



Technology Deck

IMPACT IN MOTION

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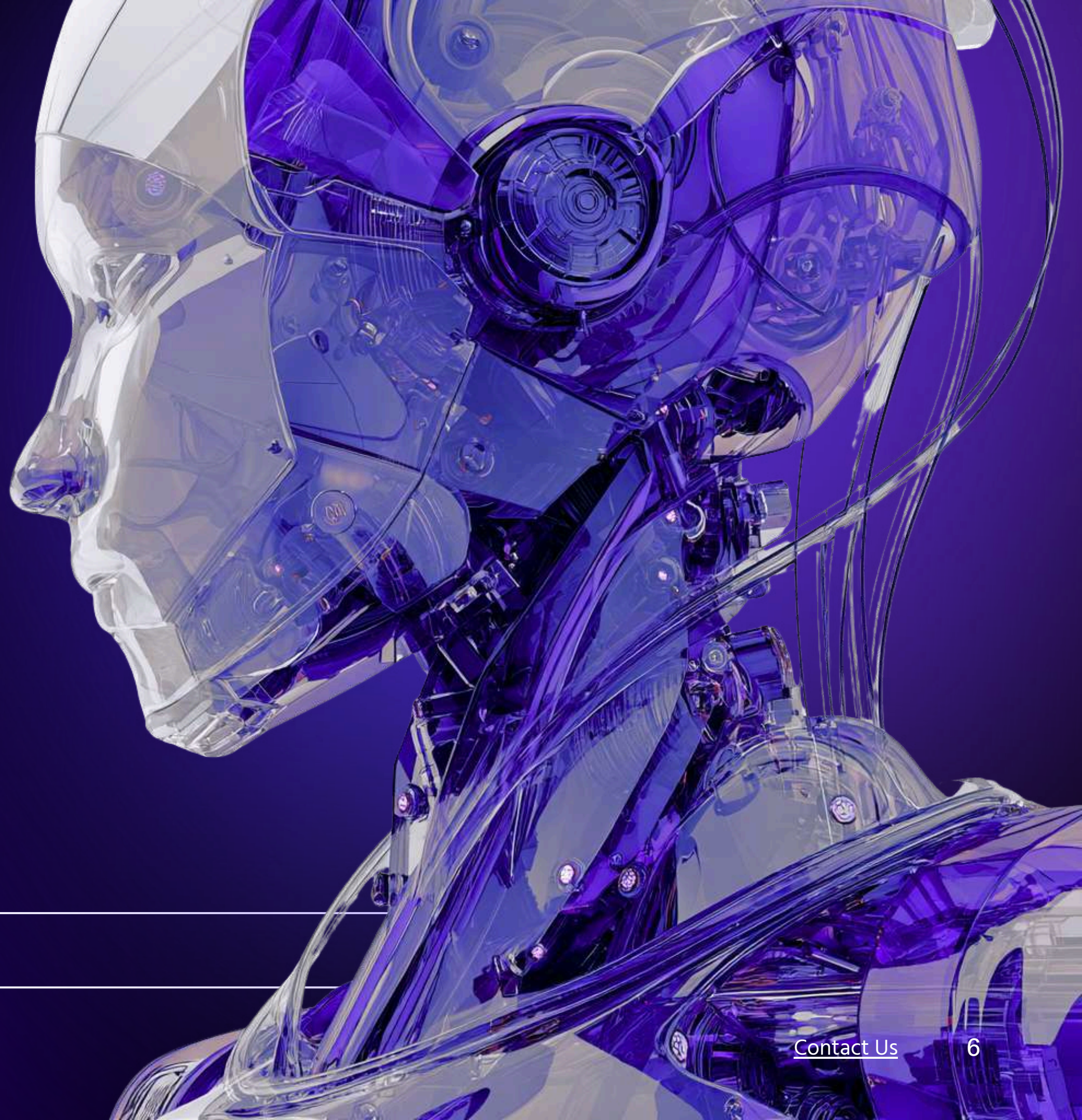
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Who are we?

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.

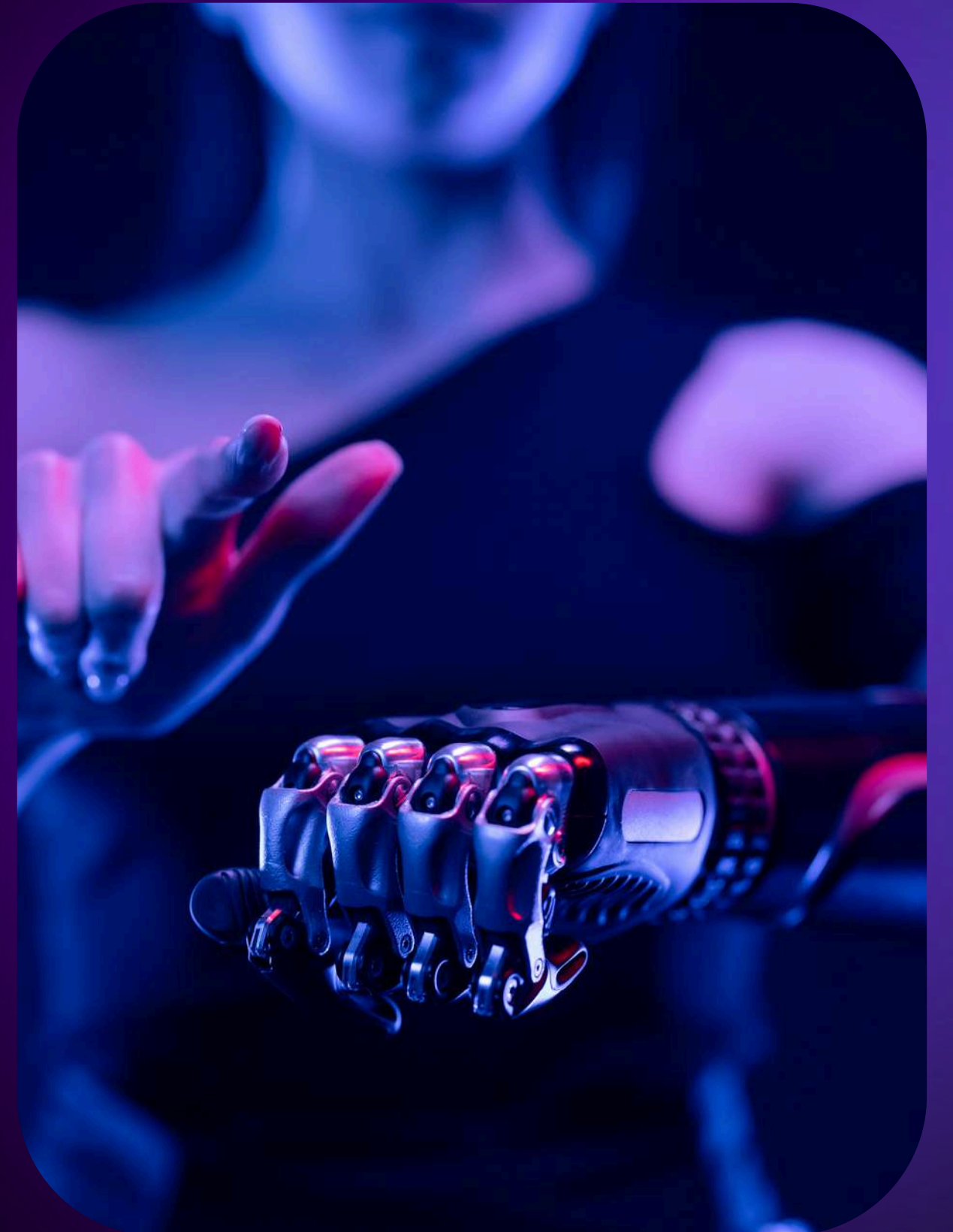


MISSION ↗

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.



TRUSTED BY



OUR TECHNOLOGY SOLUTION

CONTENT



Hyper Realistic Content



Our hyper-realistic content immerses audiences in lifelike environments, enhancing engagement in product showcases, brand activations, and storytelling with stunning detail and emotional impact.



We use advanced CGI, 3D rendering, and real-time ray tracing for stunning detail and realism. Our high-resolution animations and simulations are optimized for LED screens, projection mapping, AR, and VR, with precise lighting, textures, and physics for a seamless, lifelike experience.



Perfect for luxury brands, retail, exhibitions, and immersive events, our hyper-realistic content enhances digital storytelling with stunning visuals. From LED walls to interactive installations and virtual showrooms, it captivates audiences and elevates brand narratives.



Anamorphic Content



Anamorphic projections create an illusion of depth and transformation, engaging your audience with a visually immersive experience that only reveals its magic from a specific perspective.



We combine 3D modeling, motion graphics, and high-resolution projections to craft tailored content. Using advanced software, we distort visuals to create a seamless, immersive experience that interacts with the physical space.



Perfect for brand activations, exhibitions, retail spaces, and large-scale events like festivals. Ideal for brands, event planners, retailers, and exhibition organizers looking for innovative ways to captivate audiences.



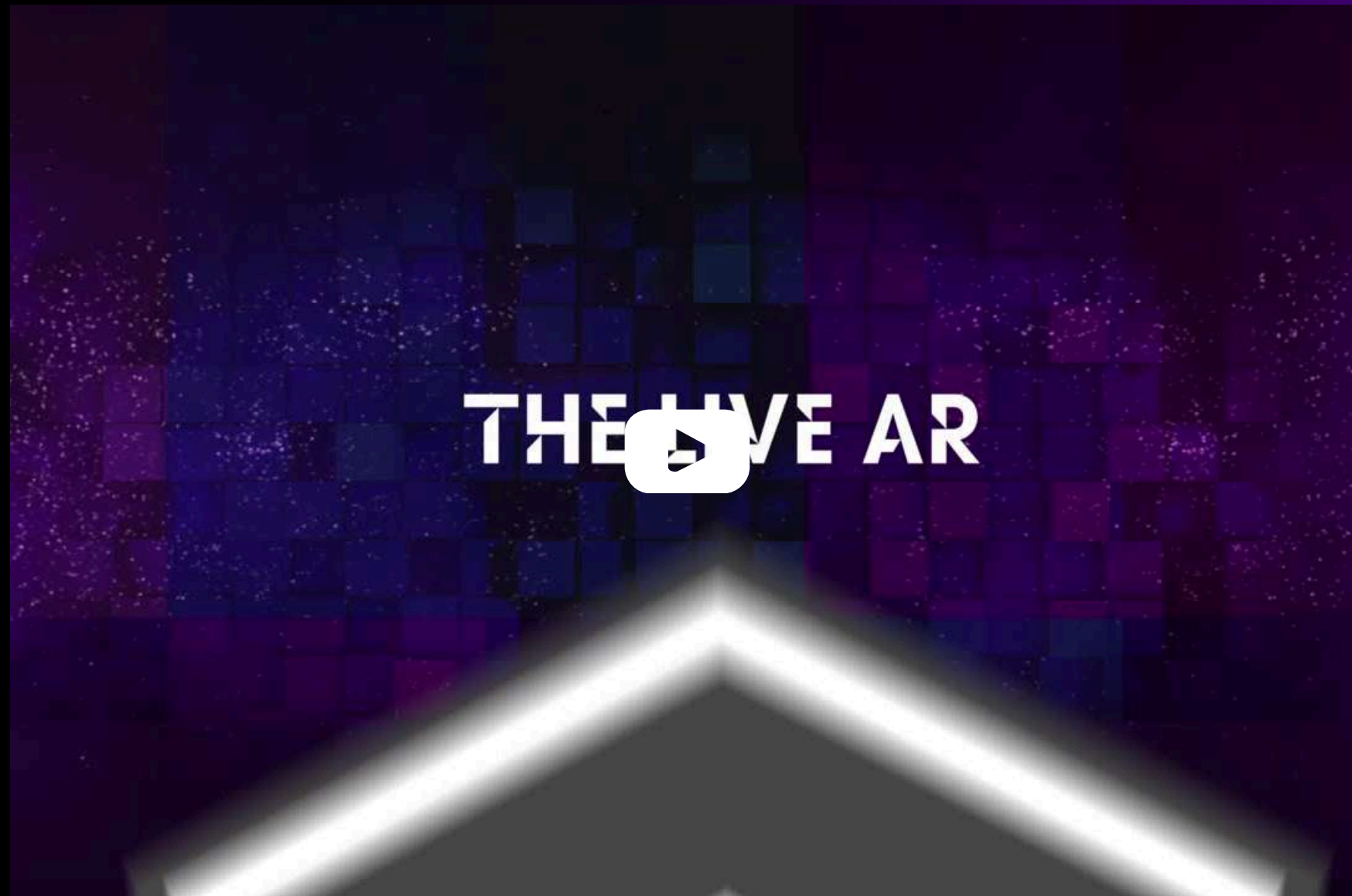
Metahuman



MetaHuman blends real-time AI, high-fidelity 3D scanning, and dynamic animation to produce a digital presence that reacts with genuine human nuance. From micro-expressions to conversational flow, each interaction feels authentically alive—transforming passive viewers into active participants.



It brings digital characters to life with astonishing realism, using advanced AI and facial mapping to recreate natural human expression. It invites audiences into an interaction so intuitive and lifelike that the boundary between human and digital disappears the moment they engage.



The Live AR



As viewers move around a physical scale model, the world comes alive on screen. Buildings label themselves, traffic flows, greenery grows in, and future phases appear seamlessly—perfectly aligned to the miniature environment. The experience feels intuitive and cinematic, as if the physical model is revealing its hidden layers in real time.



Behind the scenes, Live AR links a real-world scale model to a fully synchronized 3D digital twin. A physical tracking layer monitors the camera's position and orientation, while a real-time rendering engine mirrors every movement. A spatial mapping and calibration system maintains precise 1:1 alignment, and the display output layer composites and delivers augmented visuals instantly to a large screen. The result is a powerful, real-time AR experience that turns static models into interactive storytelling tools.

KINETIC STRUCTURE



The Kinetic Reveal LED Cube



The Reveal Cube captivates audiences with its dynamic, glowing presence. At the center sits an animated 3D architectural model—rotating, unfolding, and transforming to showcase its form in a visually rich and engaging way.

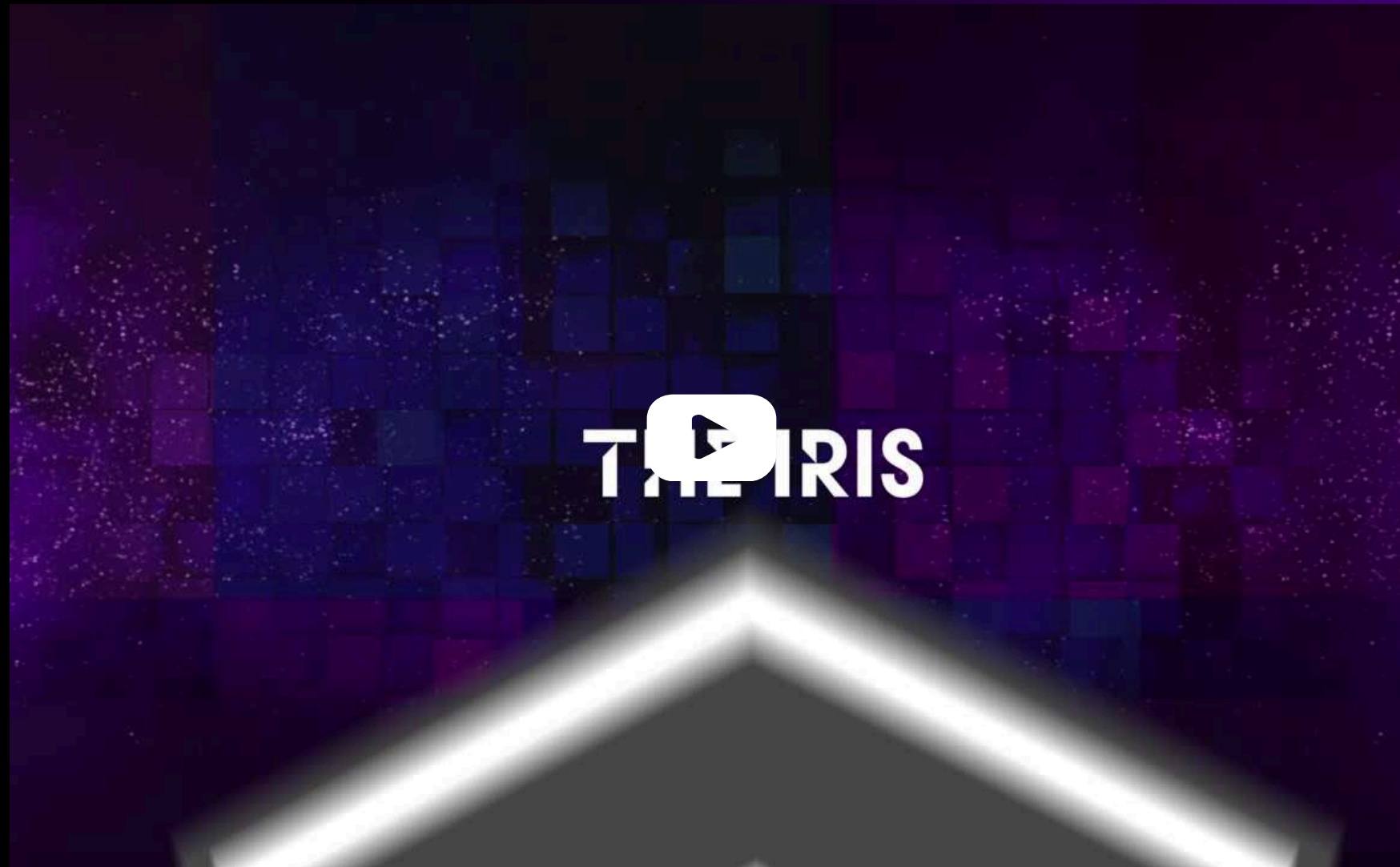


A fully rendered 3D model rotates smoothly within the Cube, revealing angles, shapes, and design features that are typically overlooked. The animation highlights both macro and micro details, allowing audiences to appreciate the architecture from every perspective. The model breaks down into stages, peeling back layers to show structural components, decorative patterns, and hidden design nuances. This progressive reveal guides the viewer through an engaging architectural narrative.

LED walls surrounding the Cube shift in color, tone, and texture to reflect changes in lighting or environmental conditions. These visual transitions demonstrate how shadows, reflections, and illumination interact with the structure over time, enhancing the storytelling.



This activation merges technology, design, and narrative to create a multi-sensory exploration of architecture. It transforms static structures into living stories—inviting audiences to engage, observe, and connect with the subject in a meaningful, memorable way.



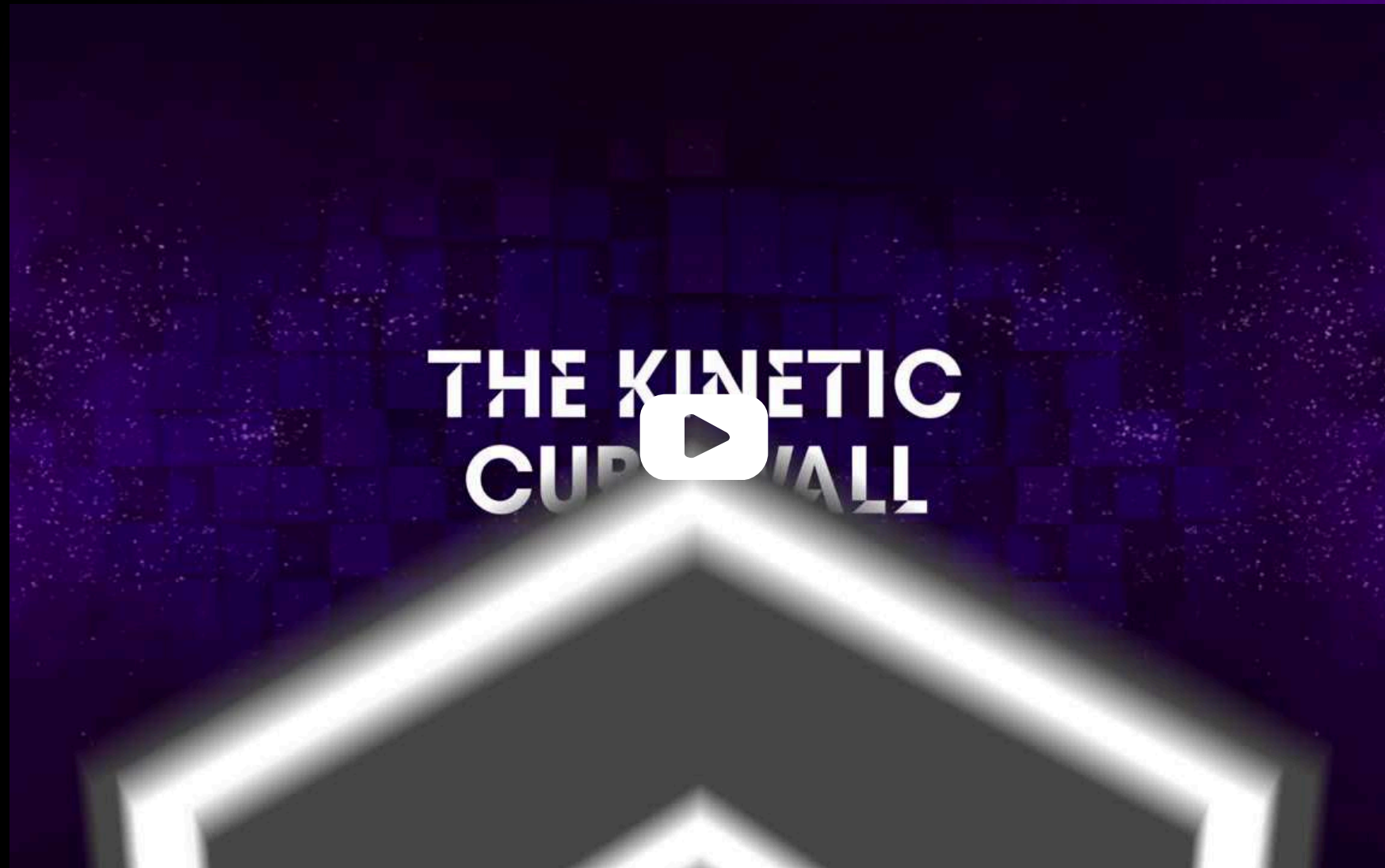
The Iris



Standing before IRIS, audiences experience a powerful sense of presence. Light pulses, rotates, and breathes, creating the illusion of a living digital eye that responds to sound, rhythm, and environment. The movement draws viewers in, producing a hypnotic depth that anchors the entire space.



Technically, IRIS is a 4-meter kinetic sculpture built from custom, DMX-controlled LED rings arranged in layered circular arcs. Each segment can move and animate independently or in unison, enabling ambient modes, dramatic energy builds, radial sweeps, or synchronized musical responses. The technology disappears into the experience, leaving visitors with a lasting emotional impression of motion, light, and scale.



The Kinetic Cube Wall



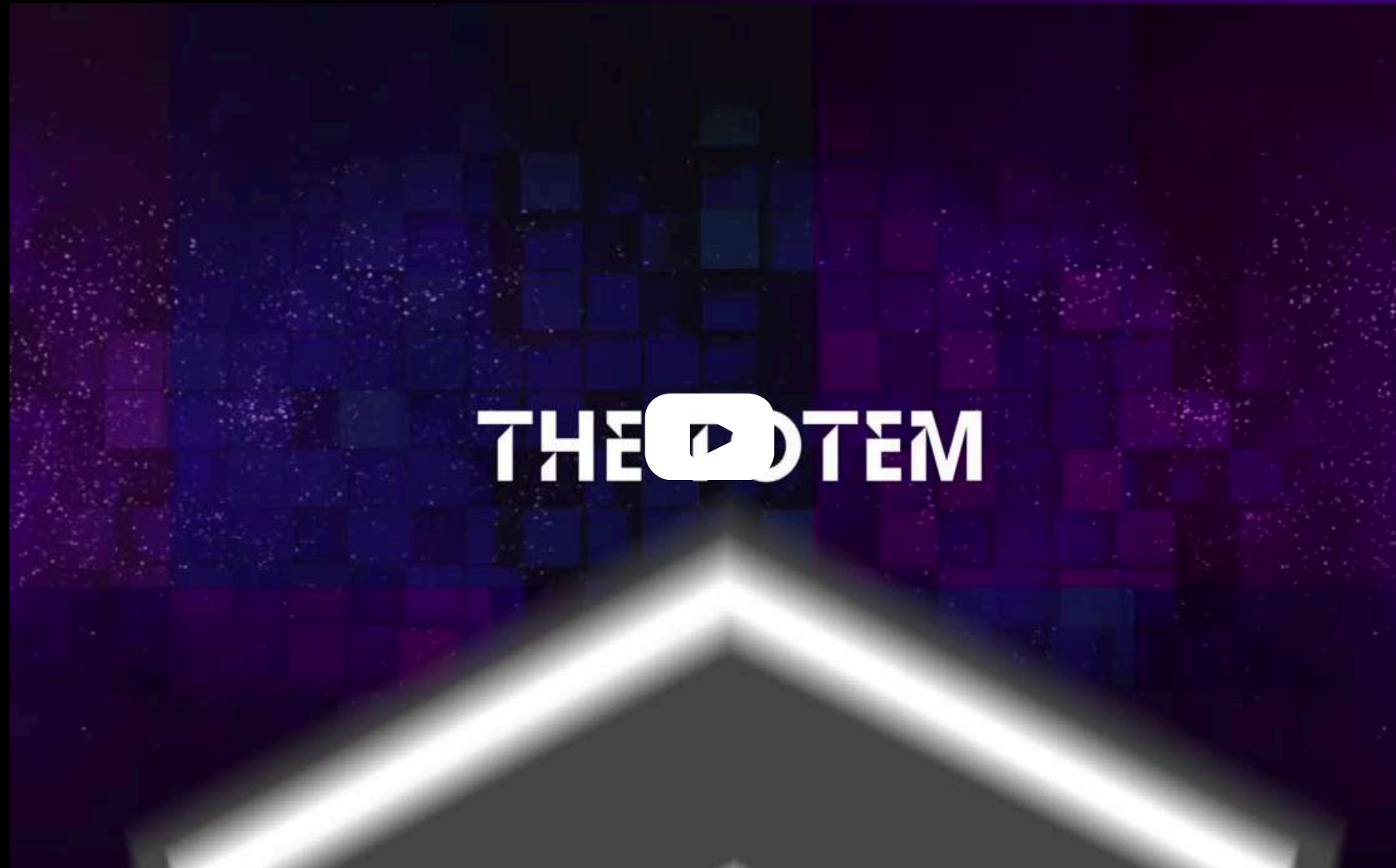
The Product Area features a series of 43-inch LED screens designed to showcase key innovations, solutions, and the client capabilities. This dynamic zone is organized into thematic pillars each representing a core aspect of the client's vision for a future-ready digital ecosystem.



In this interactive activation, visitors engage with a Kinetic Cubes Wall that visually represents the client's services. When stepping onto the activation podium, users trigger the installation to come to life — the rotating kinetic cubes begin displaying an animated storyline that highlights core solutions.



Visitors can scan a QR code that leads to a dedicated webpage offering further details about the showcased services. They are also encouraged to take a selfie, which is then transformed into an animated "avatar" and displayed across the kinetic cubes wall. This personalized feature reinforces the message that every digital human, chatbot, and virtual solution can be fully customized and tailored to meet the unique needs of any business and its customers.



The Totem



Vertical LED totems stand individually or beside a podium equipped with tablets, creating a flexible environment suited for exhibitions, hospitality showcases, commercial demos, or informational presentations. Whether used as a guided interaction station or as a standalone digital canvas, the system delivers a professional, immersive, and intuitive experience.



Users engage to explore content, simulate scenarios, compare options, or navigate workflows in real time.

The totems output high-resolution sequences such as architectural perspectives, category overviews, capacity visuals, service highlights, data visualizations, or promotional narratives—adaptable to any industry or environment. This transforms information into a captivating, easy-to-understand visual journey.



Triple Helix Flat



A versatile display that turns any space into a dynamic digital showcase. Whether static, motion-based, or interactive, it captivates with high-resolution visuals and seamless storytelling. Visitors can engage via touch, motion sensors, or transparent OLED overlays for a futuristic brand experience.



The tech adapts to any setting with static, motion-based, or interactive modes. It supports touch, motion tracking, and gesture control, integrates with transparent OLED for holographic effects, and scales to various sizes. Seamlessly blending real-time data and branded content, it delivers a dynamic, immersive experience.



Triple Helix Cylinder



A versatile display that turns any space into a dynamic digital showcase. Whether static, motion-based, or interactive, it captivates with high-resolution visuals and seamless storytelling. Visitors can engage via touch, motion sensors, or transparent OLED overlays for a futuristic brand experience.



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Sliding Rotating Dynamic Wall



It's a dynamic kinetic display with motorized panels, reflective surfaces, and LED screens. Each panel moves independently or synchronously, creating an evolving visual experience. The system uses precise choreography and adaptive content mapping to ensure seamless visuals across shifting surfaces, enhancing depth and interactivity.



This activation provides a comprehensive showcase of your brand and services, delivering information in a simplified yet immersive way. Visitors leave with a deeper appreciation of the experience, effortlessly grasping key concepts and insights.



The Sliding Lens



Visitors are drawn to a sleek podium with a curved sliding lens, glowing invitingly.

They interact through a touch interface, selecting insightful topics related to engineering and defence. The lens dynamically showcases immersive content, revealing the impact of defence acquisition through engaging visuals and data.



This activation fosters curiosity and connection, leaving visitors with a deeper understanding of the industry, the product and the services offered.



Sliding Face



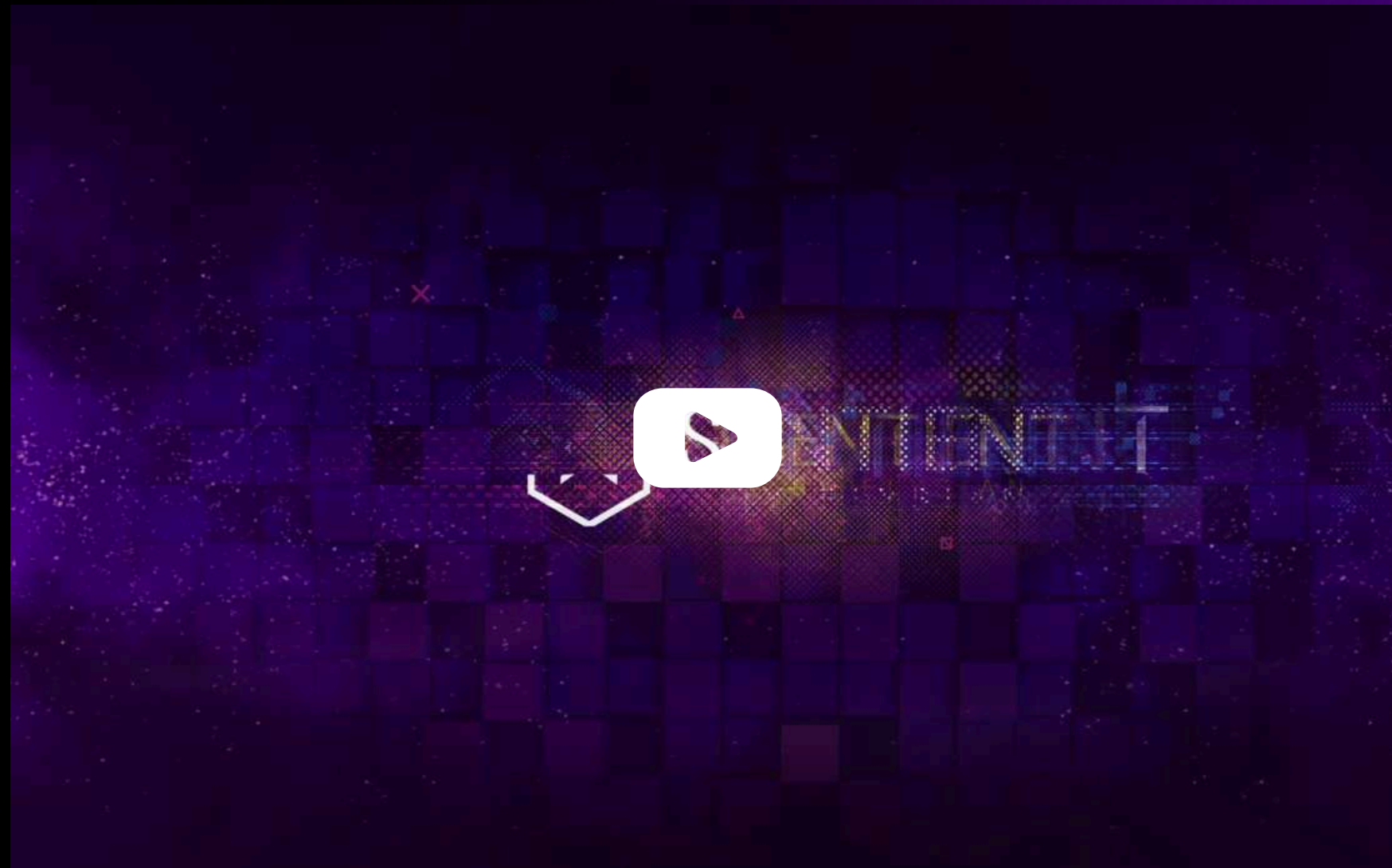
Designed as a visionary narrative tool, it engages visitors by delivering information and immersive storytelling in a dynamic, visually striking way. The 3D AI face serves as a powerful narrator, guiding audiences through experiences with tailored content and lifelike interactivity.



This technology combines sliding screen innovation with an interactive 3D AI face, built from flexible LED panels that are fully programmable with custom content and voice-over, offering a futuristic way to inform, educate, and narrate brand stories.



Ideal for brands, museums, and innovation hubs, it transforms storytelling into an unforgettable journey. Whether used for exhibitions, brand activations, or educational experiences, this cutting-edge installation captivates audiences and enhances engagement.



Conveyor Belt



Visitors encounter a lively conveyor belt displaying various products, complemented by an OLED screen that enhances engagement.



Each model stops at the OLED screen, which presents detailed product insights, including features and services. After a brief showcase, the product smoothly transitions to the next, ensuring a seamless experience.



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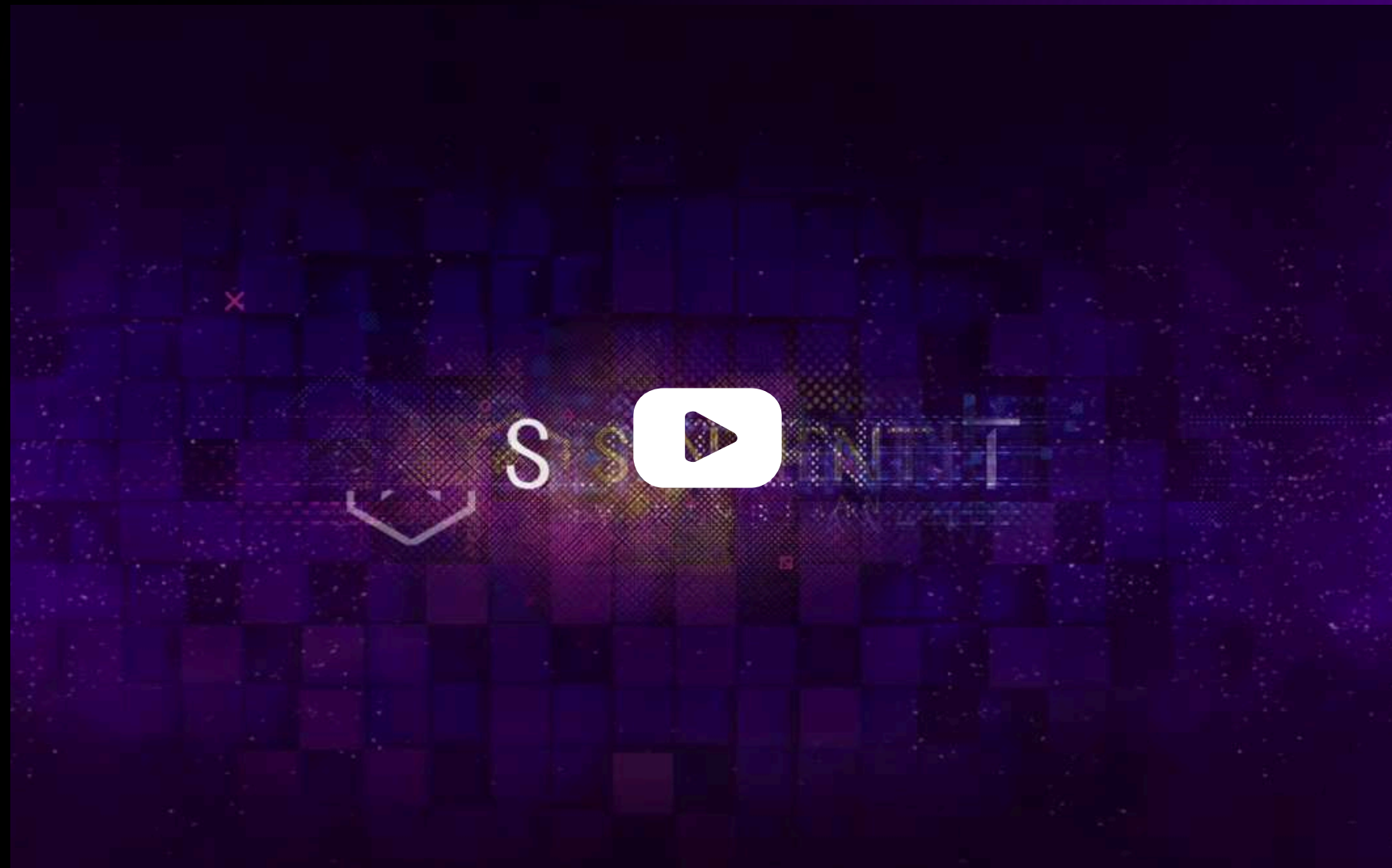
Kinetic Sensor Motion Activated LED Wall



As guests admire the wall, its kinetic features activate in response to sensory input and the movement of visitors interacting with it, creating a captivating, dynamic display that enhances the atmosphere of your stand. The LED wall can display the brands logo or interactive content.



This activation serves as a striking centerpiece, embodying the vibrancy and essence of your brand. It creates a memorable, immersive experience for your attendees. The wall can be customized depending on the size of the stand, or can also be used as a permanent installation in locations.



The Kinetic Wall



The Kinetic Wall captivates visitors with its stunning, dynamic movement that enhances the exhibition space. This interactive movement fosters curiosity and engagement, leaving visitors with a memorable experience.



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Kinetic Immersive Globe



Visitors are captivated by a kinetic globe that dynamically presents key insights. As they approach, the globe invites interaction, unveiling topics on innovation and technology transfer.



It smoothly expands into four sections, each highlighting a different initiative before seamlessly reforming into a cohesive display.



This activation delivers an engaging and informative experience, leaving visitors inspired by advancements in technological innovation and workforce development.



Kinetic Discovery Corner



Visitors are welcomed by a striking kinetic table and a vibrant LED backwall, setting the stage for an engaging experience. Visitors can interact with the transparent OLED covering features, product or even the brand.



The kinetic table enhances the visual experience with mood graphics and colors. The LED backwall projects relevant visuals and data that complement the chosen topic.



This activation creates an immersive and interactive environment, allowing visitors to engage directly with what the brand is offering. They leave feeling informed, gaining valuable insights into the diverse services offered and their impact across various industries.



Kinetic Lenticular Facade



Visitors are drawn in by its ability to shift between various designs in real-time, enhancing engagement and interaction with the content.



The LED-based lenticular displays offer dynamic, real-time design capabilities, shifting between various looks, animations, and videos, and are versatile enough to match event themes or architectural needs, creating captivating visual experiences for exhibitions and brand activations.



Whether it's a brand activation or a large-scale event, the facade adapts effortlessly to different themes, captivating audiences at every turn. This revolutionary facade transforms kinetic architecture into living art. By showcasing vibrant animations and videos, it offers endless design possibilities, ensuring every event leaves a lasting, unforgettable impression on attendees.



Kinetic Ceiling



As guests look up, the kinetic ceiling animates the space with fluid, dynamic motion. Captivating visitors, it enhances ambiance, sparks curiosity, and reinforces your brand's innovation.



The kinetic ceiling displays synchronized motion, customizable lighting, and effects creating an unforgettable experience, amplifying both visual and emotional impact. Fully adaptable, it can fit any stand or venue, serving as a temporary showstopper or a permanent installation to add an artistic, tech-driven touch to any space.



Kinetic Hoist Platform



Visitors step into the thrilling Race Elevate zone, where they are securely fastened to the floating race platform. For an enhanced experience, they can use VR goggles, fully immersing themselves in a high-speed, adrenaline-pumping race.



The platform seamlessly syncs with the VR visuals and the massive LED screen, immersing users in every twist, turn, and speed boost, making them feel like they're behind the wheel of a real race car. Once the race ends, users are smoothly lowered, and their performance is displayed on the screen, leaving them exhilarated and eager for another round.



Race Elevate technology can be used for brand activations, exhibitions, entertainment parks, corporate events, retail showrooms, sponsorships, marketing campaigns, and festivals, offering an immersive, high-energy racing experience to engage audiences and create unforgettable interactions.



The Kinetic Circular Panels



Visitors enter an open 360° environment that reflects transparency, collaboration, and the continuous flow of information within a connected ecosystem. As they move freely through the space, interactive screens enable them to explore key domains, initiatives, and themes, turning the experience into an engaging journey of discovery and understanding.



At the center of the space is the Tesseract, a holographic installation made up of multiple transparent screens that create a striking three-dimensional visual effect. This installation is surrounded by 12 LED panels and supported by four 30-inch interactive touchscreens. Additionally, LED floor tiles are integrated into the circulation paths. All these elements display animated patterns and work together as part of a cohesive system.



The result is an immersive and iconic centerpiece that attracts attention and encourages exploration. By combining interactive design with visual storytelling, the installation communicates scale, connectivity, and future ambition with clarity and impact, transforming complex information into a compelling experience.



The Kinetic Motion Table



Visitors engage with immersive 3D data visualizations that represent complex systems, advanced technologies, or data-driven processes. Through intuitive touch interaction, users can manipulate the table to adjust variables, explore interconnected environments, and navigate across multiple layers of information—transforming sophisticated concepts into a tangible, hands-on experience.



Positioned alongside the table, an accompanying podium extends the experience by presenting deeper insights into the underlying models and frameworks that drive real-time analysis and decision-making. Together, the Interactive Kinetic Table and Podium showcase dynamic data visualizations, predictive scenarios, and system simulations, enabling users to interact with evolving datasets and observe how changes influence outcomes.



This installation reveals the foundations behind modern intelligent systems and interconnected infrastructures. It empowers audiences to better understand how data, automation, and advanced computational approaches can optimize performance, improve efficiency, and unlock new possibilities across a wide range of applications.



The Immersive OLED Door



Visitors begin their journey through the OLED Wall Sliding Door, where the entryway transforms into a striking digital canvas that blends storytelling with the brand identity.



What appears at first as a sleek architectural feature gradually comes to life, unfolding with vibrant visuals and motion graphics that introduce the narrative of innovation, sustainability, and energy transformation. This transition from physical space to immersive media creates a powerful first impression, guiding visitors seamlessly into the experience ahead. As guests approach, motion or touch interaction activates the OLED surface, triggering dynamic brand messages and visual sequences. The interface responds intuitively to user presence, adjusting the intensity and progression of the visuals in real time.



Through this responsive interaction, the installation transforms the act of entry into an engaging moment of discovery that sets the tone for the entire visitor journey.

INTERACTIVE EXPERIENCE SYSTEMS



The Adaptive Perspective Display



From the moment a guest steps into the booth, the AI Video Experience feels instant and magical. A single photo is captured, and within seconds, it transforms into a cinematic, animated video or GIF—playing back on a large LED screen as a personalized micro-story.



Users guide the experience by choosing a visual theme or using voice prompts, watching as their image comes alive with motion, atmosphere, and stylized effects. Behind the scenes, multimodal AI analyzes facial detail, body pose, lighting, and environment to enhance, animate, and extend the scene in real time. The result is fast, immersive, and deeply shareable—turning a simple capture into a moment people remember.



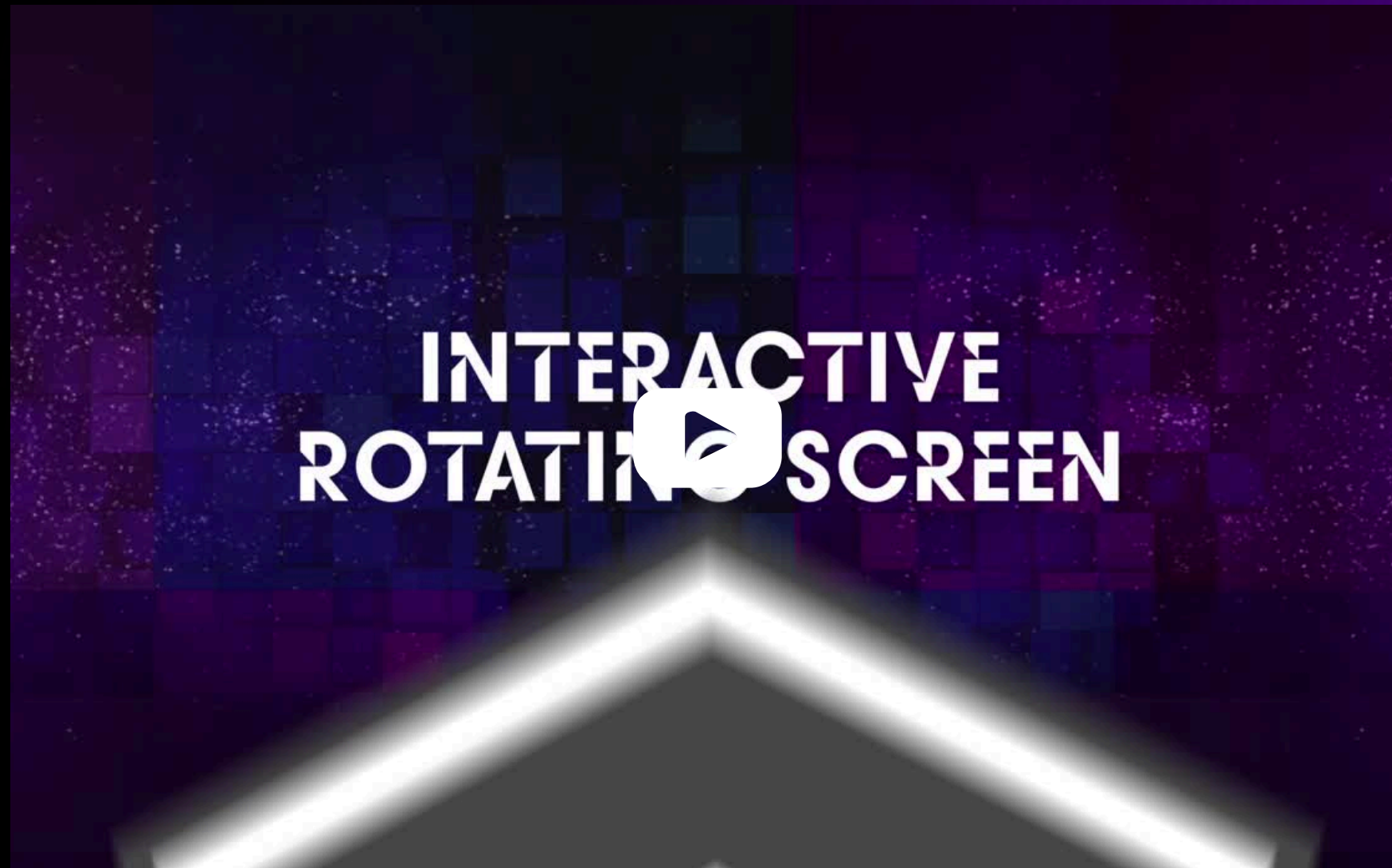
AI Video Experience



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Interactive Rotating Screen



Visitors are introduced to a future-ready platform that automates data classification and cost mapping, helping reduce operational backlogs and improve system accuracy. Their attention is first captured by a rotating central display ring, where a circular kinetic screen presents an evolving data landscape.

Gesture or touch inputs trigger synchronized reactions across surrounding branch screens, immersing users in real-time dashboards, validation insights, and forward-looking workflow scenarios.



The feature element is a powder-coated metal display ring suspended from a modular ceiling grid, containing a circular screen framed with reflective vinyl and tinted glass. Surrounding branch screens are flush-mounted into HPL wall panels, displaying dashboards and narrative content supported by integrated lighting. A coordinated AV system synchronizes visuals, sound, and motion. Triadic seating pods and communication-enabled demo stations facilitate focused interactions and live explorations.



The Future Forge Booth



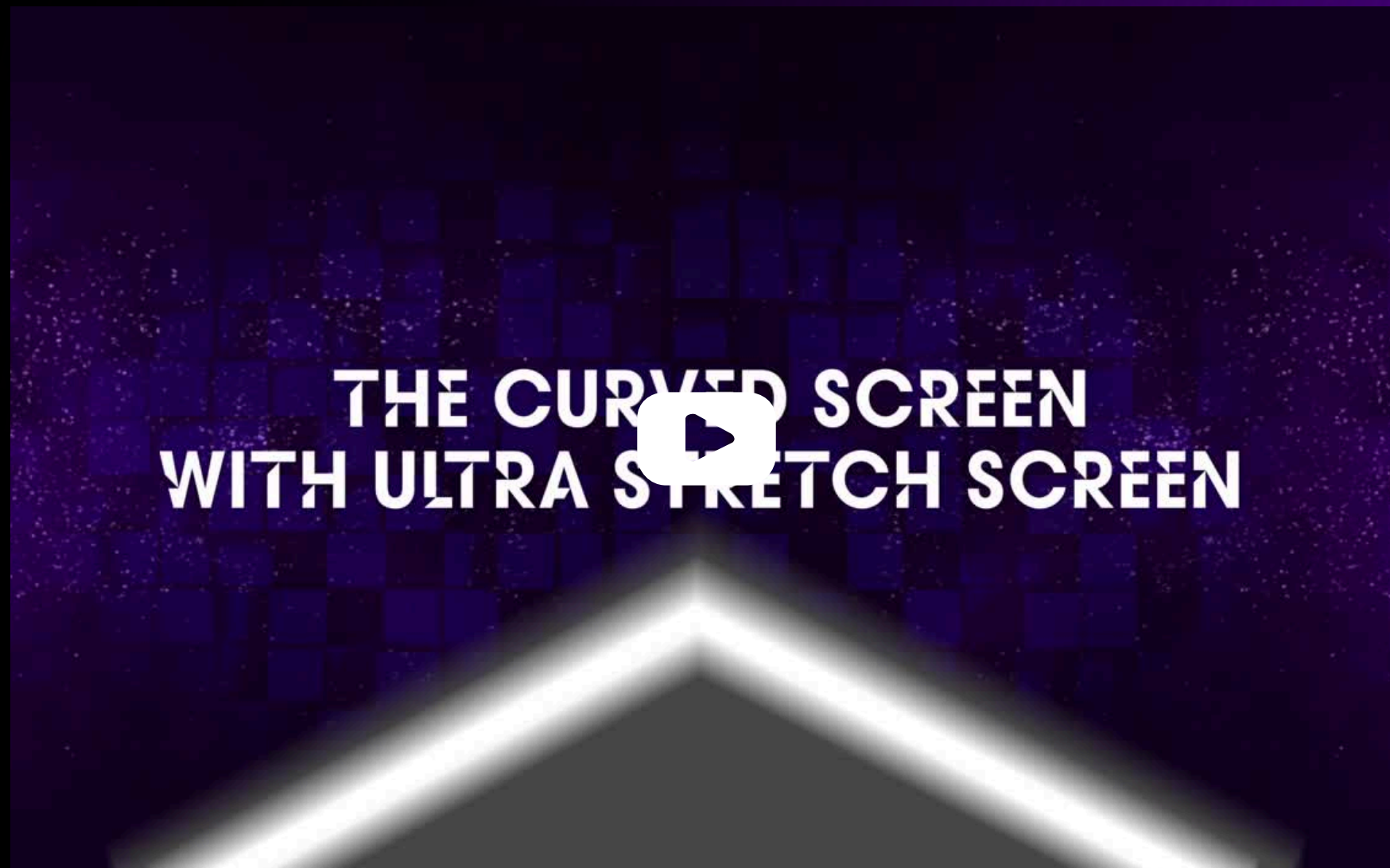
This immersive activation introduces visitors to the core pillars of the ecosystem: Each pillar is represented by a mini holotube, designed with a distinct UI theme and visual identity that reflects the pillar's purpose. The holotubes act as physical keys to the digital experience.

The system instantly recognizes the holotube and triggers a tailored content journey on the 75-inch display.



The screen transitions into a fully immersive sequence—featuring animated product walkthroughs, dashboard-style interfaces, customer scenarios, benefit highlights, and motion-designed storytelling that aligns with the selected pillar.

This installation transforms complex financial offerings into an interactive, tactile, and intuitive experience. Pairing physical objects with dynamic digital content helps visitors understand the ecosystem at a glance—making each pillar memorable, approachable, and clearly differentiated.



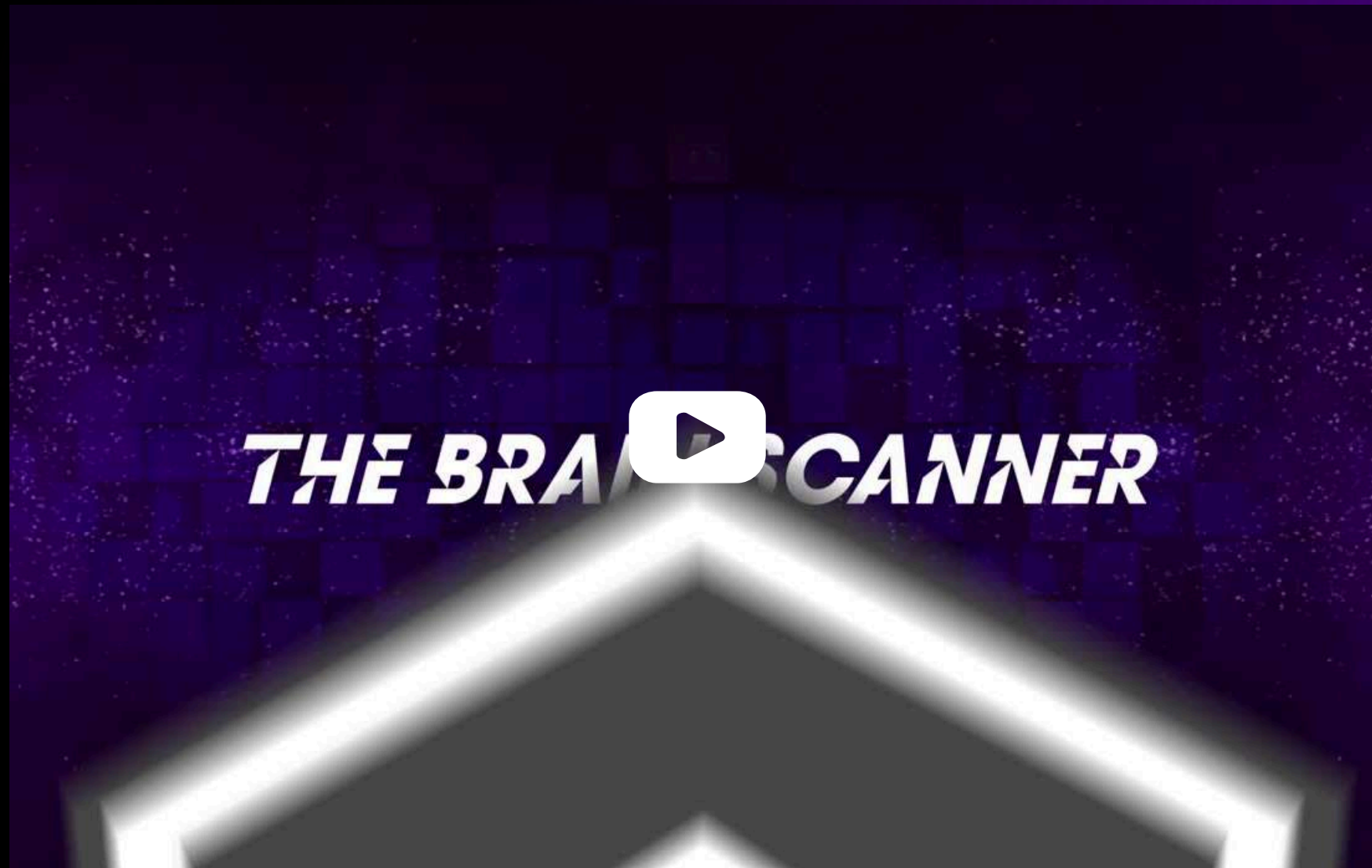
The Curved Screen with Ultra Stretch Screen



This installation blends precision and warmth through a dual-display system featuring a 55-inch curved OLED screen paired with an ultra-stretch interactive touchscreen. The curved screen surrounds viewers with rich panoramic visuals, while the stretch display adds an intuitive layer of exploration. With a single tap, the experience begins.



Visitors can navigate themes such as preventive health, community programs, and wellbeing initiatives—each revealed through fluid transitions and illuminated motion paths. Every interaction unlocks deeper insights, creating a personal and human-centered connection to the platform's mission.



The Brain Scanner



Immersive biometric experience that uses psychographic cues to curate personalized content for every visitor. Inside a softly lit neural pod, guests complete a 90-second sensory survey guided by an AI. Abstract visuals, soundscapes, and instinctive choices reveal emotional patterns that the system transforms into a customized cinematic content burst.



Visitors enter the pod and activate a biometric scanner.

A fast sequence of abstract prompts and surreal visuals unfolds, encouraging instinctive responses.

Data particles form a glowing emotional profile—from Adrenaline to Empathy and beyond.

The experience concludes with a personalized montage and a set of content recommendations delivered via QR code.



Multi-sensory light, audio, and motion cues create a focused, atmospheric environment.

Biometric input and responsive visuals make each journey feel unique and personal.

Translating emotional signals into real-time psychographic profiles. Visitors leave with a tailored recommendation set and a clear sense of intelligent content curation.



The Quest Station



Visitors sign in using a digital kiosk, after which a short onboarding tutorial appears which explains the game's objective setting the tone for an engaging and purpose-driven experience.

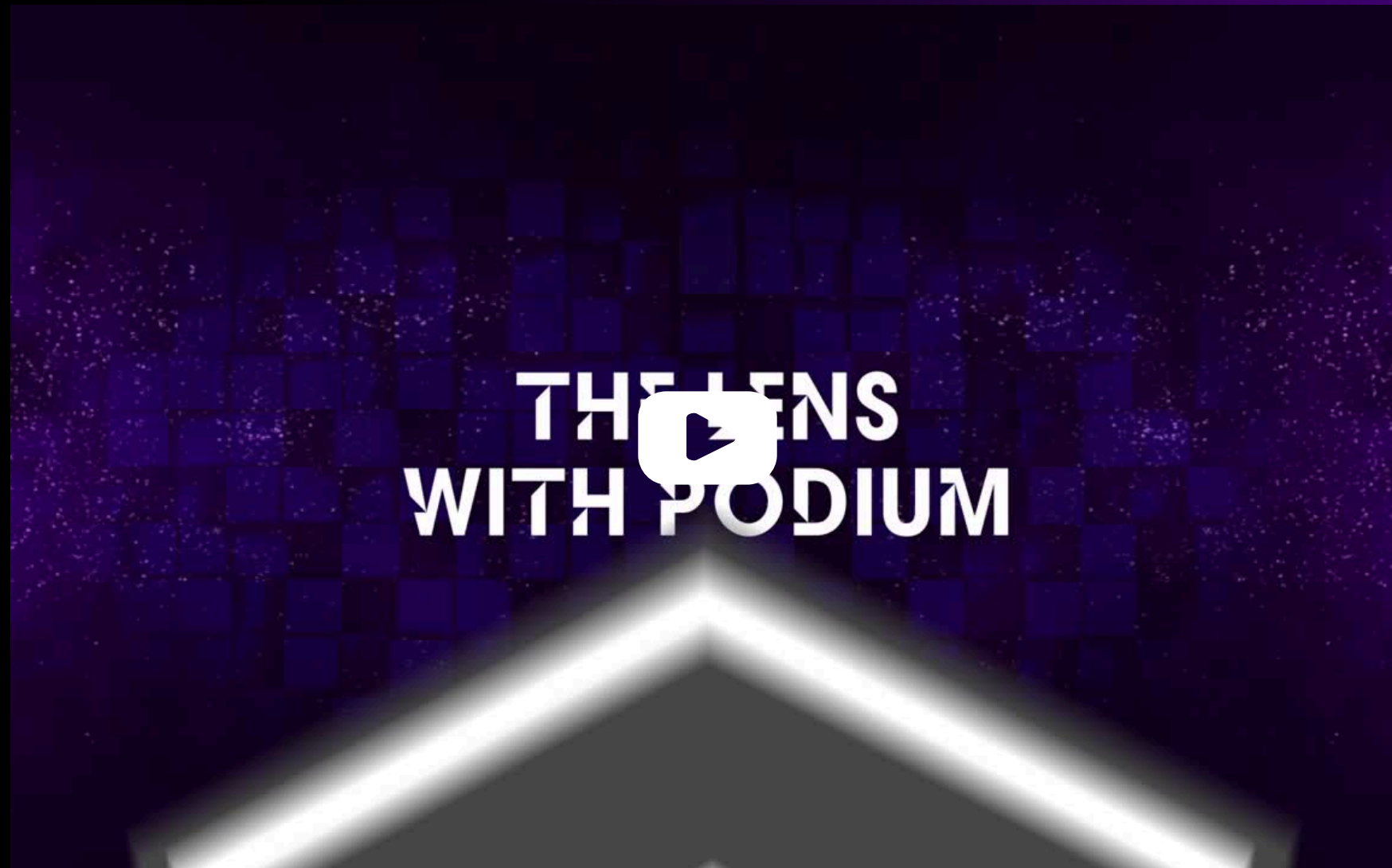


Once registered, visitors receive a Smart Band, which activates the interactive gameplay. The band tracks movement, interactions, and performance throughout the experience, making each user's journey unique.



visitors step into the game environment. Using the smart band, they collect tokens. After completing the first challenge, the player advances to the next level where they can choose between different missions.

At the end of the journey, players reach the Leaderboard, where their total points, top choices, and best achievements appear in real time.



The Lens with Podium



The Lens Podium is an iconic interactive sculpture designed to transform complex digital systems into a powerful physical experience. It captures attention through depth, reflection, and motion, turning invisible data into a striking visual statement.



The installation features a circular mirrored structure with wrap-around flexible LED surfaces and a front-facing interactive control interface. Through gesture and touch, visitors activate three-dimensional motion graphics that visualise dynamic data flows and system connections in real time.



Fully customizable in size, content, and visual style, The Sovereign Lens is ideal for exhibitions, flagship brand experiences, and technology showcases—built to communicate scale, control, and digital authority with impact.



Augmented Reality Sliding Screen



Visitors are drawn to a captivating LED Wall with an embedded slider screen that dynamically displays relevant information about the brand and its products.



An integrated back LED provides real-time information about the brand, allowing visitors to explore more detailed information by sliding the screen and viewing.



This activation offers an engaging and informative experience, leaving visitors inspired by the brands dedication to technological innovation.



Analog Augmented Reality Sliding Screen



Guests will engage with an interactive steering system and live rotating car models for a hands-on experience. Visitors can control the experience via tablet, enjoying a dynamic, AR-driven environment.



The cutting-edge technology blends augmented reality with a tablet-controlled steering system for an immersive, interactive experience. Live rotating car models respond to user input, while the AR manual sliding screen lets customers explore the brand in an engaging new way.



Perfect for product showcases, trade shows, and any space looking to elevate customer engagement.



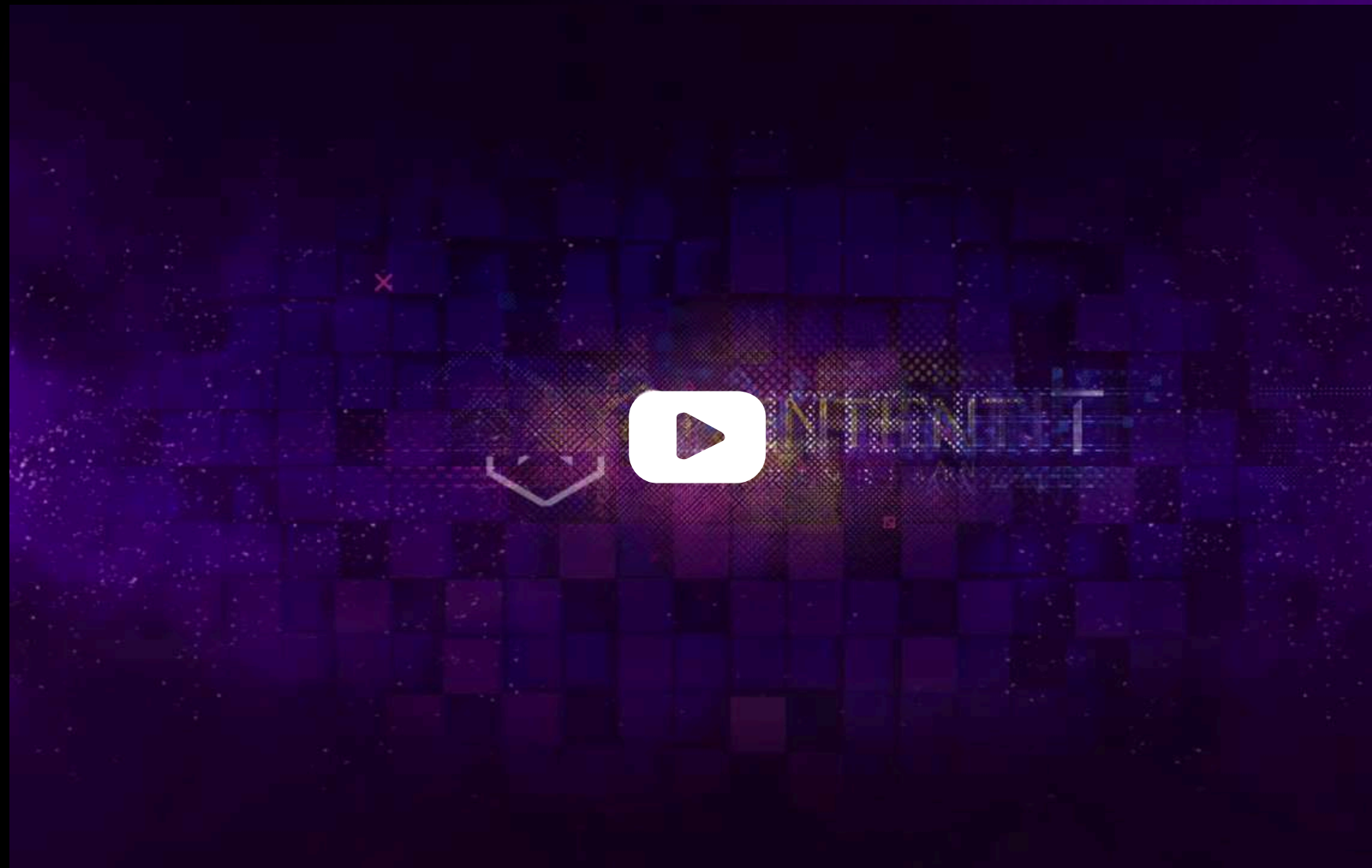
Tangible Table with Curved Screen



Visitors begin by tapping or selecting elements on the tabletop interface.



The table presents content in an intuitive grid or icon-based layout, allowing users to browse through different categories at their own pace. When a user selects a program, initiative, or topic on the Tangible Table, the system immediately links this interaction to the main LED wall. The main LED wall comes to life, presenting large, high-impact visuals such as videos, animations, and infographics related to the visitor's chosen topic. Visitors can continue selecting additional items on the Tangible Table to explore more content. Each selection updates the LED wall instantly, creating a continuous, fluid learning journey.



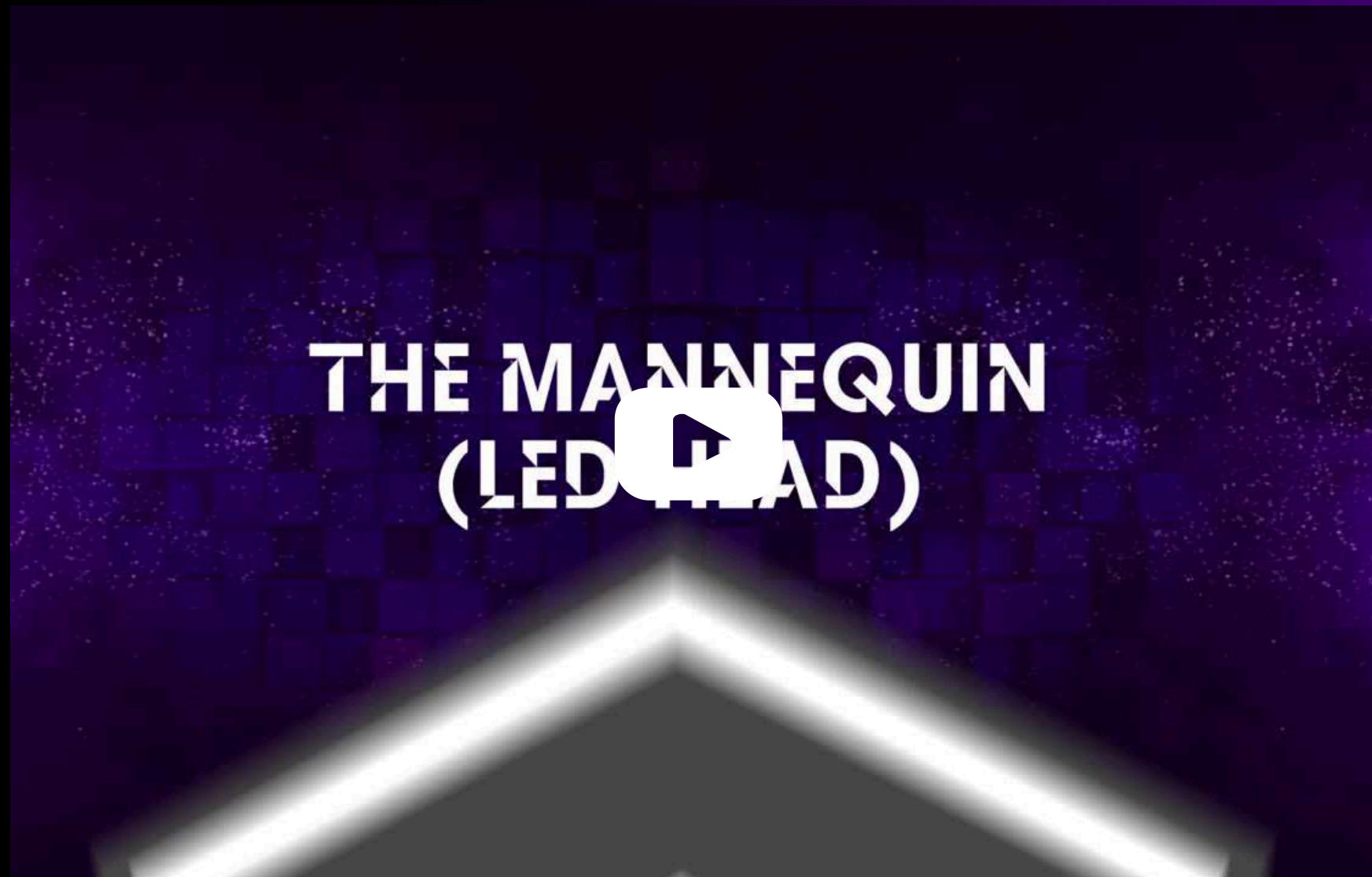
Sustainability Table



The Sustainability Table offers an immersive experience where users can explore 3D sustainability models in VR, interact with event-related data through a transparent touchscreen, and see physical models rotate dynamically based on their selections. A dial control further enhances engagement, allowing visitors to navigate and manipulate content intuitively.



Ideal for exhibitions, corporate events, and sustainability showcases, this activation provides an engaging, educational, and interactive way to explore key topics.



The Mannequin with LED Head



Visitors will interact with the Mannequin as it presents a multi-perspective custom created content. It also serve as an interactive tech or information enquiry kiosk to visitors in all direction.



The Mannequin can also be further customized to personalized interactions where they can be upgraded with cameras enabling precise user tracking for tailored interactions using AI that can leave a lasting impression for visitors.



Static Lenticular Facade



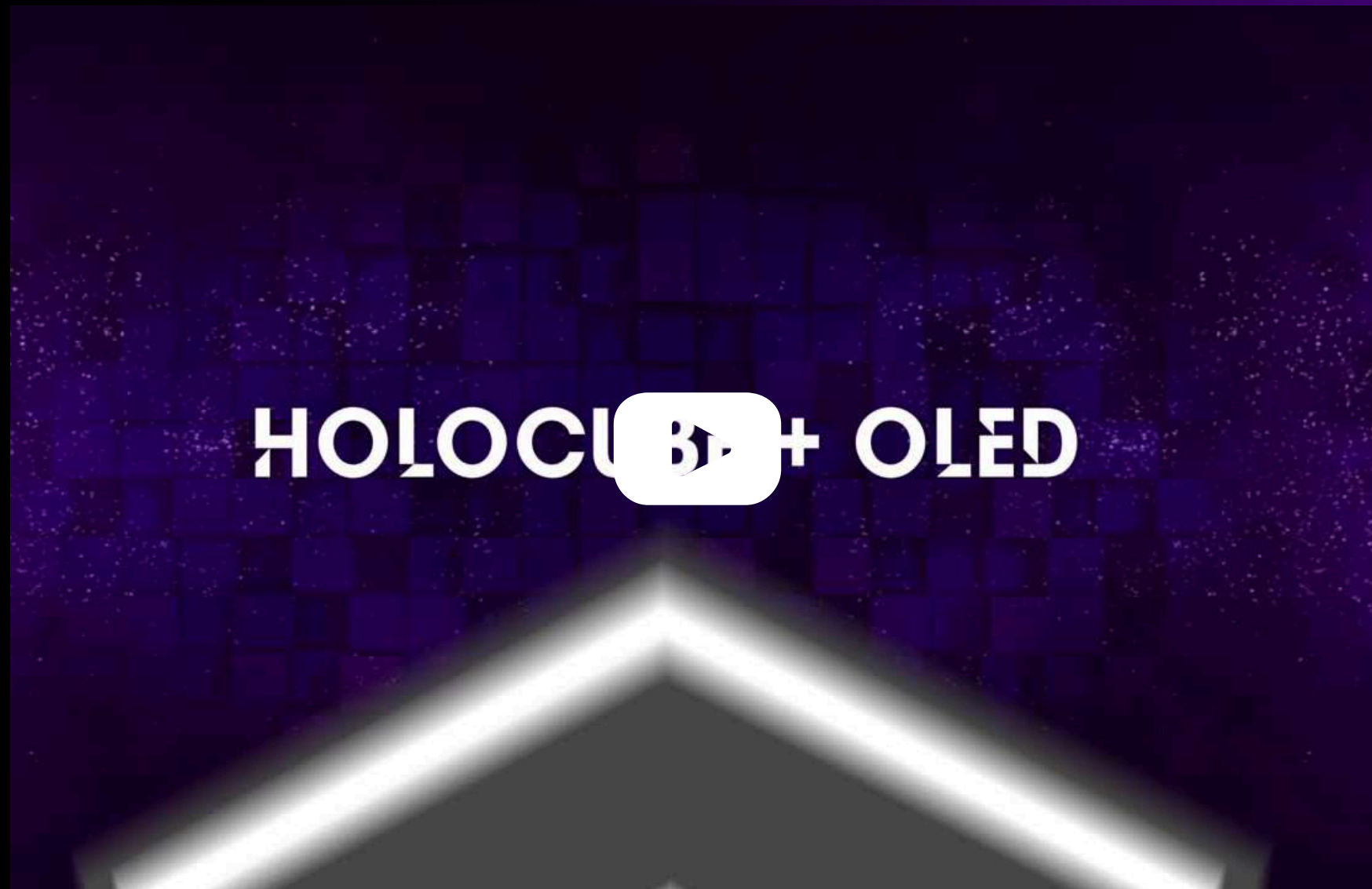
Visitors are drawn to this façade by its ability to instantly transform between multiple designs in real time, enhancing engagement and interaction with the displayed content.



The lens screens, powered by advanced LED technology, offer dynamic design capabilities that enable seamless transitions between different visual patterns, animations, and video content. Their flexibility allows them to adapt easily to event themes or architectural requirements, creating captivating visual experiences suited for exhibitions and brand activations alike.



By displaying vibrant animations and video content, the façade transforms static architecture into living art and ensures every event leaves a memorable visual impression.



The Holocube with OLED



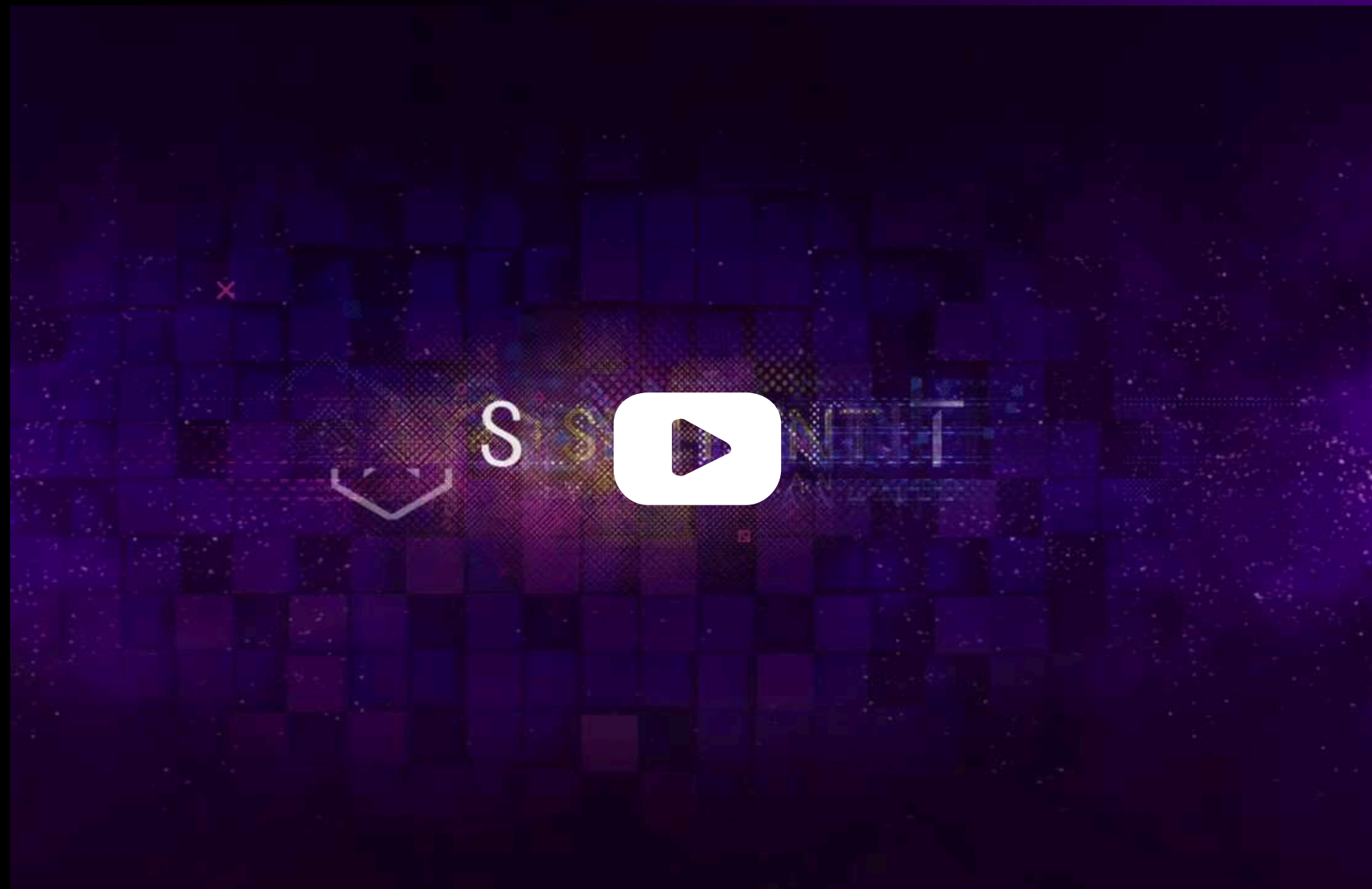
The Transparent OLED display merges digital and physical worlds, offering an immersive, touch-sensitive experience. It presents information while remaining transparent, allowing visitors to see real-world surroundings.



Behind it, 3D holograms bring products to life, enabling hands-on interaction. Combined with a hologram room, this setup creates a futuristic atmosphere that reflects the healthcare sector's transformation.



Captivating visuals and interactive holograms immerse visitors in a dynamic, informative experience blending innovation, technology, and real-world context.



Immersive Room



Designed for immersive interactivity, the model brings scenarios to life with a high level of realism, aligning seamlessly with the brand's vision and allowing the visitor to immerse themselves with the content presented.



This technology allows you to showcase multiple scenarios or a single concept using a 3D physical model enclosed in glass. Fully customizable, it enables you to highlight key features or products, creating an engaging experience that enhances brand and product awareness.



Integrated LED screens display dynamic content, while discreet triggers enable smooth interaction, controlled either by a presenter using a clicker or via an iPad, ensuring a seamless and engaging presentation.



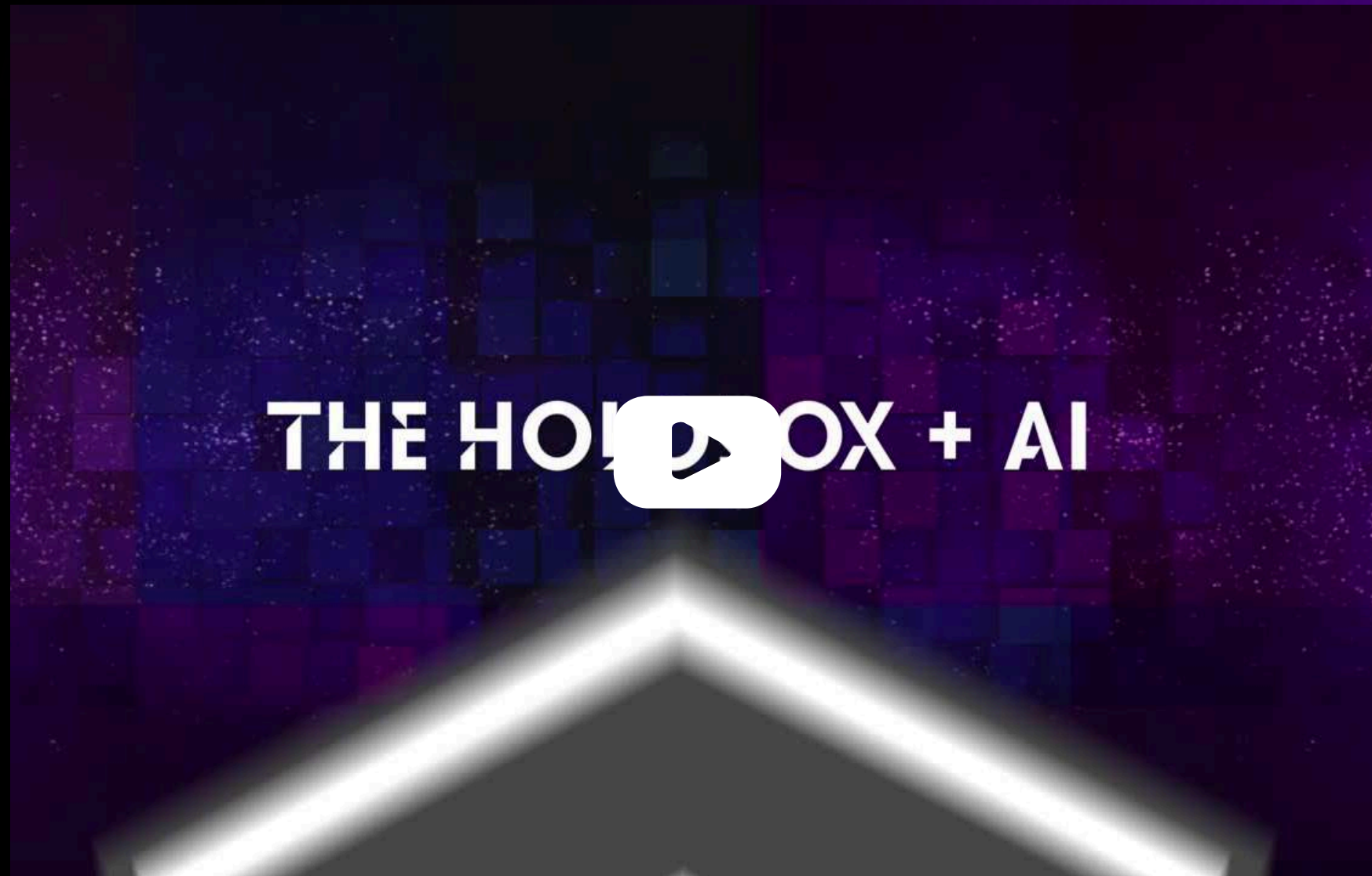
Isolation Pod



Visitors are drawn to the sleek isolation pod, offering a personal and immersive experience. Inside, they find a comfortable seat and a vibrant transparent screen showcasing your products and services. Using touch controls, they can easily explore specific services of interest, leaving with a deeper understanding of your brand.



The pod features a transparent screen and intuitive touch controls, creating an interactive, dynamic display. This tech-driven activation provides a focused, engaging way for visitors to explore your brand's offerings and gain awareness of your products and services.



Holobox with Avatar



The Holobox installation transforms complex industrial ecosystems into a holographic, spatial narrative—bringing large-scale developments into a visually compelling, immersive format. Instead of a traditional avatar, the Holobox showcases high-resolution 3D renders of the site, allowing visitors to experience the masterplan as a living, evolving environment suspended within the display.



Through an integrated touchscreen interface, visitors can interact with the holographic model—triggering animations that reveal different layers of the ecosystem, from major production facilities and industrial clusters to infrastructure networks and logistics corridors. As the experience unfolds, the content highlights how the development integrates large-scale manufacturing, low-carbon solutions, and advanced logistics capabilities to enable new value chains and support sustainable industrial growth.



The Circular Immersive Touchscreen



The Circular Immersive Touchscreen is an interactive display designed to present complex ecosystems, services, or processes through a visually engaging and intuitive interface.



Built around a continuous circular format, the experience reflects the idea of interconnected systems and ongoing flow. Visitors engage directly with the display, selecting different segments to explore layered content, from high-level overviews to more detailed insights. The interface combines responsive UI, 3D visualizations, and animated data flows to translate intricate structures into a clear and compelling digital narrative. As users navigate the experience, they gain a better understanding of how different components connect and operate within a unified system.



By merging interaction design with visual storytelling, the installation delivers an experience that is both informative and visually impactful, adaptable to a wide range of applications and industries.



AI Photo Booth



Guests are invited to capture memorable moments through an interactive and engaging digital experience. Visitors can select from a range of backgrounds, visual environments, or stylistic effects, allowing AI-generated visuals to enhance their photos. Once captured, images are instantly processed and made available via QR code or email, enabling quick downloads and easy sharing across personal devices and social platforms.



The AI-powered photobooth operates through an integrated touchscreen interface, offering flexibility in setup and ensuring a smooth guest flow throughout the space. The system combines artificial intelligence with intuitive controls to deliver a seamless, interactive experience.



Designed to be intuitive and seamless, the experience combines artificial intelligence with user-friendly interaction to create a fun, efficient, and memorable engagement point within the exhibition environment.

SIGNATURE INSTALLATION



Paradigm Tunnel



As visitors walk through, the walls become the ceiling, then reappear on the other side, enveloping you in a story unfolding around you. The audio narration guides your journey, taking you on an epic adventure. Think past triumphs, present awesomeness, and a launchpad to the future!



The transformation passageway is a portal to a world of dynamic visuals, where 85-inch Ultra HD displays dance around you. Each screen seamlessly shifts and transforms, creating a mind-bending immersive experience.



The purpose of this tech is to leave a powerful message unfolds, leaving a lasting impression on everyone who walks through.



The Gyroscope



Visitors will engage with the installation that is designed to capture attention and spark emotions and create truly unforgettable moments.

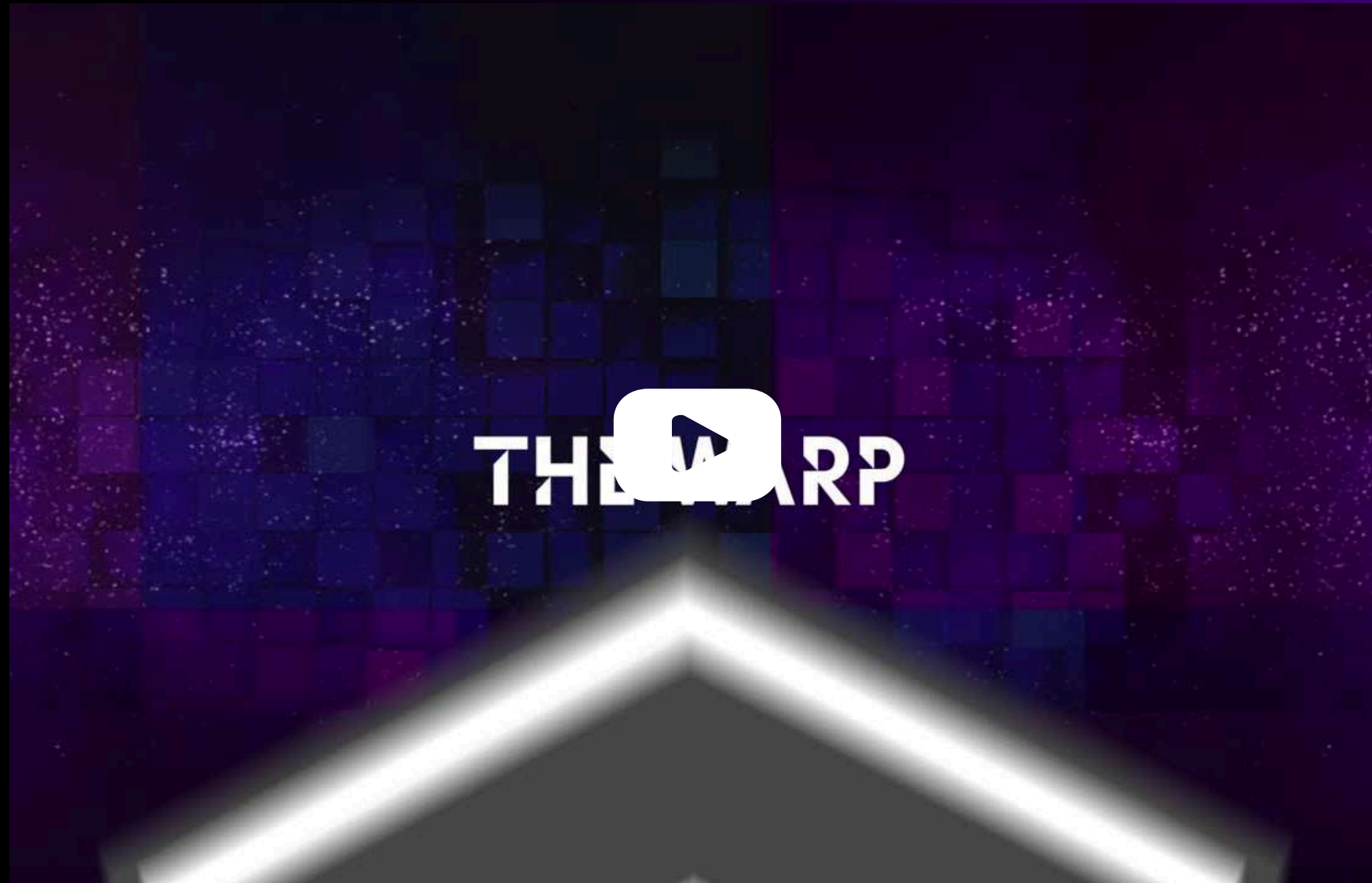


A kinetic 4.2 meters in diameter, an ode to the quantum drum's gyroscopic magic. Its four ringed wonders, adorned with pixel-perfect LEDs and sleek chrome, whirl gracefully, projecting mesmerizing content as they dance through space.



The purpose of this tech is for brand narratives, a muse for live performances, an interactive gateway to novel experiences. It offers a revolutionary solution: captivating kinetic installations that transform storytelling!

The size of the tech can be customized according to the available space or client requirement.



The Warp



Visitors will experience a convergence of art and technology with The Warp, a symphony of light and motion within an octagonal frame. Featuring high-resolution imagery and bespoke motion, its adaptable size fits any space, enhancing brand storytelling, live performances, and event atmospheres.



The Warp is a kinetic installation inspired by Anthony Howe's art, featuring 36 displays that weave motion and high-resolution imagery within an octagonal frame, offering versatile stand-alone or unified experiences, with an adaptable size to suit client needs and available space for any event.



The Warp is an immersive journey into innovation, offering brands and event organizers a transformative platform for exhibitions, product launches, live performances, and innovation hubs, ensuring an unforgettable impact.



The Metamorphosis



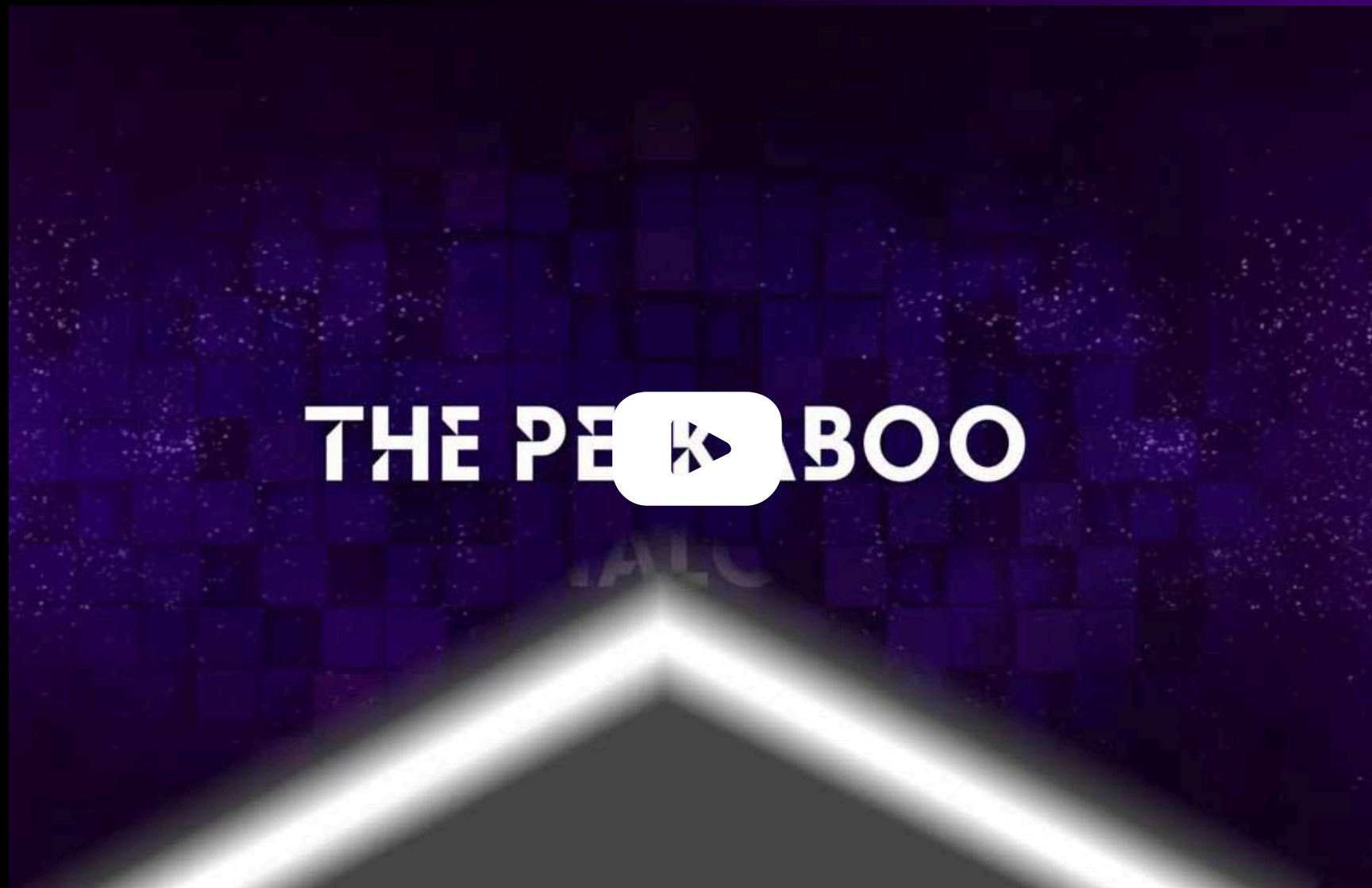
Visitors are instantly captivated by a breathtaking kinetic shapeshifting orb sculpture, shimmering within a 6x6m translucent mesh cage. The orb's reflective surface dances with whimsical digital content displayed on the mesh screens, creating an immersive visual spectacle.



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 Peekaboo



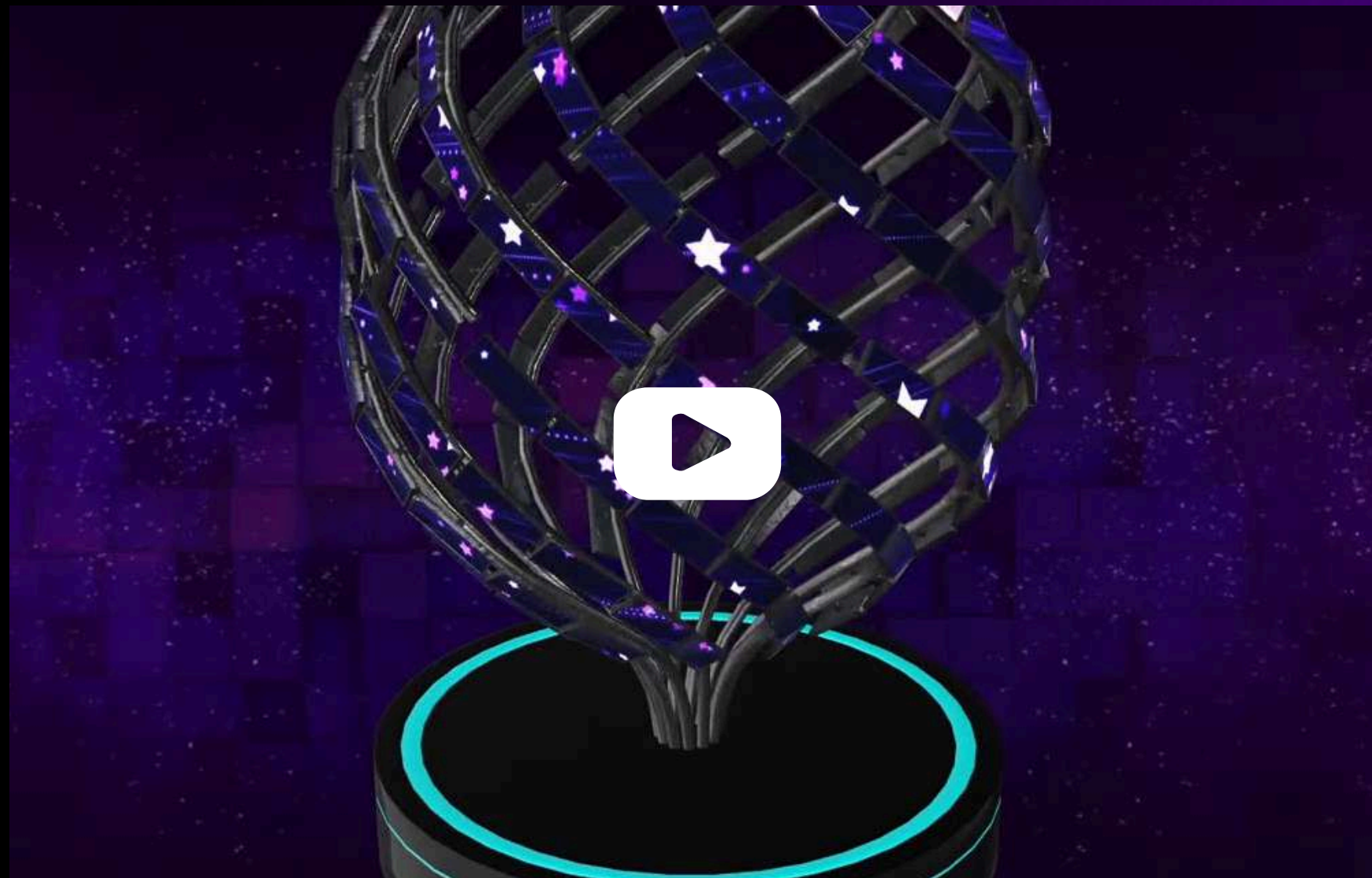
The Peekaboo journey captivates audiences with its rotating LED display, engages through interactive elements, immerses with synchronized audio-visual experiences, creates lasting impressions through multi-sensory stimulation, and converts engagement into action through emotional connection.



Peekaboo features a 6 meter rotating platform visible in crowded venues, high-resolution LED displays for vibrant content, precision motion control for smooth movement, sensors that respond to audience interactions, and directional audio that enhances immersion.



Peekaboo delivers maximum impact at product launches, trade shows, and major corporate events where brands need to stand out and create memorable audience experiences.



The Hive



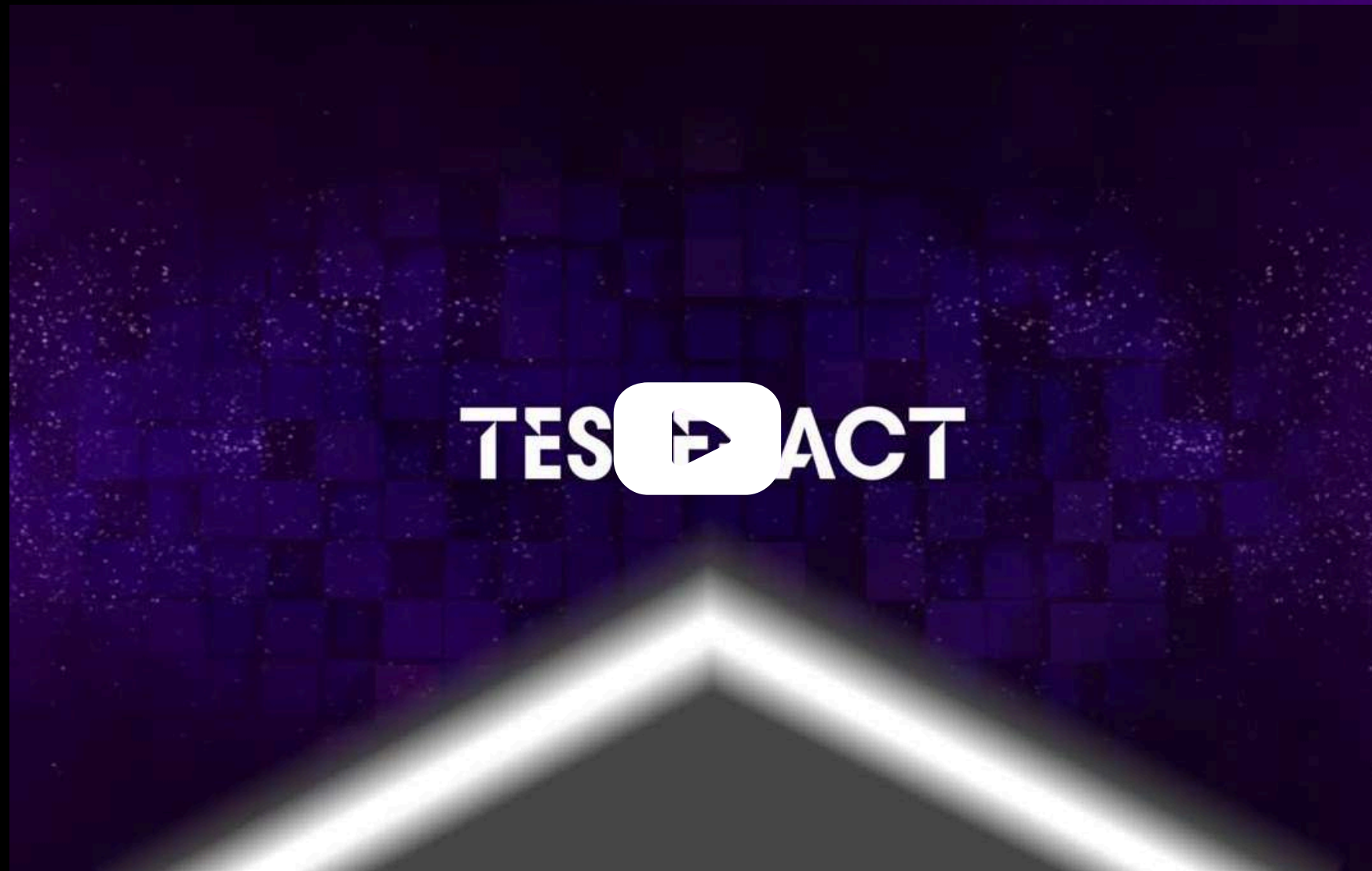
Visitors won't just see a sculpture—the technology integrates holographic volumetric displays, bringing captivating content to life.



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



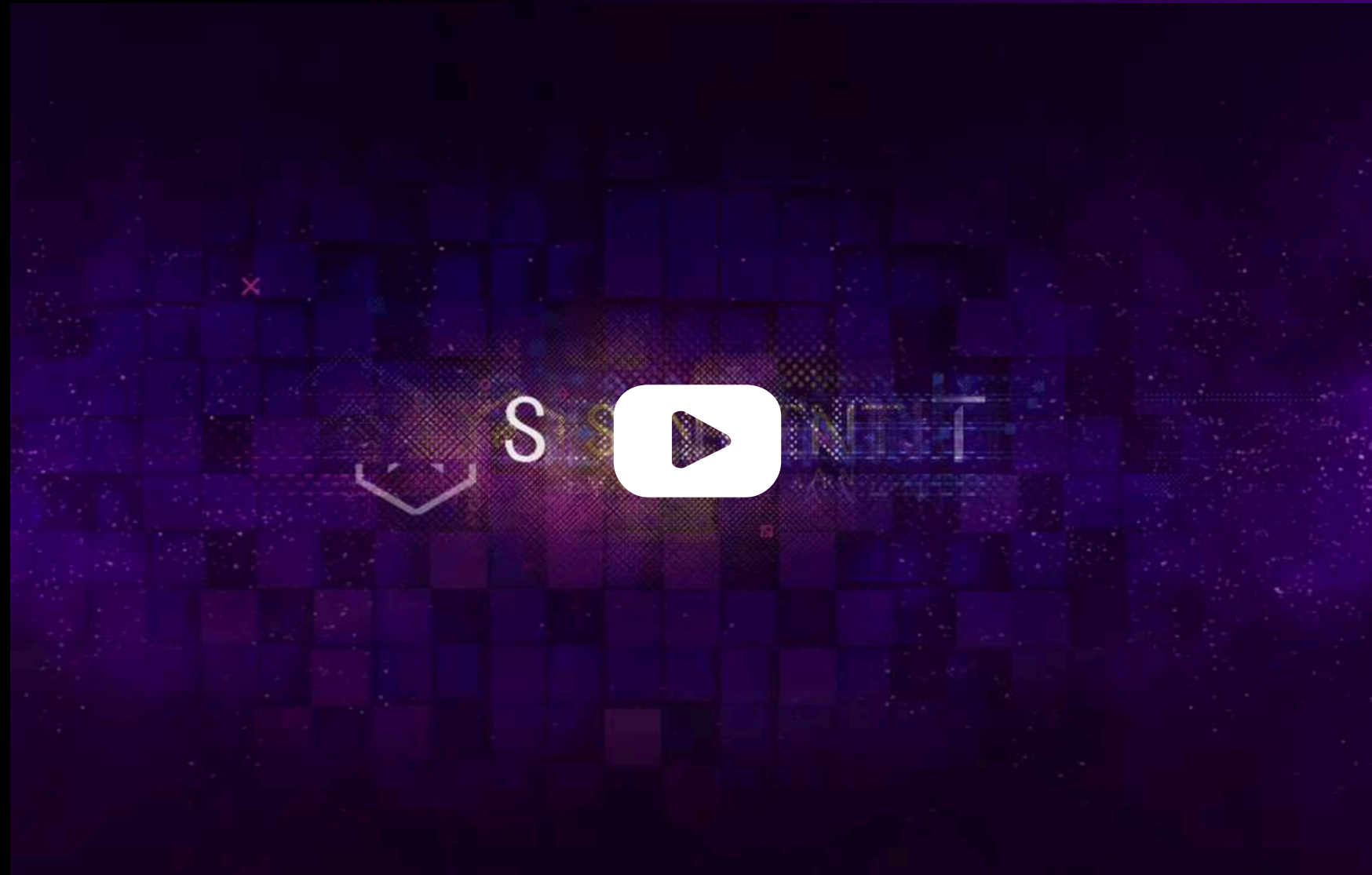
Visitors are instantly captivated by the stunning Holographic Tesseract, featuring multiple transparent screens that create a striking 3D effect. As they draw closer, the tesseract comes to life, showcasing vivid holographic content that represents the brands logo, their products and features.



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 Celestial Spiral



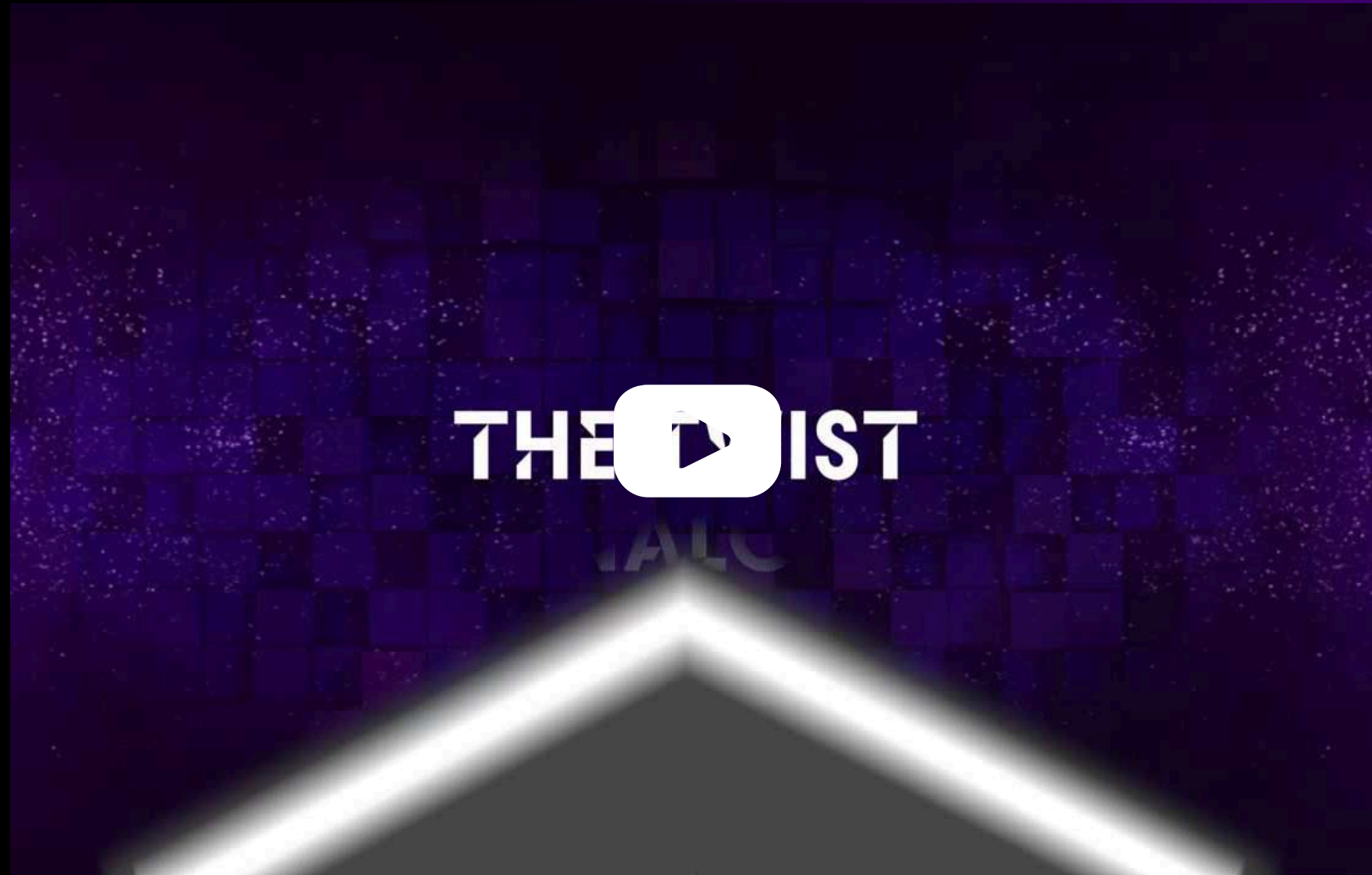
Visitors will journey through an architectural marvel, where its reflective volumetric screens.



The Celestial Spiral is a cutting-edge storytelling display that combines cutting-edge tech with mesmerizing visuals. It features 33 ultra-HD displays, a 4.2-meter spiral, and real-time AI interactions.



The tech allows guests to showcase the brand story in an immersive and unforgettable way, offering endless possibilities for captivating graphics and interactive experiences.



The Twist



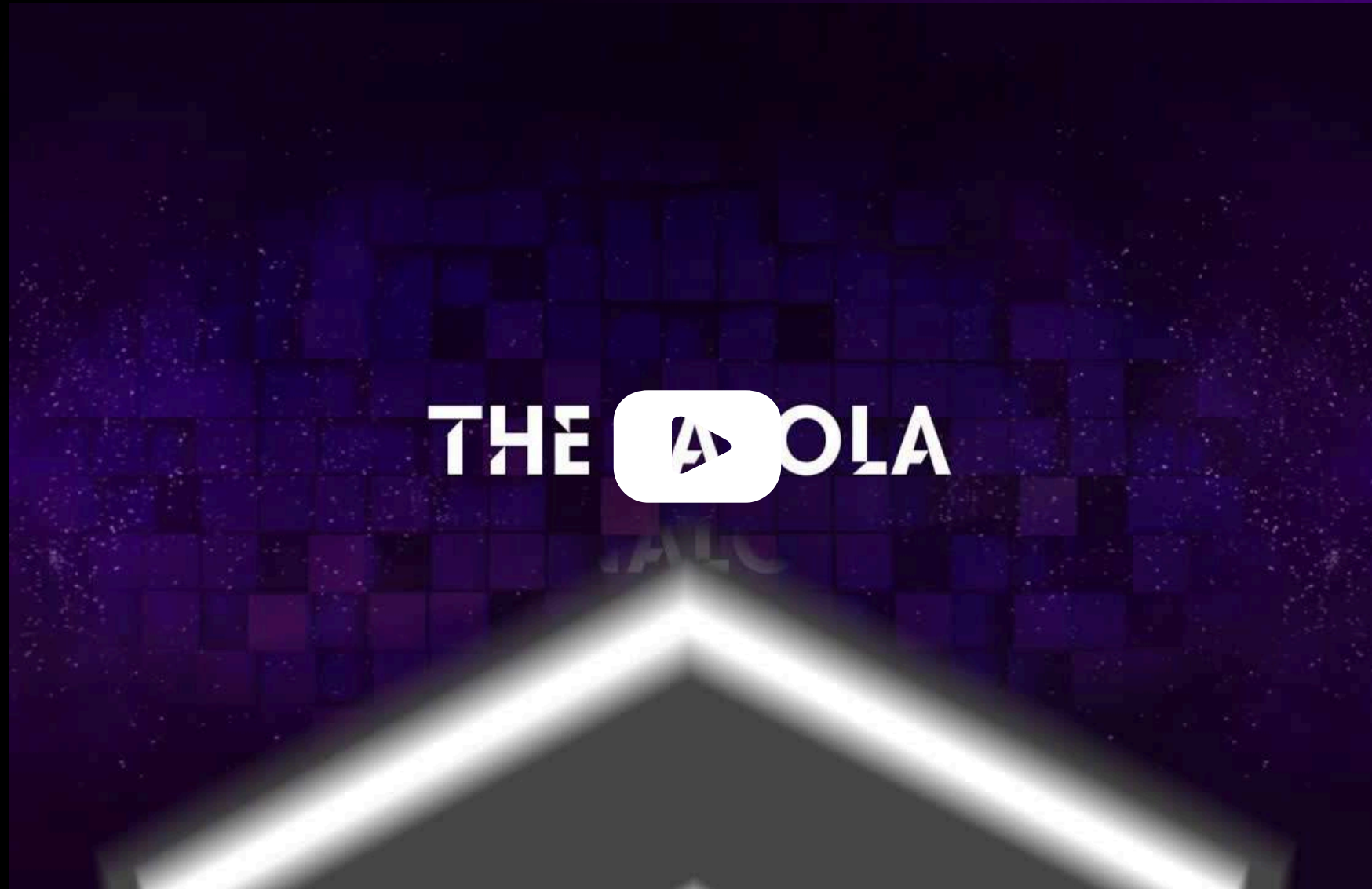
Visitors will journey through a 4.2-meter architectural marvel, where its reflective mirror base immerses them in a visual celebration of the city's ambition to redefine the digital frontier.



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, they are captivated by Patola, a dynamic centerpiece blending art and technology. Its rotating structure symbolizes energy and power, enhanced by synchronized audio, LED rings, and light effects, creating an unforgettable spectacle.



The rotating LED rings serve as a striking visual metaphor for sustainability, movement, and renewal—echoing the perpetual cycle of nature and innovation. Whether showcased at an exhibition, a corporate event, or a grand activation, this kinetic installation stands as a powerful statement of progress and transformation.



Beyond its aesthetic appeal, Patola is a true showstopper, adaptable to various themes and event narratives. By integrating Patola into an event, brands can create a compelling visual and sensory experience that not only draws attention but also sparks thought-provoking conversations about the future of energy and sustainability.



The Quantum LED Sculpture



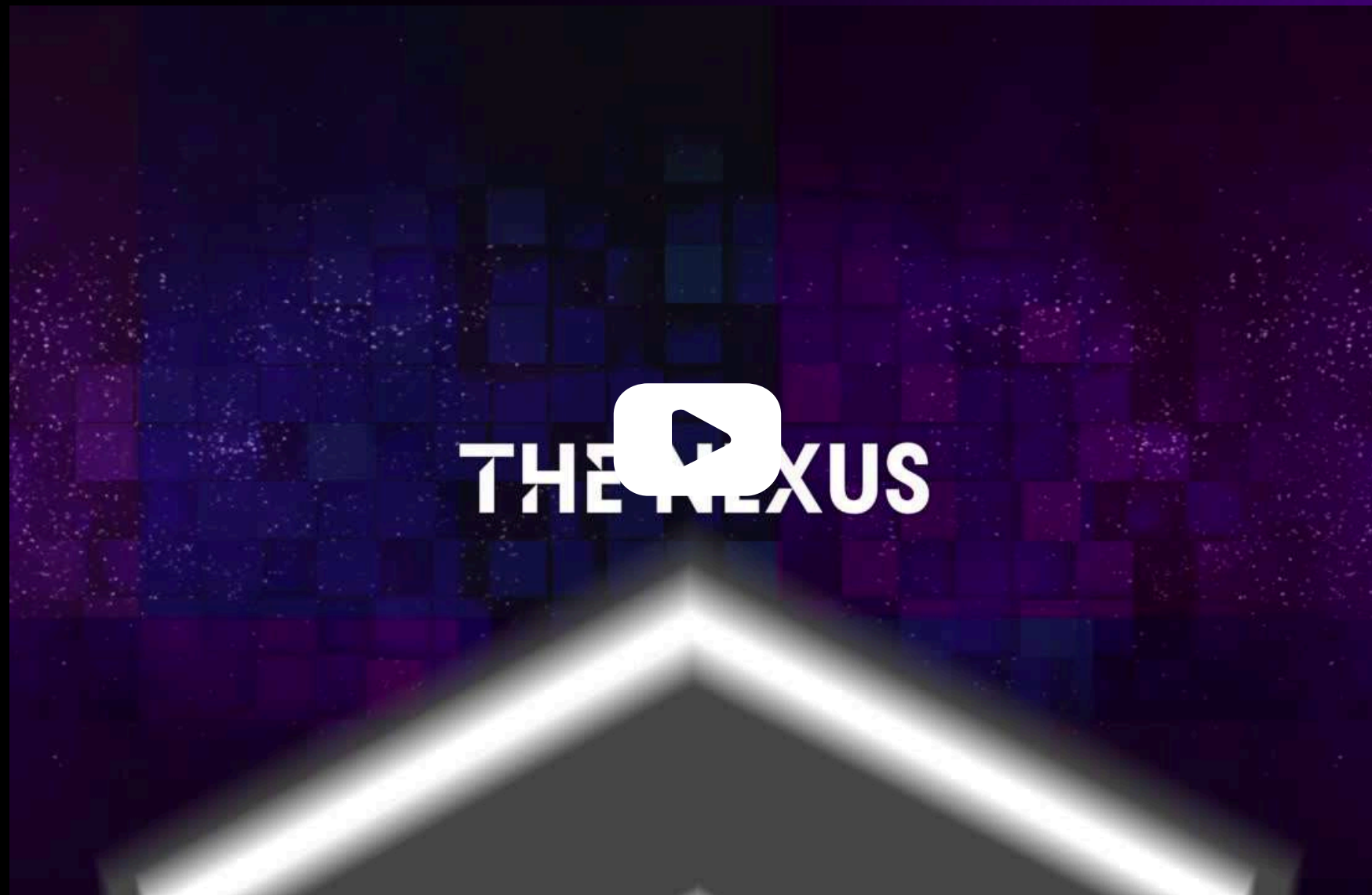
The Quantum LED Sculpture is designed to grab attention and enhance your brand experience at any event. As the centerpiece, it captivates audiences with its dynamic LED structure, allowing brands to showcase their unique identity within the sculpture. Customize it to fit your event's theme and size, making it a versatile and unforgettable feature.



The Quantum LED Sculpture is a long, LED-based installation with a customizable size and shape, allowing brands to integrate logos, messaging, and creative elements, while dynamic lighting effects enhance the event ambiance, making it perfect for exhibitions, corporate events, and brand activations.



Tailored to client specifications, the Quantum LED Sculpture offers limitless possibilities in design and functionality, ensuring your brand's presence is bold and impactful. Ideal for creating immersive experiences and leaving a lasting impression.



The Nexus



The Nexus is an executive immersive chamber designed for high-level strategic engagement at exhibitions and flagship events. It places decision-makers at the center of the brand's digital ecosystem, transforming innovation, leadership, and national ambition into a focused, high-impact experience built for VIPs, government stakeholders, and enterprise leaders.



The Nexus is a circular, architecturally elevated enclosure featuring panoramic LED walls, a mirrored dome, and a responsive digital floor. Entered through a monumental arch and subtle ascending pathway, the space showcases AI-driven 5G intelligence, predictive maintenance, and autonomous networks through immersive visuals, spatial sound, and controlled atmospheric lighting.



Fully customizable in scale, content, and narrative, The Nexus is tailored to different strategic objectives and industries. It is ideal for exhibitions, executive briefings, and sovereign infrastructure storytelling—where authority, clarity, and long-term vision must be instantly felt.



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



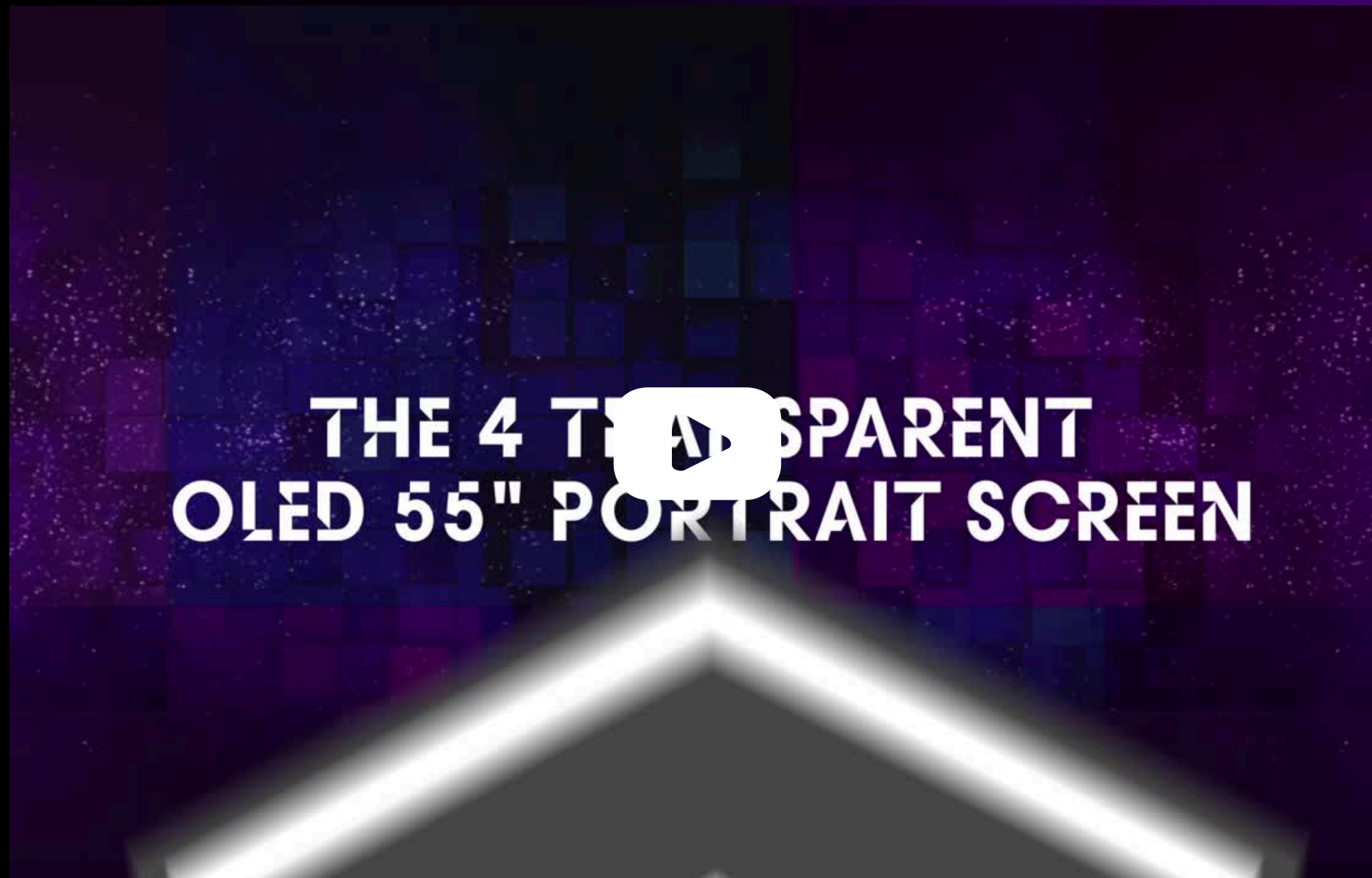
Luma Chandelier is a kinetic lighting installation composed of multiple circular LED rings suspended at varying heights, forming a dynamic, sculptural presence within large-scale environments.



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 4 Transparent OLED 55 inch



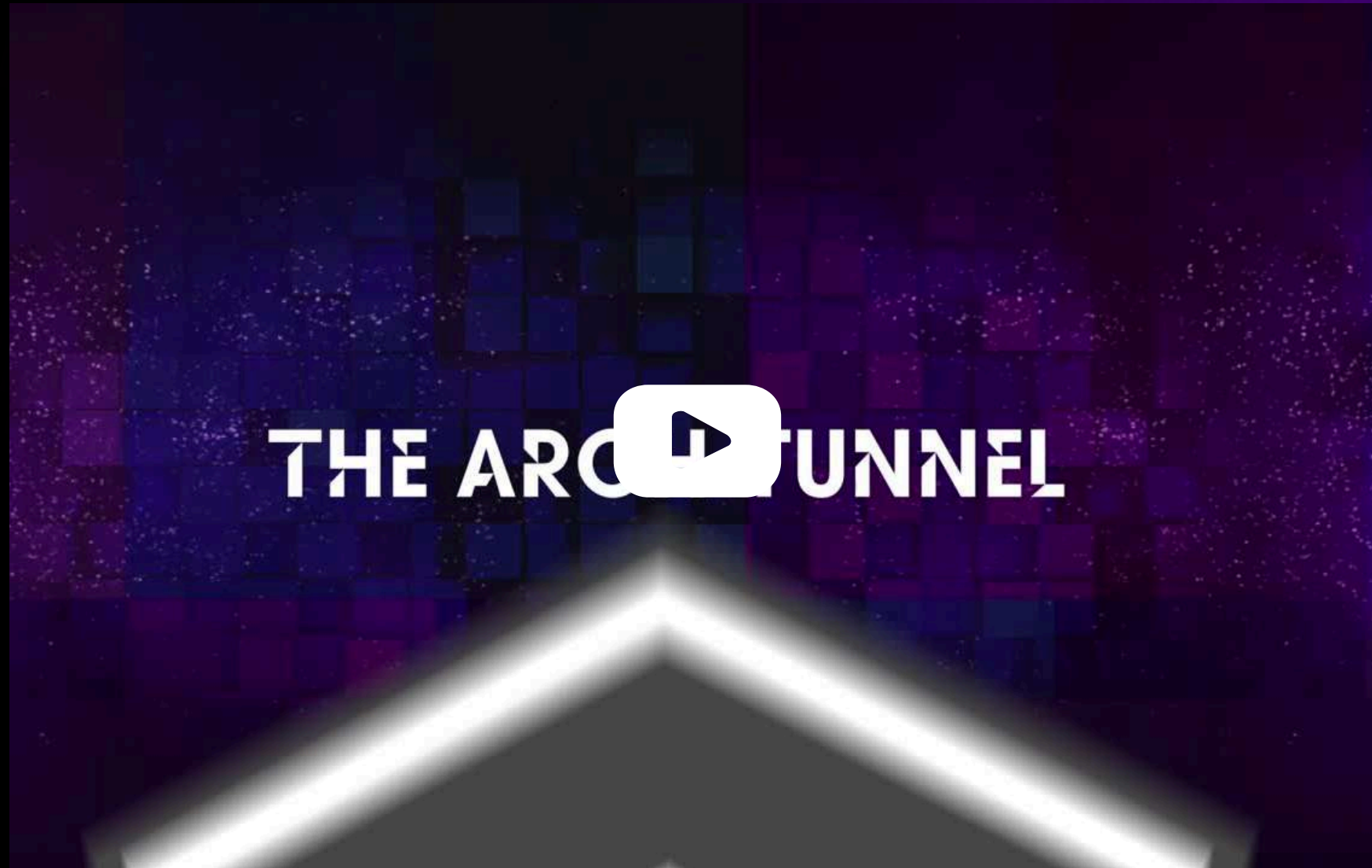
A sculptural fusion of glass, light, and motion, this multi-screen installation features four 55-inch Transparent OLED displays rising vertically in perfect alignment. Each panel becomes a living window. Powered by self-emissive OLED technology, pixels illuminate with extraordinary clarity while transparent layers preserve the depth of the surrounding environment, creating a dynamic interplay between reality and the digital realm.



Content glides across the four synchronized screens, visuals data, products, and stories unfold with an almost holographic presence. Viewers are drawn into an experience that is both deeply modern and subtly magical.



Designed for high-end storytelling and immersive brand expression, this installation transforms every interaction into a moment of discovery. Whether revealing intricate product details, visualizing complex data, or crafting narratives that evolve across multiple layers.



The Arch Tunnel



Guests begin their journey along an LED walkway framed by a series of towering arches constructed from seamless LED panels.



Across the surface of each arch, dynamic digital liquids flow continuously—cascading, merging, and evolving in a rich spectrum of color and motion. The visual language can be tailored to reflect a brand's identity, product range, or campaign narrative, creating a cohesive and immersive storytelling environment.

Integrated motion sensors transform the installation from a passive display into an interactive experience. As guests move through the tunnel, the visuals respond in real time—shifting, rippling, and flowing around them. The interaction feels fluid and organic, as though the environment itself is reacting to each individual presence.



The result is more than a transitional space; it becomes a living, responsive environment that embodies the energy, innovation, and personality of the brand it represents.



The Monolith Tower

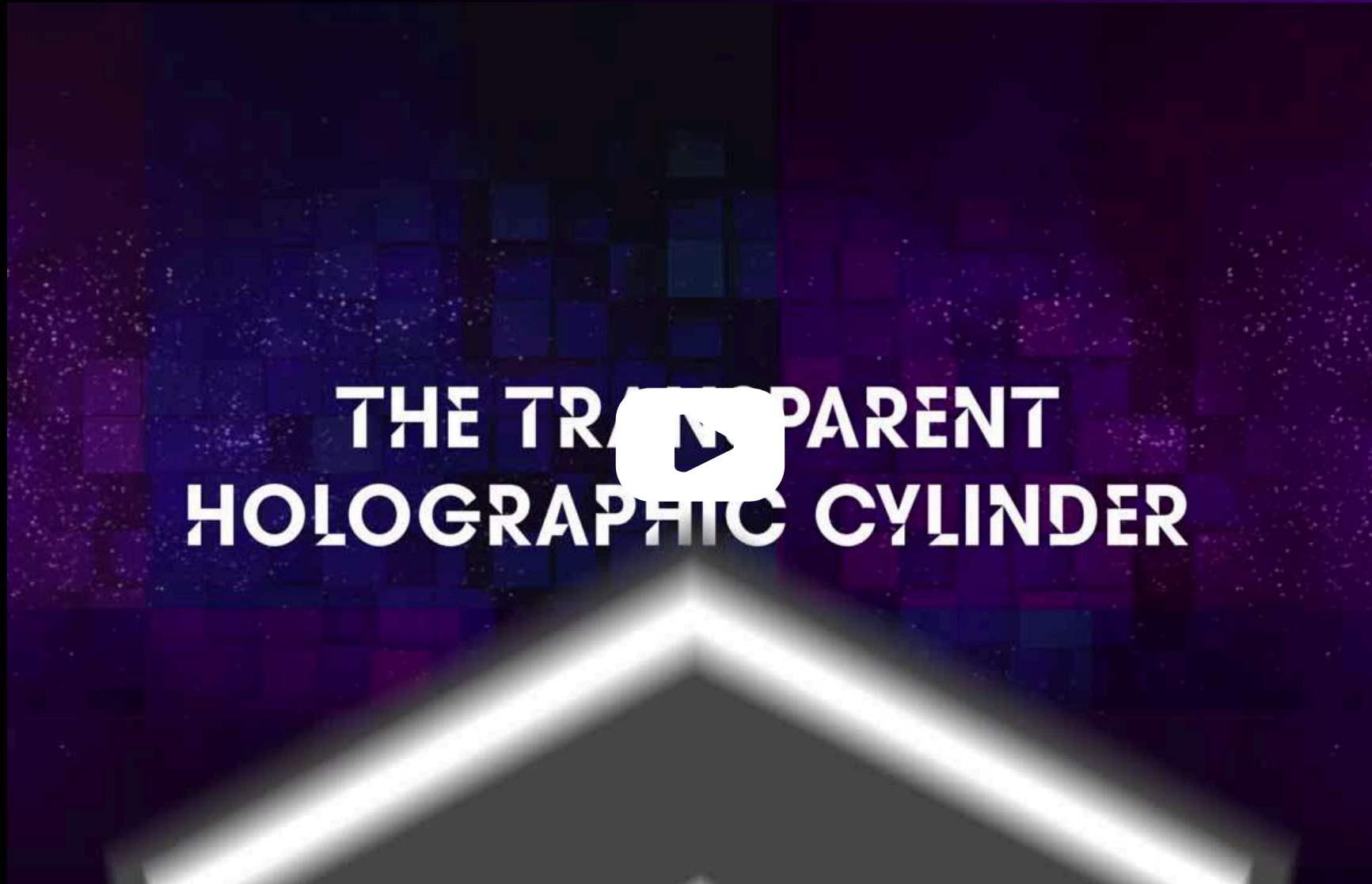


A 3m x 3m LED prism rising 6–8 meters high forms a striking vertical centerpiece, designed to command visibility across the entire venue. Its four faces display fully audio-reactive visuals, where bass-driven light pulses, fluid motion textures, and sharp electric accents evolve in sync with the soundtrack.

A defined safety perimeter surrounds the structure, ensuring controlled interaction while reinforcing its presence within the space.



Content across the prism transitions between geometric formations, dynamic system simulations, and transformative visual sequences—turning the installation into a choreographed vertical spectacle. The result is a high-impact visual anchor that blends motion, light, and sound into a cohesive and immersive experience.



The Transparent Holographic Cylinder



The Transparent Holographic Cylinder showcases interactive 3D models within a fully visible cylindrical display, creating the illusion of content suspended in space.

Inside the cylinder, dynamic visuals illustrate how autonomous systems and intelligent machines operate within complex environments. Visitors can interact with these models using a touchscreen or joystick, controlling movement and exploring simulated scenarios. As they engage, real-time data overlays provide insight into navigation, monitoring, and precision-based operations.

An accompanying tablet extends the experience, offering deeper access to system components, processes, and underlying technologies.



By combining physical interaction with layered visualization, the installation presents advanced systems in a clear and accessible way—highlighting efficiency, accuracy, and the impact of intelligent automation across a range of applications.



The Infinity Collider



Through intuitive, interactive touchpoints, visitors can navigate between sections, zoom in, and explore, transforming complex systems into an engaging, hands-on experience.



At the core of the zone, Infinity Collider LED surfaces form a continuous digital canvas that visualizes the organization's ecosystem in motion. Supported by interactive touchscreen podiums, the system delivers real-time data visualization across geographic maps, networks, and operational layers. Together, these elements create a dynamic, living interface that reveals how infrastructure, capabilities, and strategic programs connect across regions and extend into global networks.



The Infinity Collider turns abstract infrastructure and strategic complexity into a clear, compelling narrative. By making connections visible and interactive, it enables organizations to communicate effectively. This technology allows stakeholders to understand their impact, recognize opportunities, and engage with the ecosystem as a cohesive, forward-thinking platform for growth and innovation.

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