more about the brand, products, or industry. The experience concludes with a dynamic exit, leaving visitors informed and connected to the brand.

A 6x5 meter tunnel with six holobox units (three on each side), each featuring a podium and touchscreen table for interactive FAQs and content. The content can be customized to highlight experts from the company, brand, or industry for an immersive experience.

Additionally, the tunnel can serve as an engaging entrance or a dynamic ground activation space dedicated to product or brand awareness.

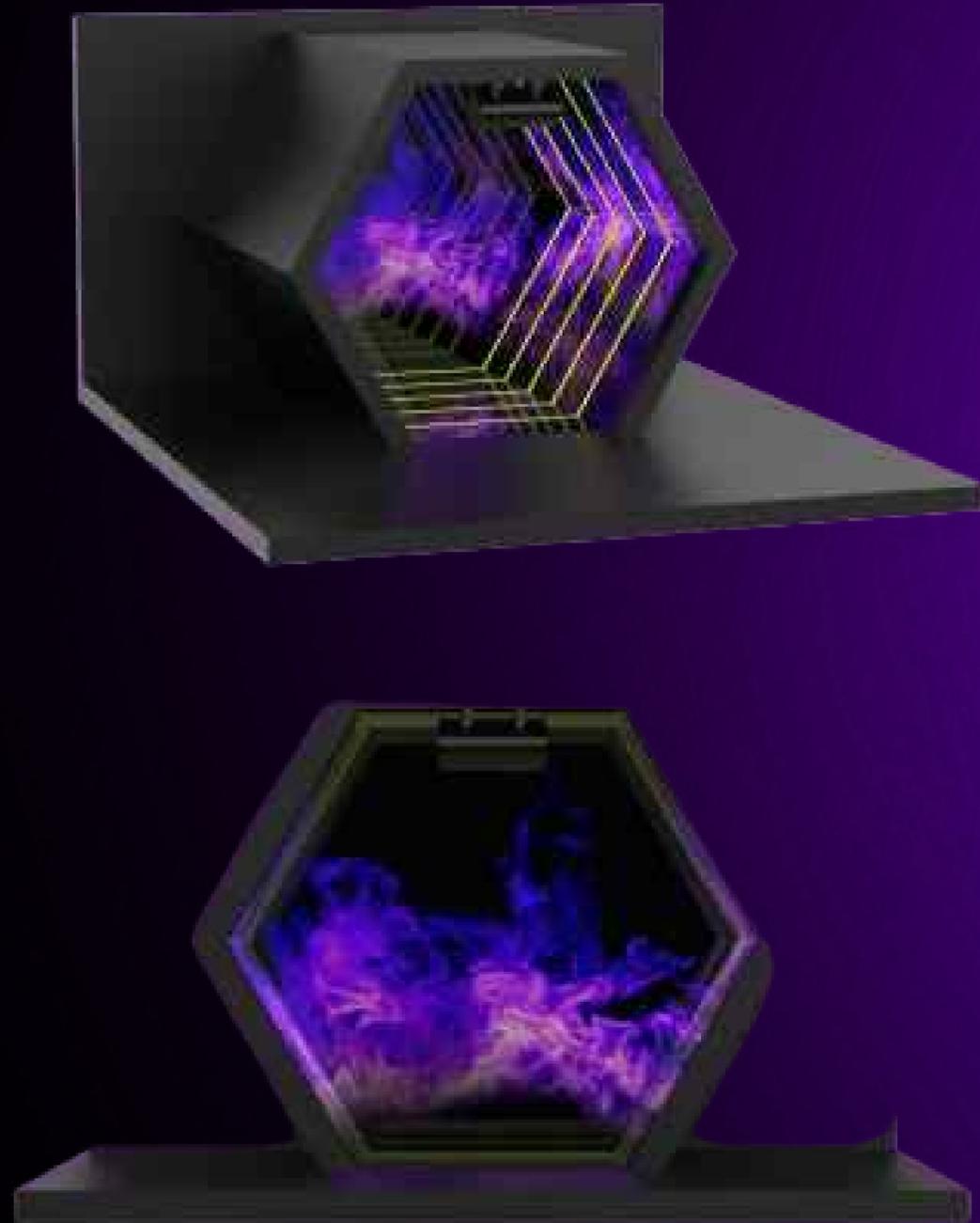


The Luma Chandelier

Luma Chandelier is a kinetic lighting installation composed of multiple circular LED rings suspended at varying heights, forming a dynamic, sculptural presence within large-scale environments.

Each ring is mounted on a DMX-controlled motorized winch, enabling precise vertical movement, rotation, and synchronized choreography. The structure allows individual rings to operate independently or as part of a unified motion sequence, creating layered compositions of light and movement in three-dimensional space.

Through carefully timed transitions, the chandelier can expand and contract like a mechanical iris, cascade through tiered elevation patterns, perform slow rotational sweeps, or execute dramatic ascents and descents. These movements transform the installation from a static overhead feature into a living, performative element—capable of responding to narrative, music, or environmental cues.



The Kaleidoscope

Kaleidoscope is an immersive, hexagonal experience chamber designed to envelop the viewer in a continuously shifting field of light, reflection, and motion.

The installation combines layered LED screens, programmable LED strips, and super-silver reflective glass to create a spatial illusion of infinite depth. As participants step inside, a tracking camera detects their movement, allowing the environment to respond in real time.

Visuals and side-mounted LED elements pan, shift, and realign as the user moves, generating a dynamic parallax effect that blurs the boundaries between physical space and reflection. Each interaction produces a unique visual composition, transforming the chamber into a living environment shaped by presence and motion.

NOVELTY DESIGNS

AI EXPERIENCE CENTER



EXHIBITION STANDS



ESCAPE ROOM



TECH PAVILLION



EXECUTIVE TEAM



NADIA NAYYAR
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 NAHARI
Head of KSA Branch



BARTOSZ JANKOWSKI
Technical Project Manager



LESLIE PEREZ
Head of Supply Chain

Operation Department



Experience Department






KSA

Sales Office: Corniche Road, 7236, Ash Shati, 3578, Jeddah


UAE

Head Office: Office 2307, Grosvenor Business Tower, Barsha Heights, Dubai, UAE

Experience Center: Warehouse No. 4, 22B Street, Umm Ramool, Near to Dubai Commercity, PO 242902, Dubai, UAE


INDIA

Content Studio Office: 3rd Floor, off 100ft road Hal second 'A' stage, 17th Main Road, Unacademy, Indiranagar, Bengaluru -560008, Karnataka, India


POLAND

Content Studio Office: Wiktorska 65/lok. 9, 02-587, Warszawa, Poland


SPAIN

Production House Office: Vereda Solís, 19, 30161 Murcia, Spain

CONTACT US



Alhatoon@sentientbyelysian.com



+966 566 877 432



Sales Office: Corniche Road, 7236, Ash Shati, 3578, Jeddah



www.sentientbyelysian.com



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