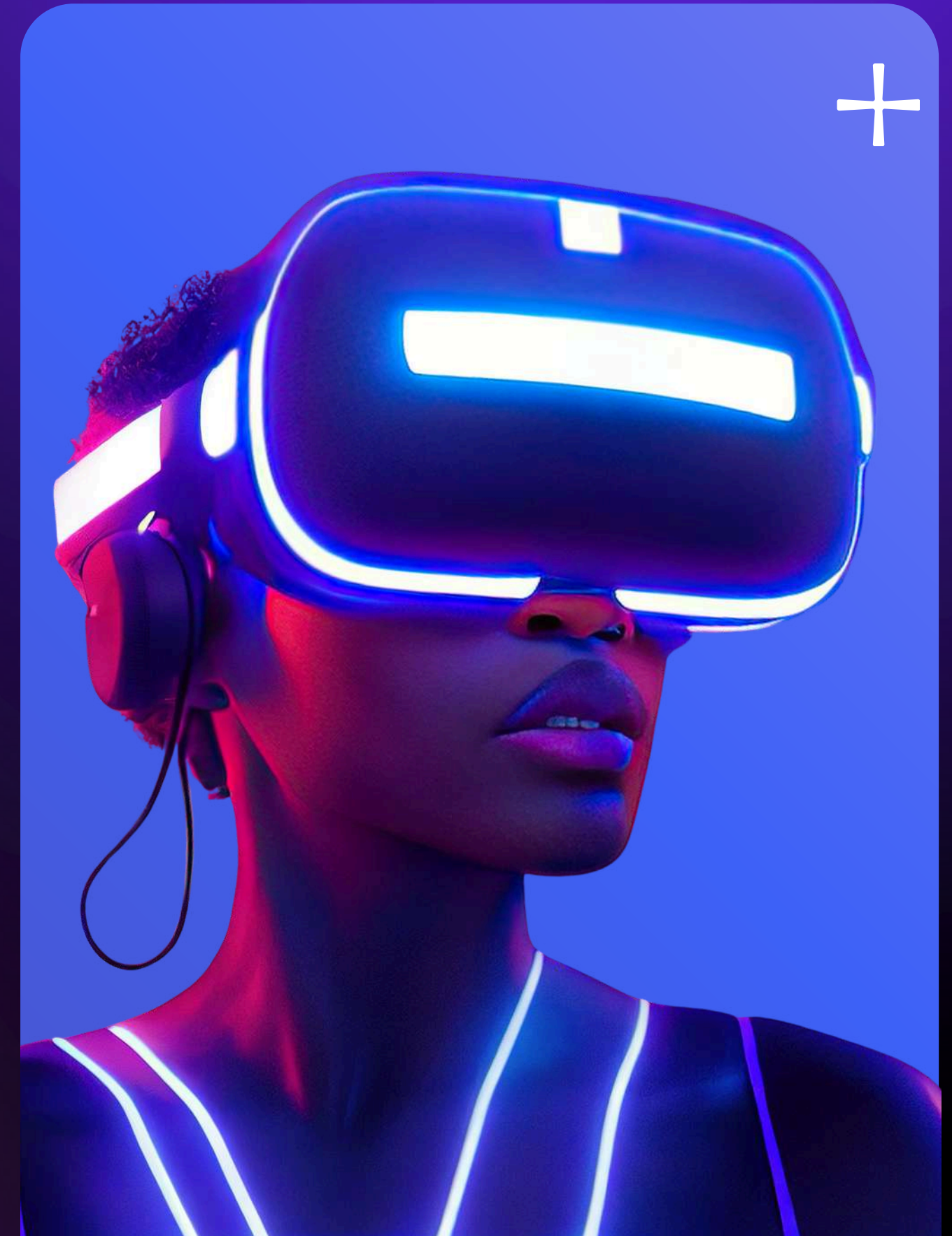


# Company Profile

IMPACT IN MOTION

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# NON-DISCLOSURE AGREEMENT

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## **Confidentiality Obligations:**

- The information shared in this presentation is confidential, and the Client commits to strict confidentiality, with obligations ending indefinitely post-engagement termination.
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- There is a significant emphasis on a flexible jurisdictional approach for overseas IP protection, allowing the Governing Law and Jurisdiction of any agreement to be the Country of Origin of the Damaged Firm, or the Country where the breach occurs.

# 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**

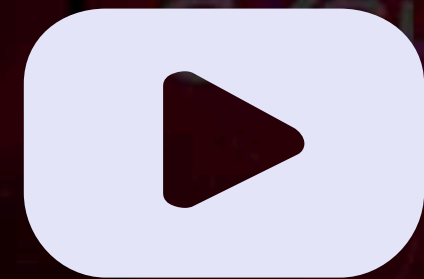
Execute with precision so every detail contributes to influence

# 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.

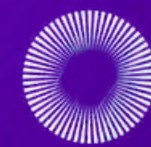
Includes: fabrication, fitout, technical integration, on-site management, system calibration

# TRUSTED BY



# AWARDS

Empowering the future  
of energy as an



أديبك  
ADIPEC



أدنوك  
ADNOC

**IMPACT**  
**CHAMPION**  
**2025**

# CASE STUDIES & PORTFOLIO HIGHLIGHTS



Wio, 1 Billion Follower Summit 2026



Masdar, WFES 2026



Cloud Solutions, WHX 2026



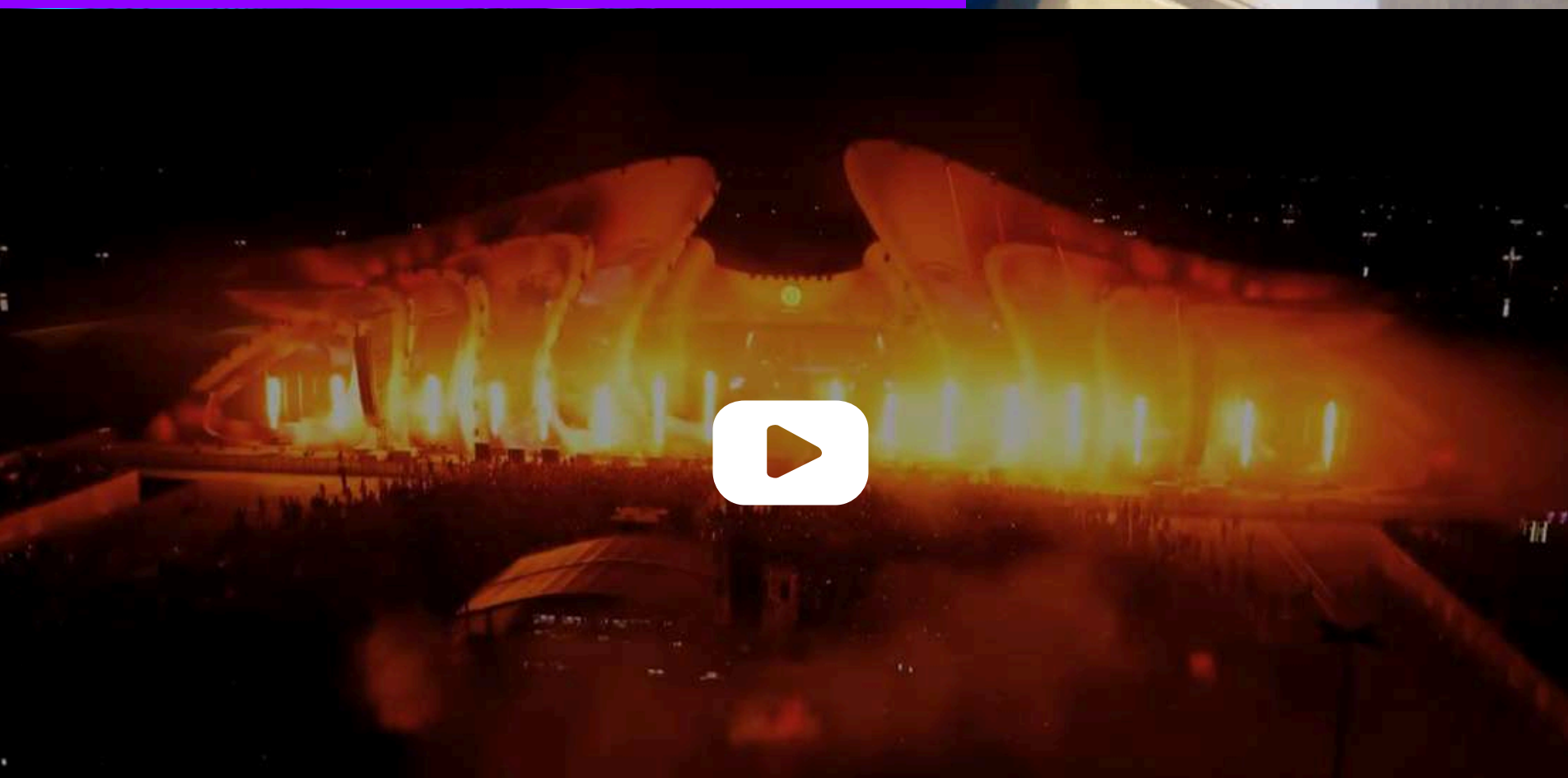
Y4S, WFES



**e& , Gitex Global 2025**



**Cloud Solutions, GHE 2025**



**Bitget, Untold Dubai 2025**



**Hayat Hospitals, GHE 2025**



**IQ Real Estate, Citscape, 2025**



**ADNOC, MIITE 2026**



**Lean, LEAP 2025**



**EDB, MIITE 2026**



**Gitex Global Dubai 2024**



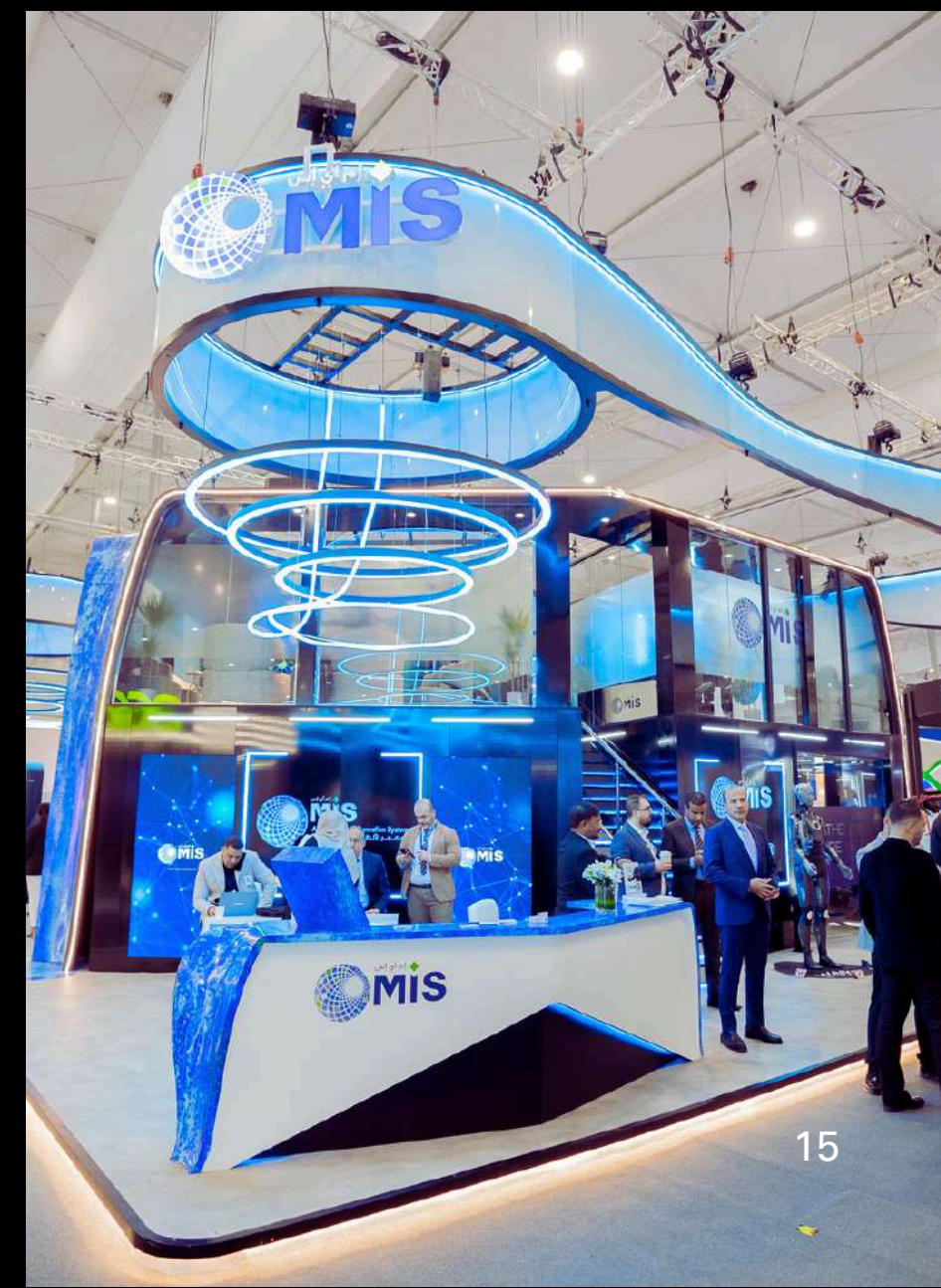
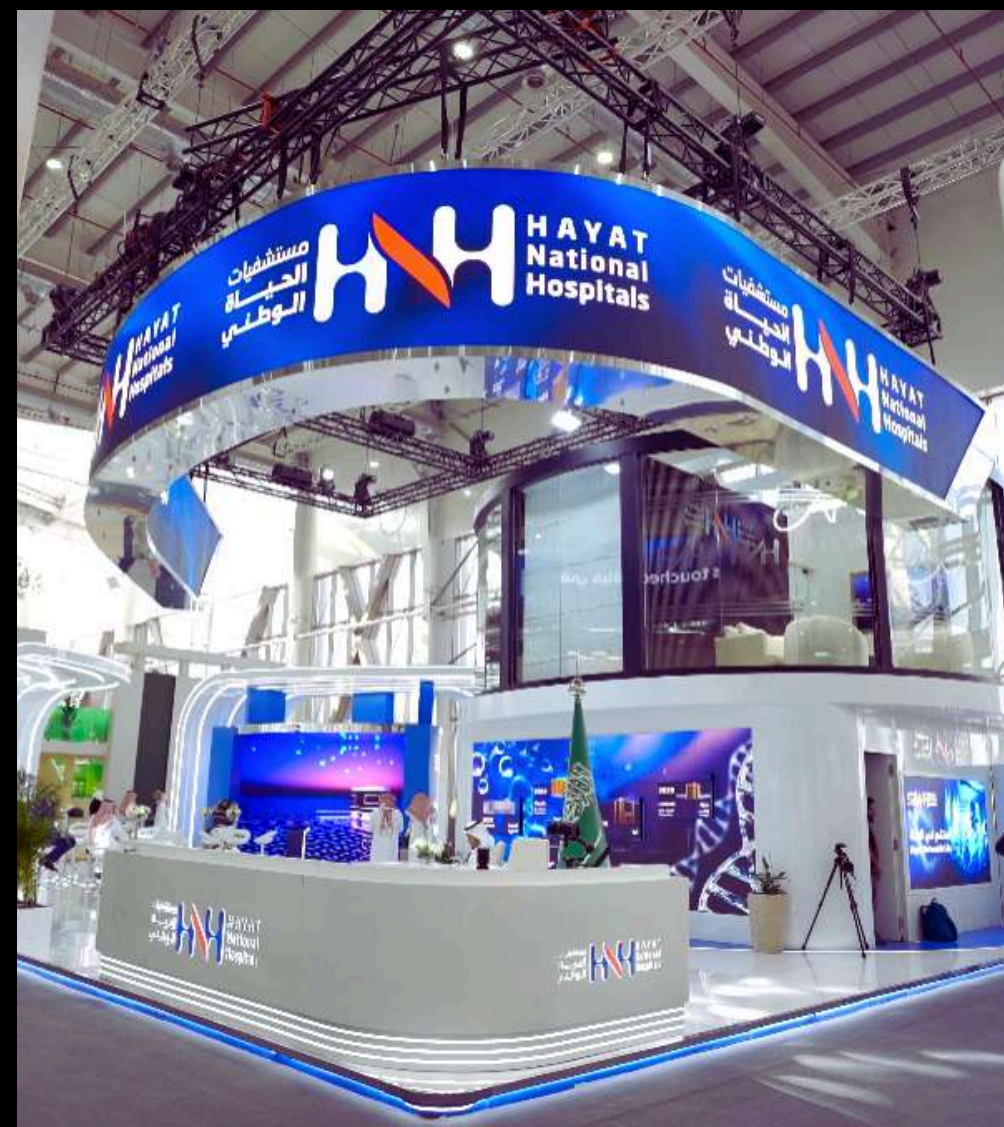
**Global Health Exhibition 2024**

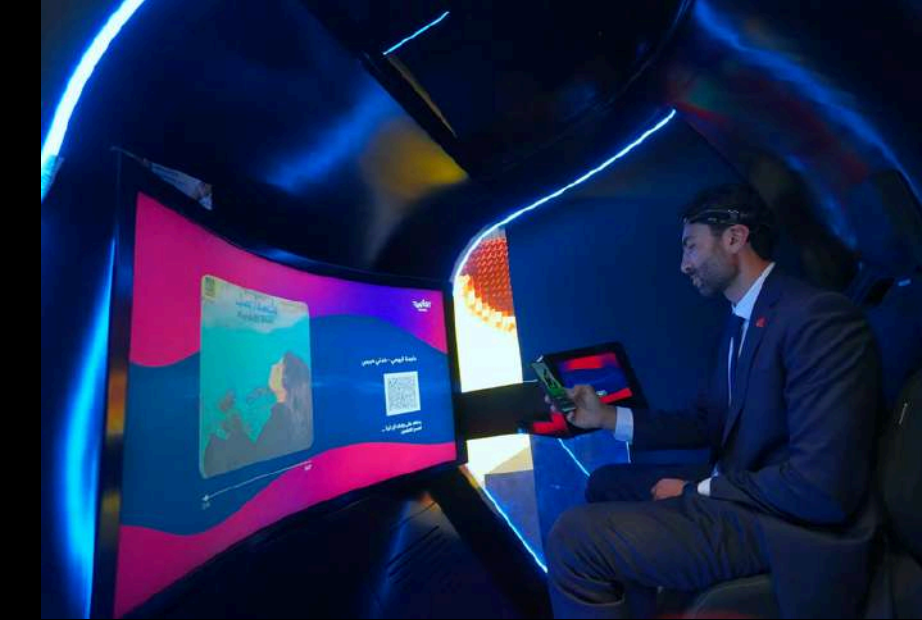


**Xposure 2024**

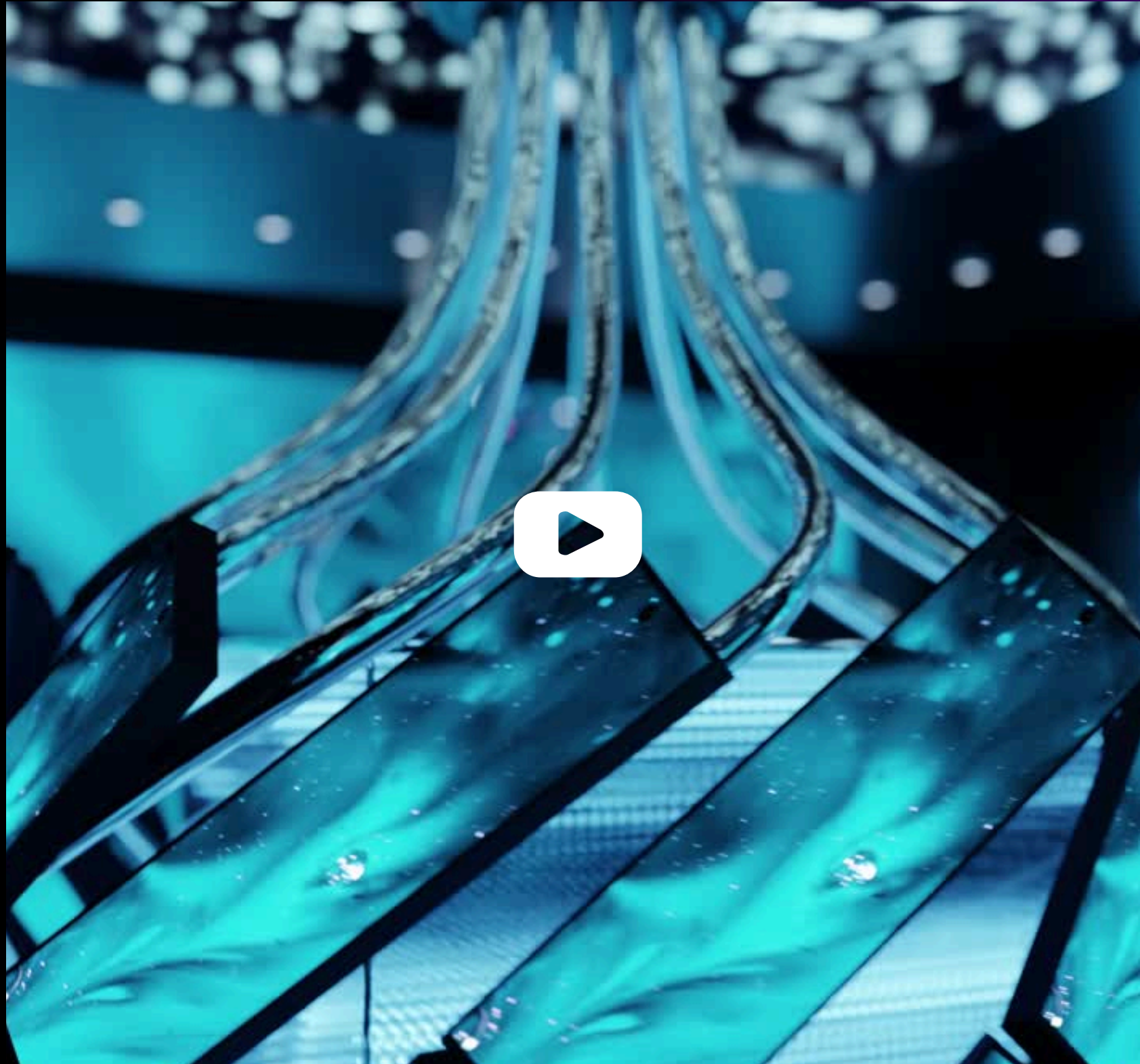


**ATRC Staff Retreat 2024**





# 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 qantun 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 Arc Reactor

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.

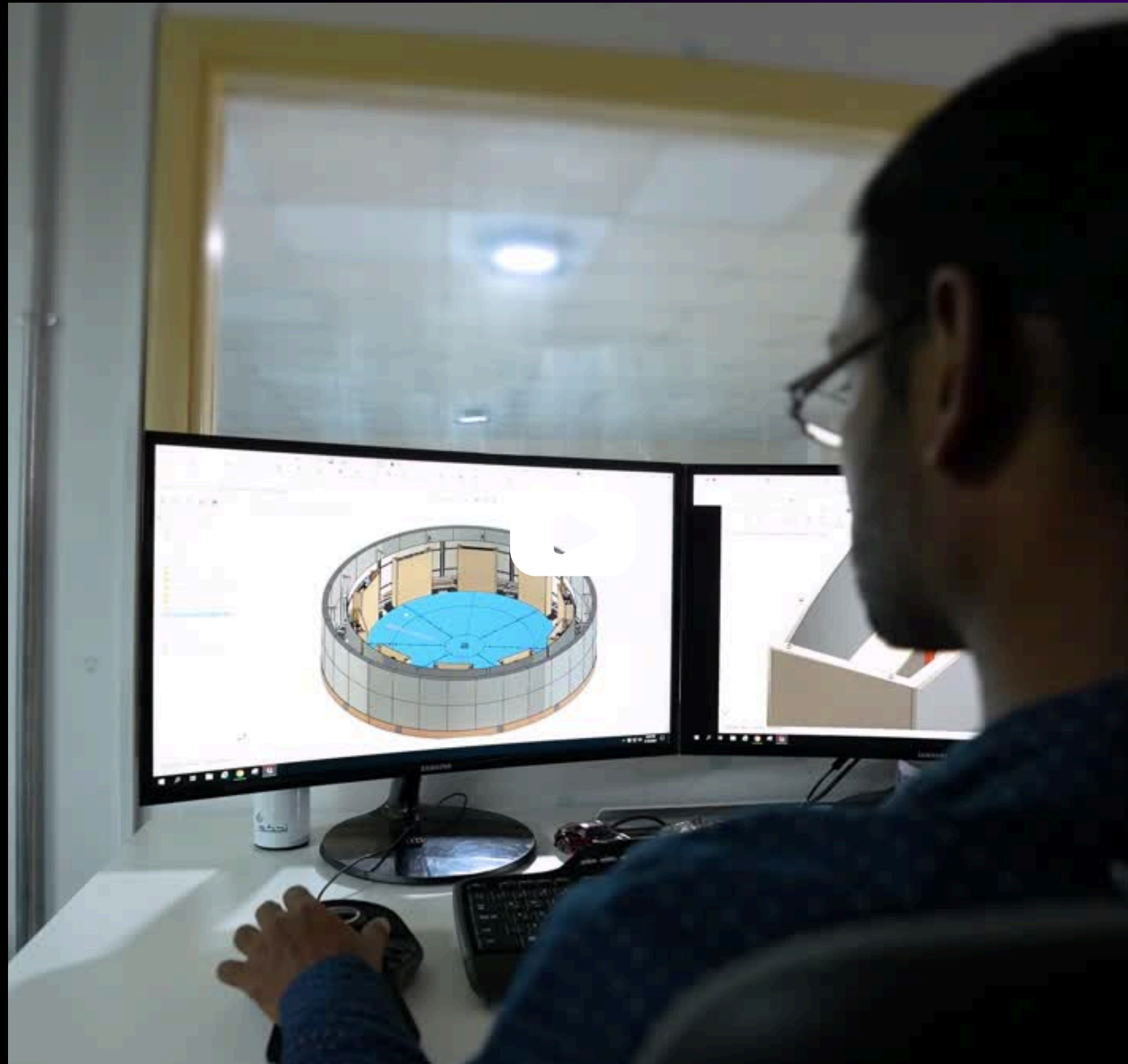
Tailored for brands seeking resonance, it narrates stories, unveils key insights, and sets moods with immersive graphics. Its versatility astounds: each display stands alone or harmonizes seamlessly for a unified experience. In live performances, it dances in synchrony with performers, and a testament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

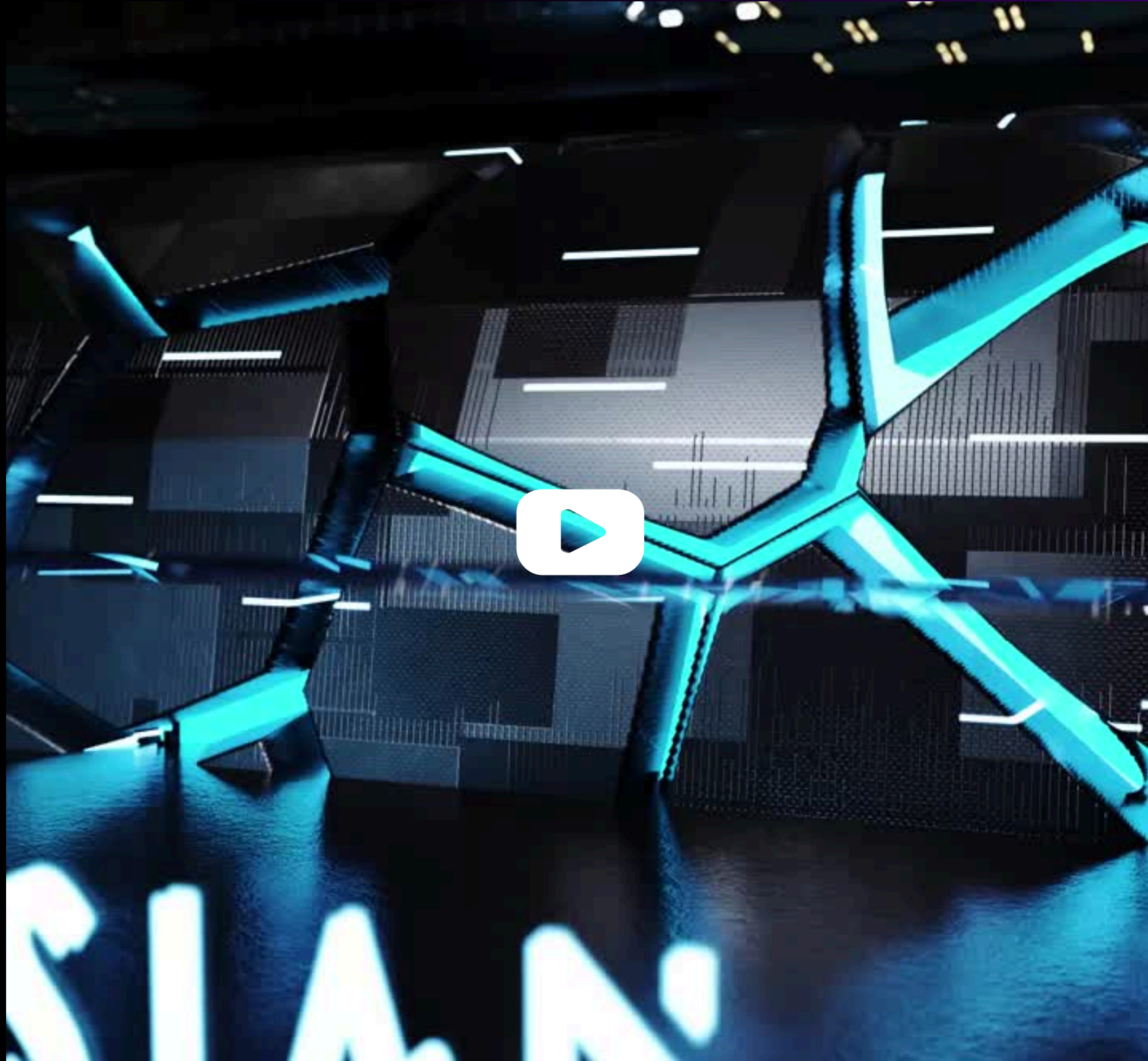
As if stepping into the very essence of motion, visitors become immersed in parallax content, physically enveloped by the narrative. Imagine: upon entry, audio narrative guides your journey, crescendoing as modular rotations unveil a resonating message.



## 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 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 Iris

The Iris is a striking 4-meter kinetic light sculpture designed to act as a living centerpiece within the space. Formed from custom LED elements arranged in a layered circular structure, it creates the appearance of a giant digital eye that continuously shifts, breathes, and evolves.

The sculpture is fully programmable through DMX control, allowing it to display a wide range of visual effects—from subtle ambient pulses and flowing light patterns to dramatic animations synchronized with music, content, or environmental triggers.

Its multi-ring design enables different sections to move and illuminate independently or together, creating a mesmerizing sense of depth and motion. As the light patterns evolve, The Iris becomes a dynamic visual landmark that captures attention and transforms the atmosphere around it.

# NOVELTY DESIGNS

# AI EXPERIENCE CENTER



# EXHIBITION STANDS



# ESCAPE ROOM



# TECH PAVILLION



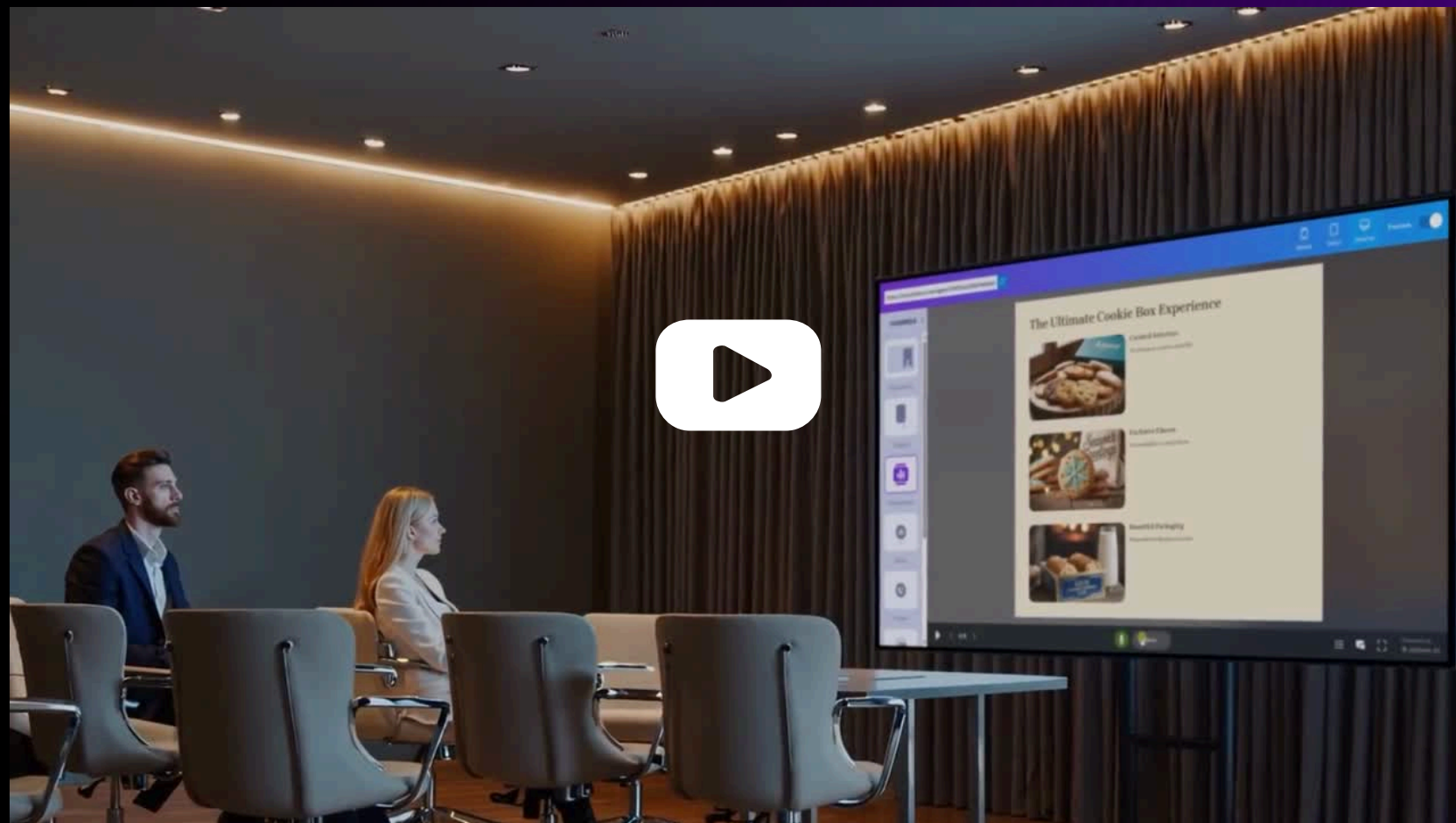
# AI LAB



## Holobox with AI Avatar

The Holobox installation transforms DMCC’s global business ecosystem into a holographic, spatial narrative—bringing its integrated trade and commercial environment to life in a visually compelling and immersive format. Within the display, high-resolution 3D renders showcase DMCC’s districts, infrastructure, and sector clusters as a dynamic, evolving landscape, allowing visitors to experience the scale and connectivity of the ecosystem in an intuitive way.

Through an integrated touchscreen interface, visitors can interact with the holographic model to explore different layers of DMCC’s offering—from commodities trading hubs and business districts to digital innovation ecosystems and global connectivity networks. As the experience unfolds, the content highlights how DMCC enables seamless trade, fosters innovation, and supports business growth across industries, positioning it as a leading gateway for companies looking to access regional and international markets.



# AI Presenter

The AI Presenter is an intelligent presentation system that autonomously delivers content, interprets slide context, and engages in real-time audience interaction without requiring a human presenter. Preloaded with project-specific knowledge, it narrates presentations using natural-sounding AI voiceovers while continuously listening for audience questions.

Using voice activation, the system can answer spoken queries based on an indexed project knowledge base, maintain contextual conversations, and seamlessly resume the presentation from the exact point of interruption. It can also control slide navigation, multimedia playback, and support remote presentation environments, ensuring consistent, scalable, and interactive content delivery across conferences, exhibitions, training sessions, and executive presentations.



# AI Dashboard

The AI Live Dashboard is an intelligent analytics platform that transforms visitor activity into real-time business intelligence. Using AI-powered computer vision and behavioral analytics, the system tracks visitor movement, engagement patterns, dwell time, crowd density, and interaction levels across exhibition environments.

The platform provides live insights into audience demographics, engagement hotspots, visitor journeys, and sentiment trends, enabling organizers and exhibitors to measure performance, optimize experiences, and improve lead generation while an event is still in progress. By combining behavioral intelligence with activation data, the dashboard creates a comprehensive view of visitor engagement, helping teams make informed decisions and maximize event ROI through actionable, real-time insights.

# EXECUTIVE TEAM



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Chief Sales & Marketing Officer



**BARTOSZ JANKOWSKI**

Technical Project Manager



**AISWARYA**

**UNNIKRI SHNAN**

Chief Interactive Specialist



**SNEHA SATHE**

Creative Strategist



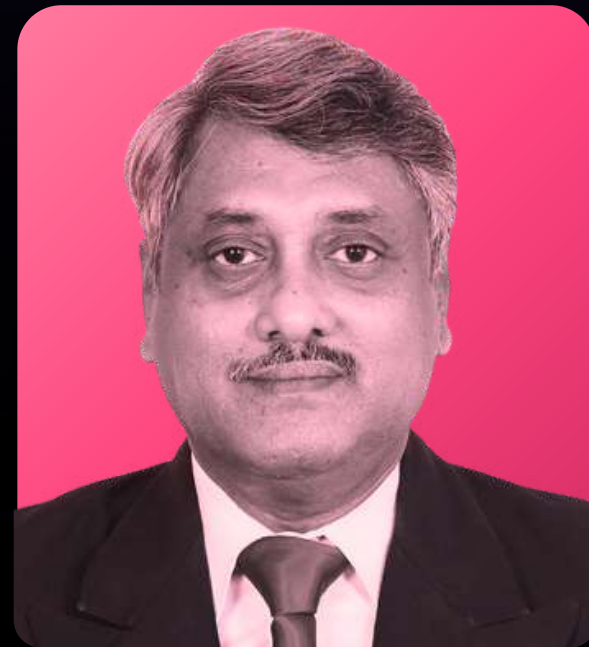
**ANWAR AIT**

Head of Marketing



**SAEED AL NAHARI**

Head of KSA Branch



**DWARAKANATH YELCHU**

Head of India Branch



**SANTOSH  
KUMAR TANDON**

Chairman of the Board



**ASHOK MISHRA**

Acting CFO & Senior Advisor  
to the Board



**LESLIE PEREZ**

Head of Supply Chain

# Operation Department



# Experience Department






  
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