SBE

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.

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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

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OUR WORK IN ACTION



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WHAT WE DO

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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

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TRUSTED BY

الشارقة Sharjah

BOEING

Emirates

dnata

حلول السحابة CLOUD SOLUTIONS

GES Global Experience Specialists

Lean

EHS مؤسسة الإمارات للخدمات الصحية Emirates Health Services

روشن ROSHN

A2RL

NEOM نيوم

TONOMUS. NEOM

etisalat and

إم أي إس OMIS

دبي الرقمية DIGITAL DUBAI

دائرة الصحة DEPARTMENT OF HEALTH

ADVANCED TECHNOLOGY RESEARCH COUNCIL

أديبك ADIPEC

pico

Bitget

IQ Real Estate آي كيو العقارية

HAYAT National Hospitals
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XRG

أدنوك ADNOC

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AWARDS

Empowering the future
of energy as an



IMPACT CHAMPION 2025

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CASE STUDIES & PORTFOLIO HIGHLIGHTS

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XRG, OGT 2026



TII, Euronaval 2026



Cloud Solutions, LEAP 2026



ISIT, LEAP 2026



Wio, 1 Billion Follower Summit 2026



Masdar, WFES 2026



Cloud Solutions, WHX 2026



Y4S, WFES



Bitget, Untold Dubai 2025



Hayat Hospitals, GHE 2025



e& , Gitex Global 2025



Cloud Solutions, GHE 2025



Lean, LEAP 2025



EDB, MIITE 2026



IQ Real Estate, Citscape,2025



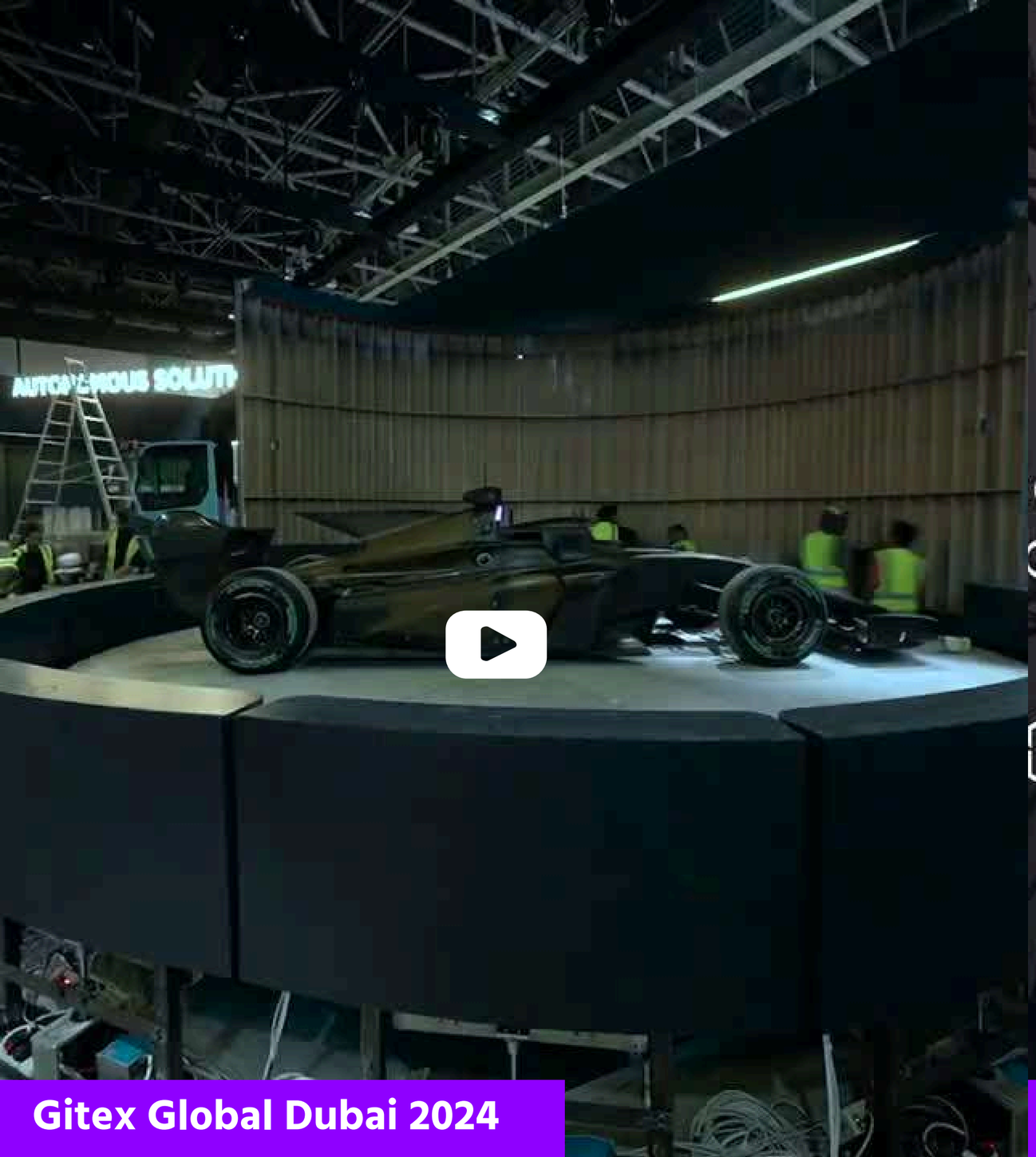
ADNOC, MIITE 2026



Xposure 2024



ATRC Staff Retreat 2024



Gitex Global Dubai 2024



Global Health Exhibition 2024

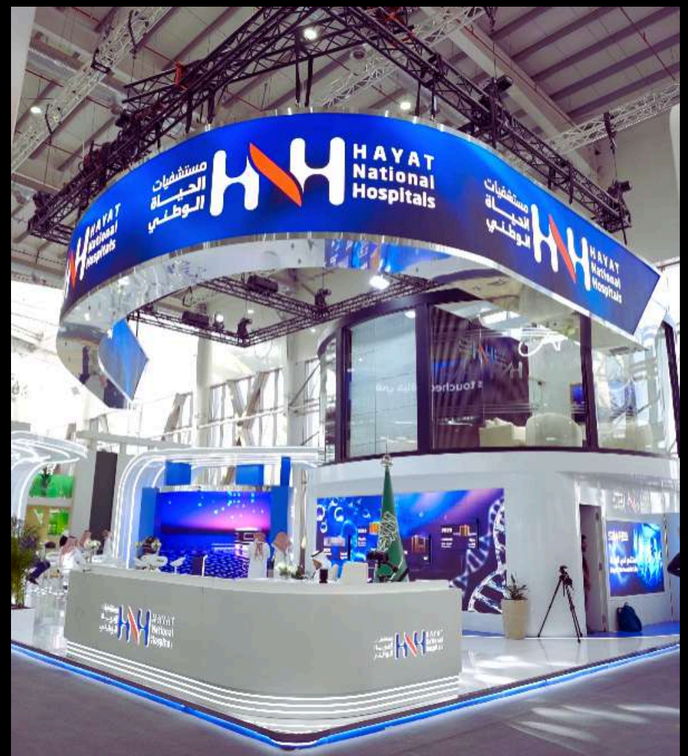

CLOUD
SOLUTIONS
LEAP








CLOUD
SOLUTIONS


HAYAT
National
Hospitals


From the First
Heartbeat to the Last


MIS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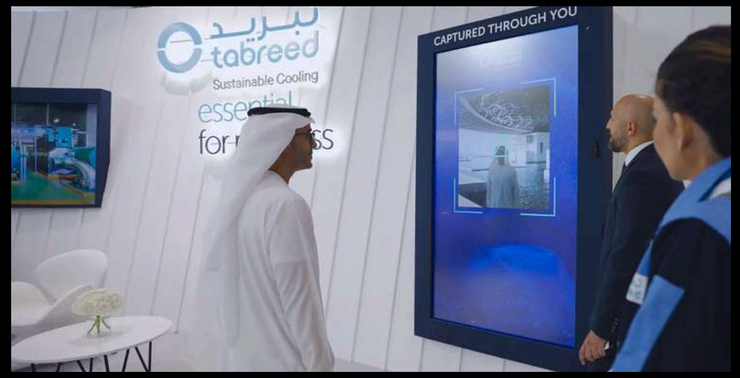
STARZ ON






tabreed
Sustainable Cooling
CAPTURED THROUGH YOU


STARZ PLAY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A diversified knowledge economy, rooted in ethics.

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NOVELTY CONCEPTS

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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.

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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.

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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 Arc Reactor 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.

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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.

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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.

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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.

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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 brand's logo, its 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.

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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.

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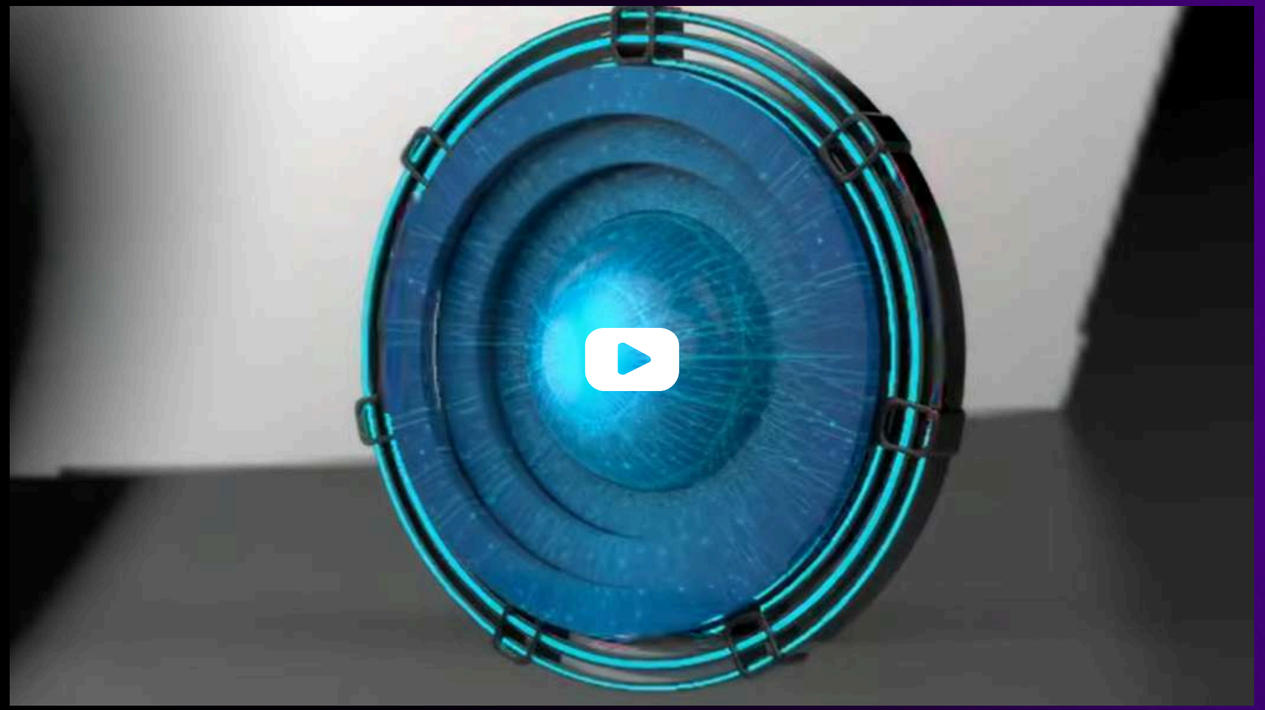

The Iris

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.

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NOVELTY DESIGNS

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AI EXPERIENCE CENTER



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EXHIBITION STANDS



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ESCAPE ROOM



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TECH PAVILLION



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AI LAB

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Holobox with AI Avatar

The Holobox with AI Avatar combines a holographic display with an AI-powered digital character, creating a physical presence for conversational interaction. The avatar's appearance, personality, and knowledge can be tailored to the brand and intended application, enabling it to communicate relevant information and respond to visitor questions.

Visitors approach the Holobox and engage in a conversation with the avatar. They can ask questions, explore a topic, or learn about the brand's products and services through natural dialogue. The avatar responds within its configured knowledge, turning information discovery into an approachable, interactive experience.

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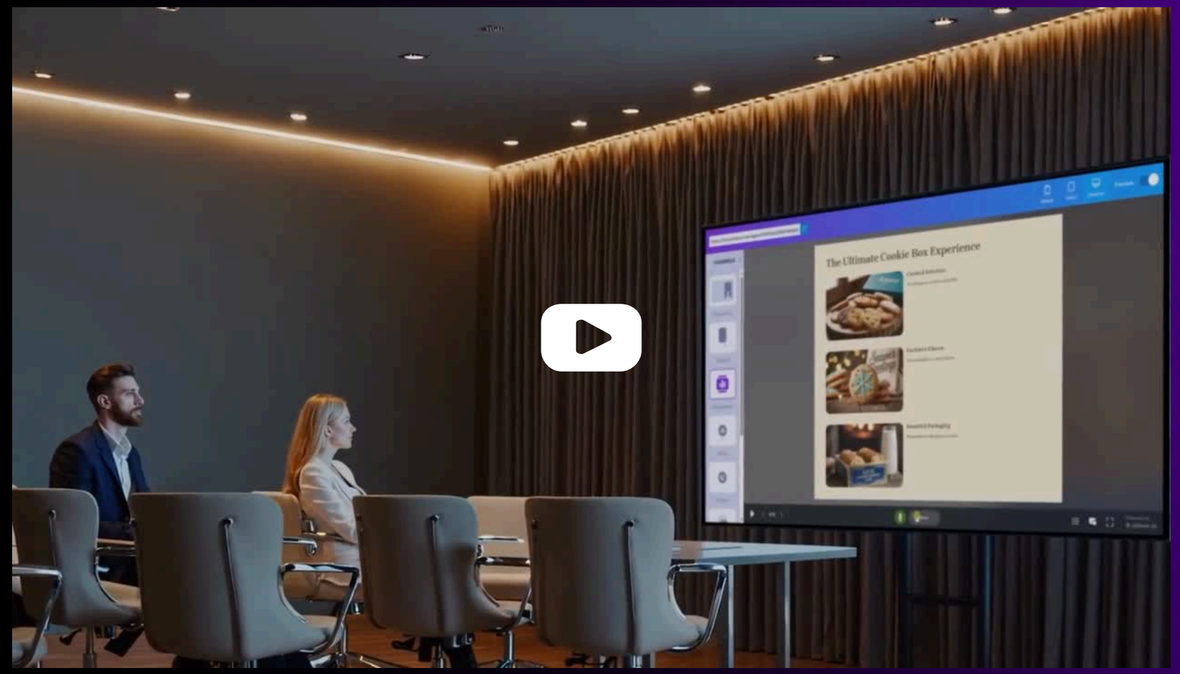

AI Presenter

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.

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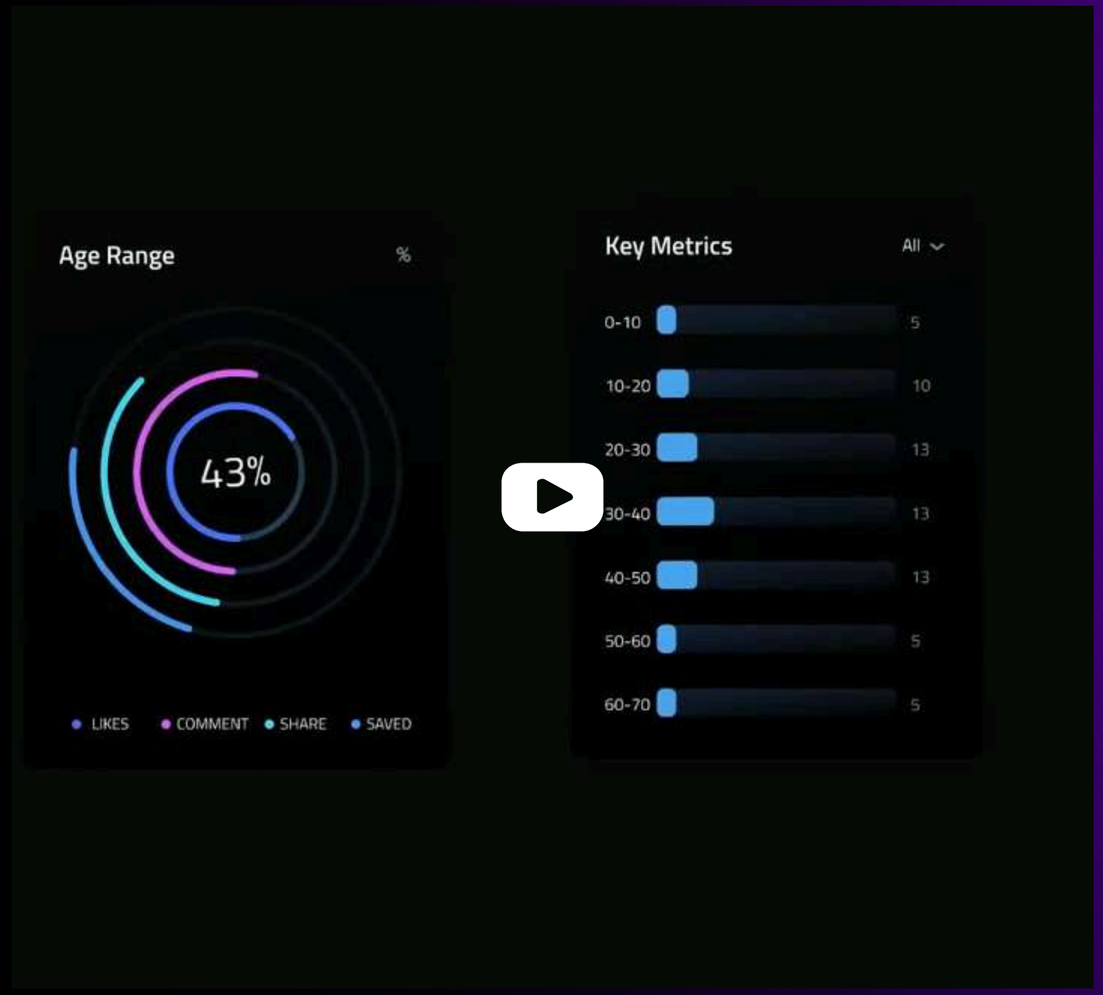

AI Dashboard

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.

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EXECUTIVE TEAM



JULIA NAVOY
Chief Sales & Marketing Officer



BARTOSZ JANKOWSKI
Technical Project Manager



AISWARYA UNNIKRISHNAN
Chief Interactive Specialist



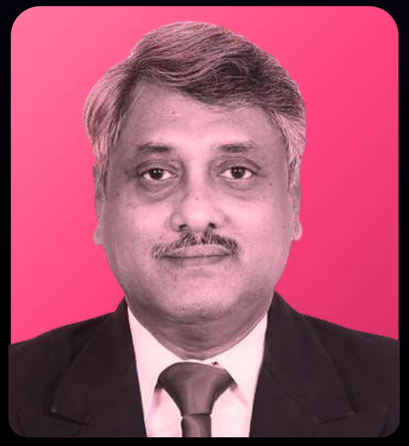
SNEHA SATHE
Creative Strategist



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

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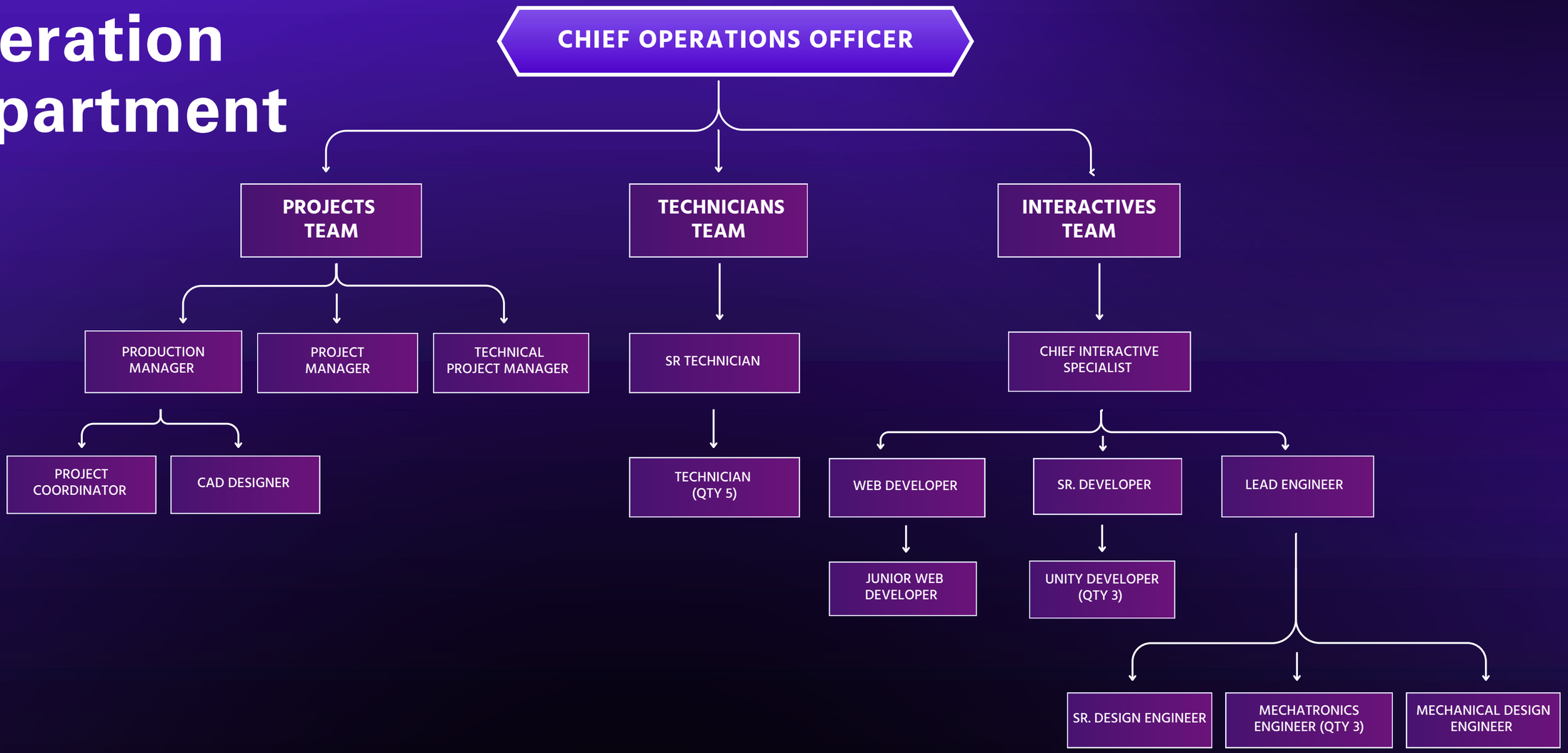
Operation Department



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Experience Department



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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

Wiktorska 65/lok. 9, 02-587 Warszawa, Poland

SPAIN

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

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SBE

CONTACT US

sales@sentientbyelysian.com

Street Opposite Commercity, 22nd B St - Umm Ramool, Dubai, United Arab Emirates

Wiktorska 65/lok. 9, 02-587 Warszawa, Poland

70/55, Panchali Amman Koil Street
Arumbakkam, Chennai- 600106, India

www.sentientbyelysian.com

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