

BRAND CONCEPTUALIZATION & INNOVATION



 **Synergy Integrated MarCom**
INDIA PVT. LTD.

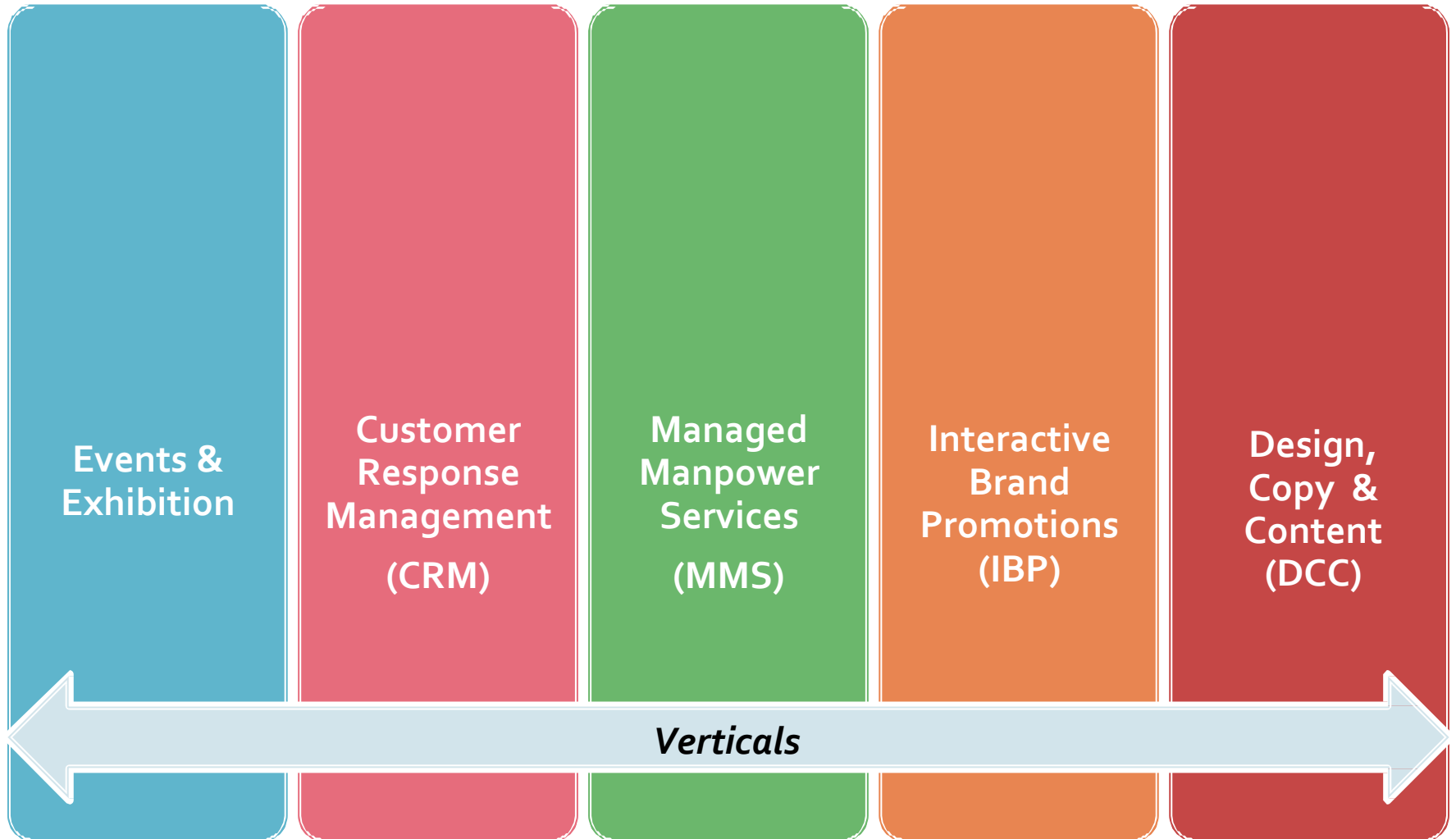
Services

We are a versatile firm with a 360 degree outlook on services and products related to branding, marketing, advertising and communication. We are growing with achievement and recognition with our proven capabilities and work, along with satisfied and drawn towards clientele.

Our varied approach advances towards the following aspects :-

- **Brand Strategies**
- **Channel Marketing**
- **Brand Promotions**
- **Event Management**
- **Exhibition Management**
- **OOH**
- **Brand Merchandise**
- **POP Production**
- **Design & Copy**
- **Video Production**
- **Media Buying, Selling & Planning**
- **Public Relations**
- **Digital Marketing**
- **Response Center / Call Center**
- **Technology Integration – Application development on multiple platforms**

Services



Technical Inventory - Audio

■ Sound

- Crown IT 12000 HD / 5000 HD / Labgroupen /
- Mackie SRM 450 / Martin F12 / RCF ART Speakers
- JBL VRX 932 – Line Array with JBL 918 Base
- JBL Vertec 488g line array system

■ Amplification

- Crown IT 12000 HD / 5000 HD / Labgroupen

■ Audio Mixer

- Yamaha M7CL-48 / Yamaha LS9-32 Soundcraft / Midas

■ Microphone

- Shure / Sennheiser UHF wireless hand & Lapel Mic

■ Processor

- Klark Technique DBX Processor

■ Wedges & Monitor

- JBL VRX915M RCF – NX 12- SMA

■ DJ System

- Pioneer CDJ1000MK3 Denon - DN S3700



Technical Inventory - Lights

- Moving Heads / Wash / Beam
- Scanner
- Follow Spots
- LED Block / Palco
- LED Par / LED Wash
- Profile / Fresnel
- Strobe
- Smoke / Haze
- Par 64
- City Colour (Outdoor Lighting)
- Aveolite Console
- SGM Console



Technical Inventory - Visuals

■ LED Wall

- For indoor we use 4 mm and 6 mm pixel pitch Video Wall. For Outdoor we use 10 mm and 12 mm pixel pitch. Different signal resources input are acceptable, such as TV, HDTV, S Video, NTSC/PAL, DVI, VGA, SDI and HD-SDI

■ Projectors

- BARCO
- PANASONIC
- CHRISTIE
- HITACHI
- SHARP
 - From 2000 Lumens to 15000 Lumens,
From SVGA to HDTV resolution,
From LCD to Single chip DLP to 3 chip DLP, We have complete range of Projectors to suit your requirement.



■ Watch-Outs

- The giant screen size is 48 Feet X 12 Feet with one single image.
- We will create breathtaking presentation on a huge backdrop by combining multiple projectors.
- You can unveil the product with animated backdrop behind and laser show running in the front, simulating a product launch.



■ Plasma / LCD TV

- 19" LCD TV
- 32" LCD TV
- 42" LCD TV / Plasma Monitor
- 50" Plasma Monitor
- 65" Plasma Monitor



Technical Solutions – Augmented Reality

■ Mobile & Web AR Application

With mobile getting smarter, the scope of it has multiplied. AR mobile apps are available on both Android and IOS devices. With this technology we make, 3D objects with live video on tablets and mobile phones. The video is digitally processed and 'augmented' with the 3D components. Hence, this digital processing integrates real and virtual world in real time. It's like bringing alive a car, an animated character, games etc. Clients can now build challenging communication and ideas using this technology. For the past year, large brands in India and abroad have been keen on increasing the user's interaction with their product which in return helps them in maximizing sales.

■ Types of On Ground Activation

- Augmented Product Displays: In corporate On-stand kiosk and environment, consumers can visualize physical products live.
- Interactive Kiosk: Augmented content is used to allow consumers to interact and immerse themselves with the brand.
- Retail Technologies has created new opportunities for retailers to sell their products. AR can be used by retailers
 - in various ways. Some of them are mentioned below. AR online shopping
- Virtual Retail Stores with help of AR app
- Product with markers to increase sales with augmented reality
- AR Adverts with additional web content,
 - product video, coupons etc. 3D Product
 - Preview at stores
- Display Additional information
 - about the products Visualize
 - Product Catalogs
- AR-enabled store windows
 -

Technical Solutions – Augmented Reality



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



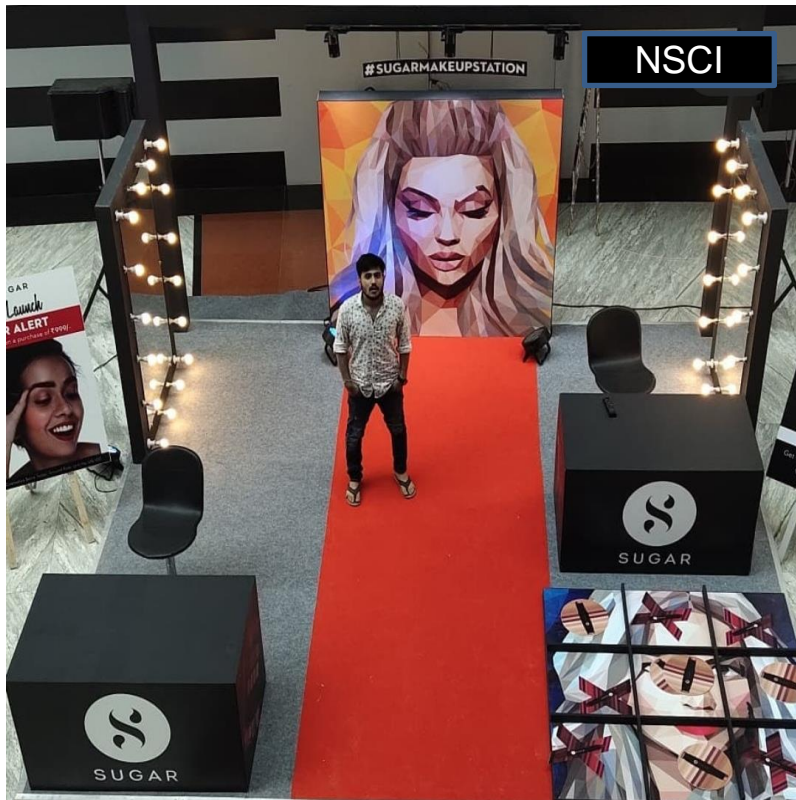
Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Multi city road shows: Turnkey Solution – Technical / Venue / Menu / RSVP / Kits etc

Gallery – Events & Exhibition



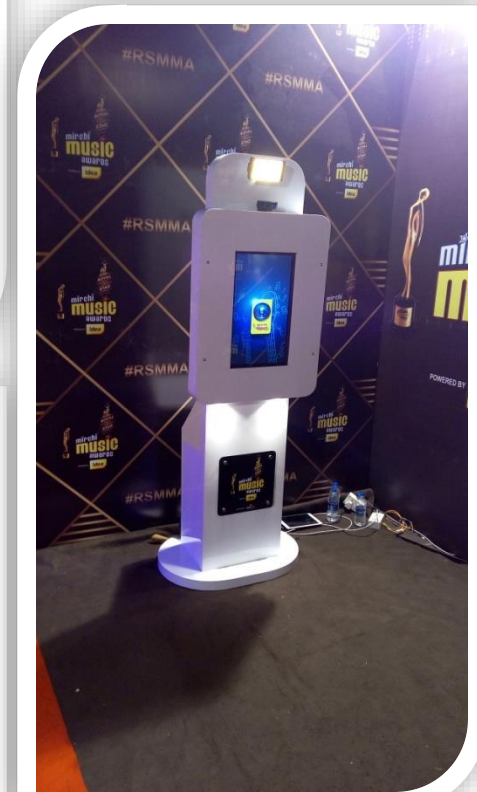
Gallery – Themed Events



Gallery – Themed Events



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Artist Management



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



Gallery – Events & Exhibition



IMS Gallery – Sports Events



Gallery – Sports Event



Gallery – Branding Solution



Gallery – Branding Solution



Gallery – Branding Solution



Gallery – Branding Solution



Gallery – Branding Solution



Gallery – Branding Solution

1. Metal Clip Ons
2. One Way Vison
3. Non Lit
4. Front Lit
5. Backlit
6. ACP
7. Plotter Cut lettering
8. Laser cut lettering
9. Vinyl Mounted on Sunboard
10. Standee
11. Acrylic Sandwich

IBP Services

Canter
Activation

Mall Activation

College
Activation

School
Activations

Residential
Activations

Corporate
Activation

Public
Transport
Branding

In-Shop
Branding

Corporate
Gifting

Merchandising
& Give Aways

Outdoor
Media &
Branding

Rural
Campaigns

IBP - Promotions



IBP - Promotions



IBP - Promotions



IBP - Promotions



IBP - Promotions



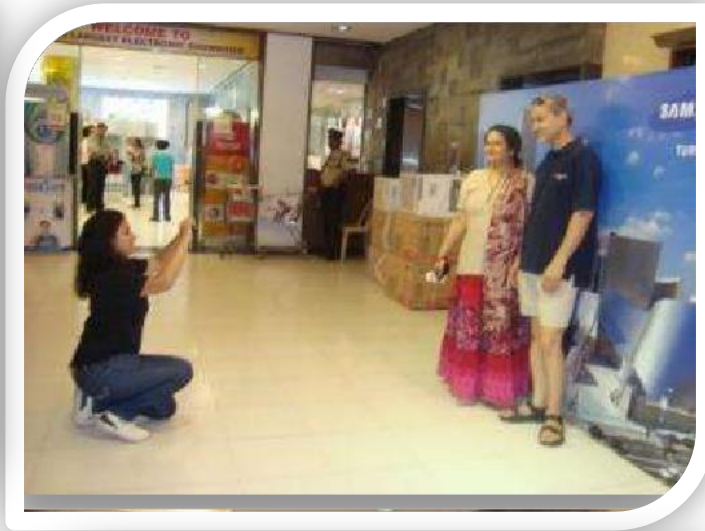
IBP - Promotions



IBP - Promotions



IBP Gallery – In Store



IBA Gallery – GT / MT Branding & Production (FMCG)



IBP Gallery – GT / MT Branding & Production (FMCG)

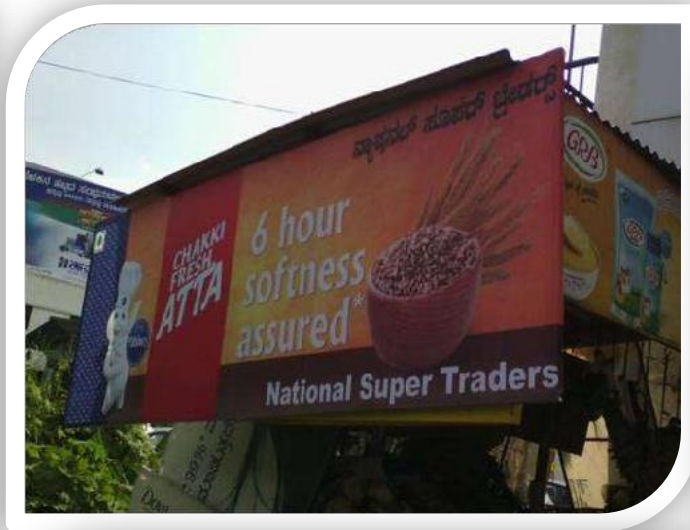


Side Kick



Trolley Branding

IBP Gallery – GT/MT Branding & Production (FMCG)



IBP Gallery – Street Kiosk



IBP Gallery – GT/MT Branding & Production (Technology)



IBA Gallery – GT/MT Branding & Production (Technology)



IBA Gallery – Mascot



IBA Gallery - Mascot



200+ Man-days of Mascot activity in 62 GTs & 87 MTs across the country

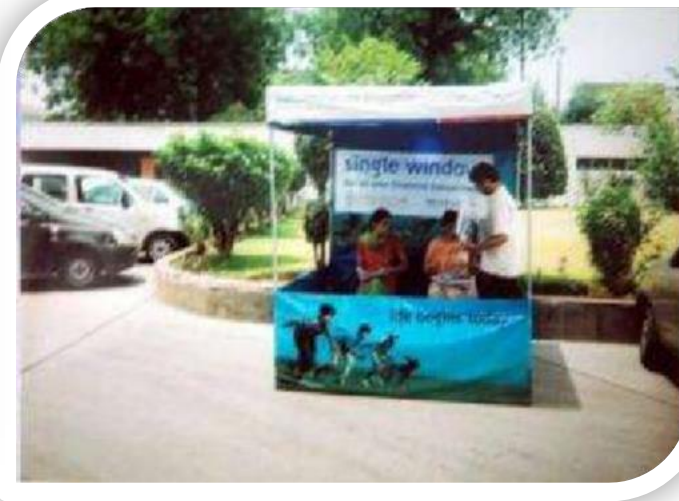
IBP Gallery – Street Kiosk



IBP Gallery – Vehicle Branding



IBP Gallery – Corporate Activation



IBP Gallery – Corporate Activation



IBP Gallery – School Contact



IBP Gallery – School Contact



IBP Gallery – College Activation



IBP Gallery – Residential Activation



IBP Gallery – Medical Campaigns



IBP Gallery – Medical Campaign



IBP Gallery – Mall Activation



12 Malls across Mumbai
Turnkey Activation:

- Creative
- Technology
- AR Game Development
- Venue Barter
- Set Up
- Fabrication
- Manpower

16 Malls Across 16 Cities
in India – 360 degree
Solution



IBP Gallery – Movie Promotions



IBP Gallery – Movie Promotions



IBP – Channel Training & Retention



IBP Channel Training & Retention



IBP – Essentials Production



IBP Gallery – Corporate Gifting



We have the most varied and interesting items for gifting and give away, please check on our website: www.synergymarcom.in or ask for our gifting catalogue for more details.

Video Production / Content



Video Production / Content



Video Production / Content



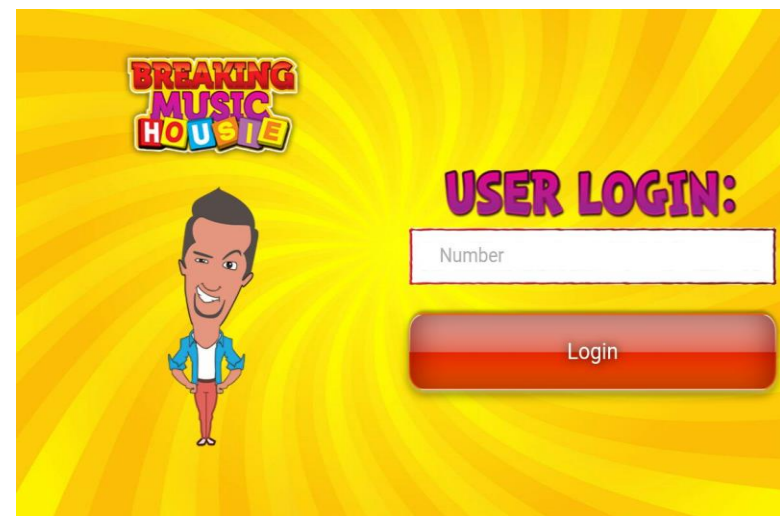
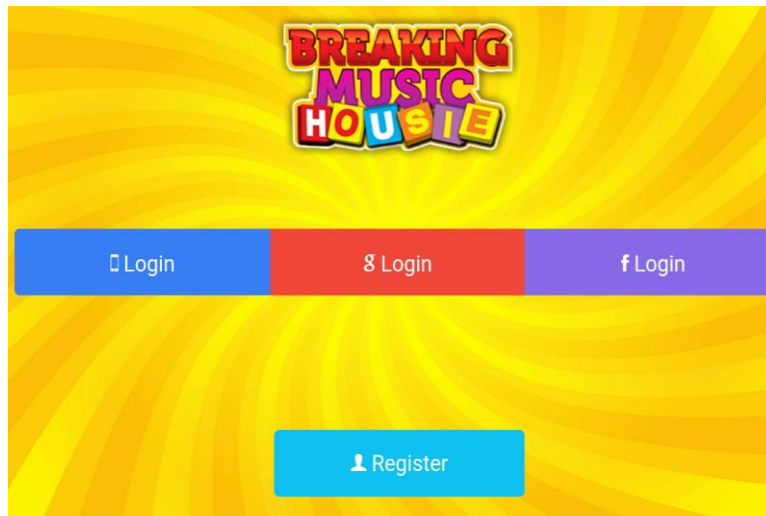
Video Production / Content



Video Production / Content



Android & IOS - Application Development



Design & Content - Caricature



Main LOVELY ho gayi yaar...
naam tera Padhke..

98.3 FM
RADIO MIRCHI
70's Ka!

www.radioMirchi.com



Friends of Mirchi!



Main DIL me aata hoon,
Samaz mein nahin

98.3 FM
RADIO MIRCHI
70's Ka!

www.radioMirchi.com

Design & Content - Creative



Design & Content - Creative



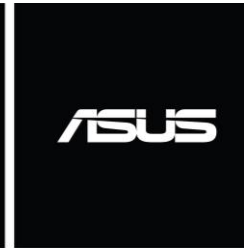
ASUS

Zenfone Max Pro ^{M2}
Unbeatable Performer 2.0

 Snapdragon™ 660 with AIE

 Corning® Gorilla® Glass 6

Zenfone Max Pro ^{M2}



Zenfone Max ^{M2}

Zenfone

ASUS

Zenfone Max Pro ^{M2}
#UnbeatableFanClub Meet

ASUS

The #UnbeatableFanClub Contest
Your chance to meet **Technical Guruji** and feature on his channel
Also win a Zenfone



ASUS

Zenfone Max ^{M2}
Power-Packed Performer

 6.26"
15.9 cms (6.26) HD+ Notch Display

 Snapdragon™ 632 Octa-core Processor

 4000mAh Battery

 13MP + 2MP Dual rear camera



ASUS

Zenfone Max Pro ^{M2}
Unbeatable Performer 2.0

 Snapdragon™ 660 with AIE

 Corning® Gorilla® Glass 6

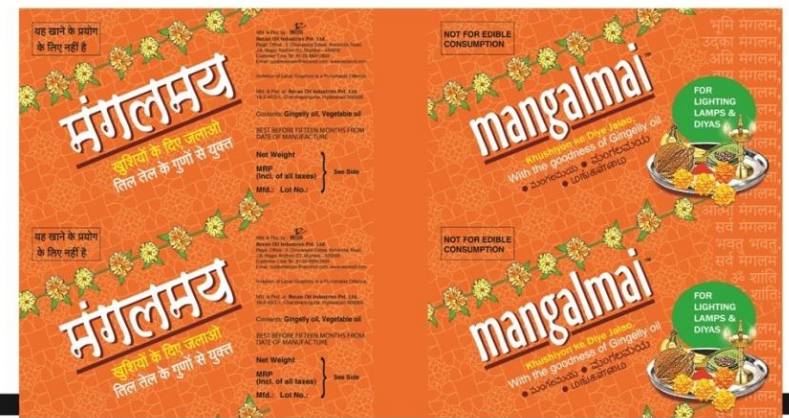
 Fast & Smooth Stock Android UI

 Low-light expert F1.8 Sony IMX486

 High Capacity 2 Day+ Battery

 Immersive Display FHD+ Full-View with Notch

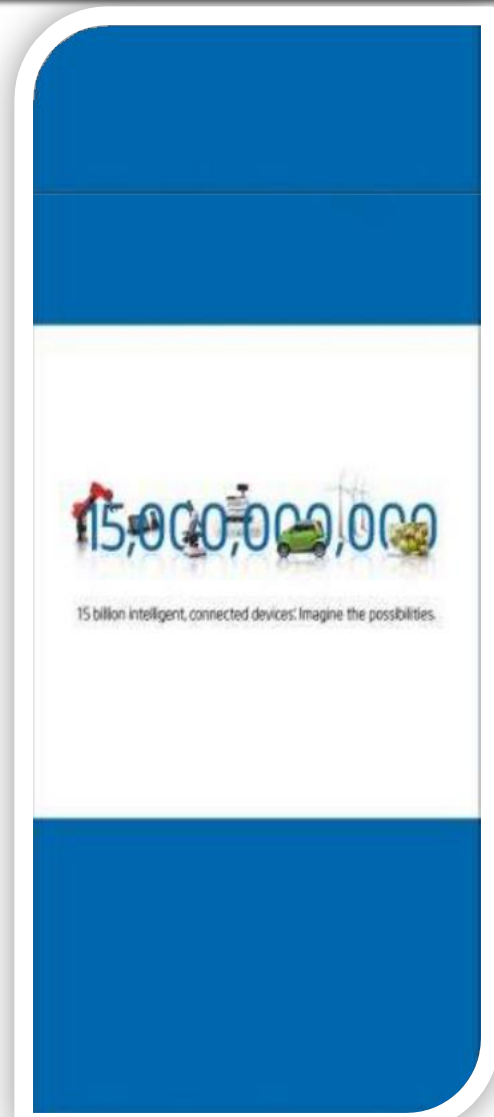
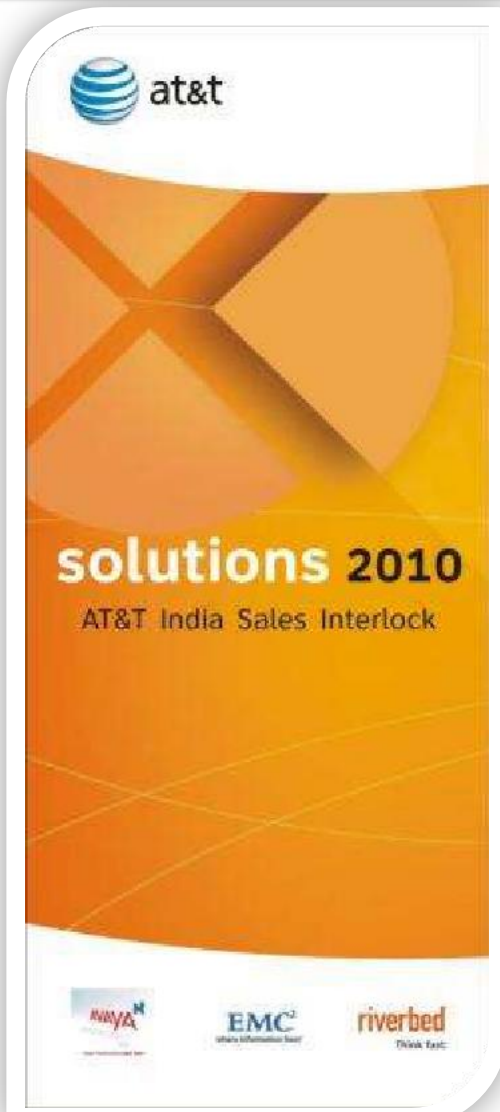
Design & Content - Creative



C=0; M=100; Y=100; K=0
 C=94; M=69; Y=0; K=0



Design & Content - Standees



Design & Content - EDM



Cisco's Smart+Connected Solutions Showcase
Making a Difference in the Lives of Citizens

15th - 17th March, 2010



We understand how important it is for government organizations and their private sector partners to foster a thriving and safe community where people are free to work, live, learn, and play. Hence we at Cisco work closely with our customers to help them create that environment.

Cisco's Smart+Connected Health, transportation, Education and Safety and Security Solutions help transform physical communities into connected communities. Members of Smart+Connected Communities have access to information and services that enrich their lives, with solutions for their life, home, schools, transportation and more.

We invite you to the iBus2 Solution Showcase stationed at the CGO Complex from 15th to 17th March to discover:



How Cisco's Smart+Connected Communities Help Achieve Economic, Social and Environmental Sustainability



How Cisco's Smart+Connected Safety & Security Protect Citizens and Enhance Communications



How Cisco's Smart+Connected Health is Changing the Way Healthcare is Delivered for Citizens

Event Details:

Date: 15th - 17th March, 2010

Venue: CGO Complex, Lodhi Road

City: New Delhi

We look forward to welcoming you onboard the iBus2.

Warm regards,
Name:

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Dear Sir / Madam

Fasten your seatbelts and get ready for two days of adventure, excitement and fun. The icing on the cake is that you also get to brush up your knowledge of Cisco UCS server technology while you are having the time of your life.

Orient along with Cisco invites you to an overnight adventure expedition at Diela Adventure in Lonarata on April 29 & 30, 2011, where learning and fun will come together to form an unforgettable experience.

Come and explore adventure activities that will pump up your adrenalin and also get the benefit of sharing technology knowledge on Cisco UCS servers with your peers and industry experts.

So block your calendar on both these dates to make sure that you don't miss this unique event. More details along with the agenda will soon follow.



Innovative Technologies



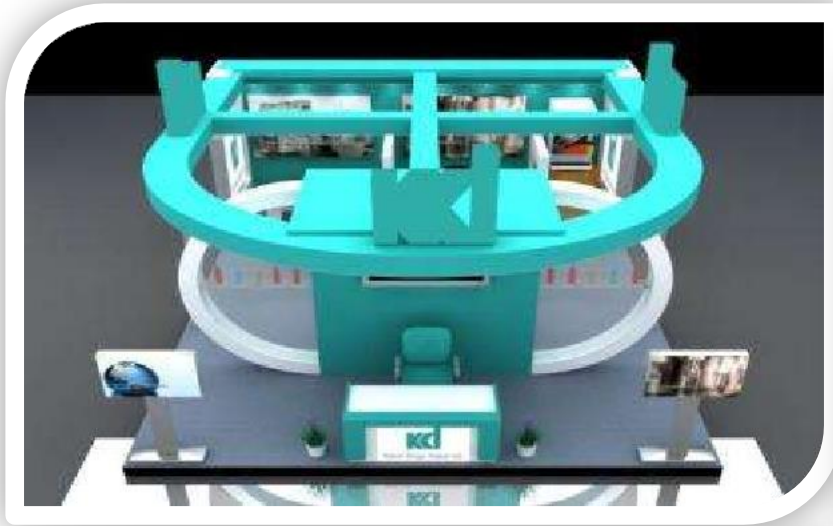
Enhancing Customer Experience



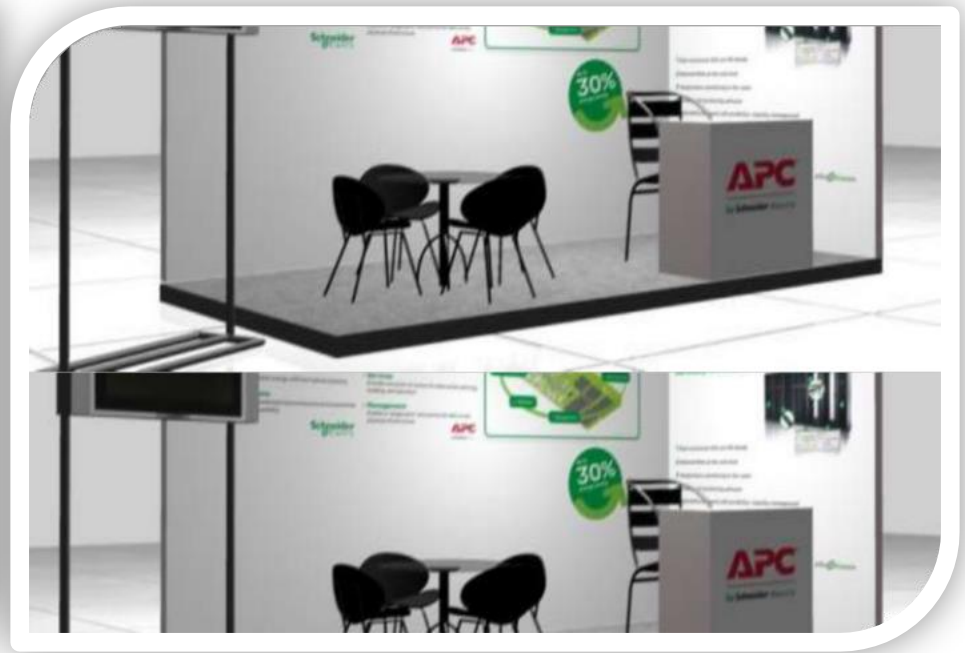
Interaction with Experts

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Design & Content - Stalls



Design & Content - Stalls



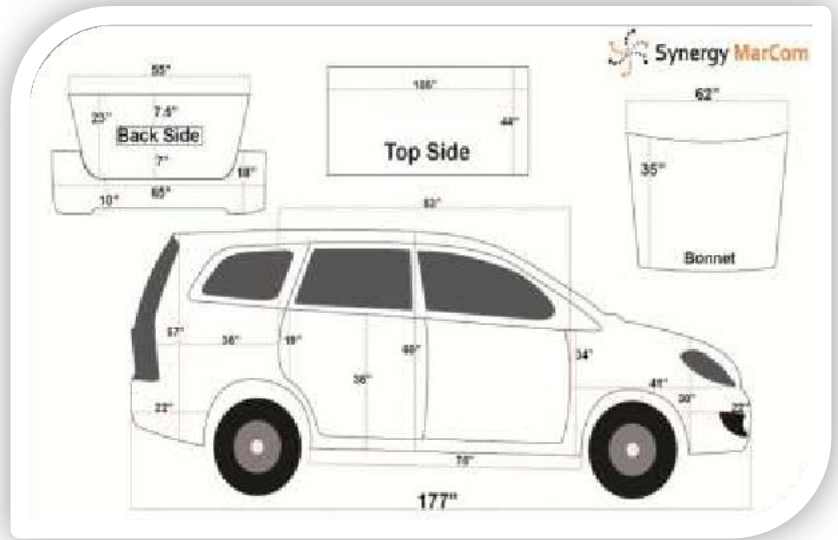
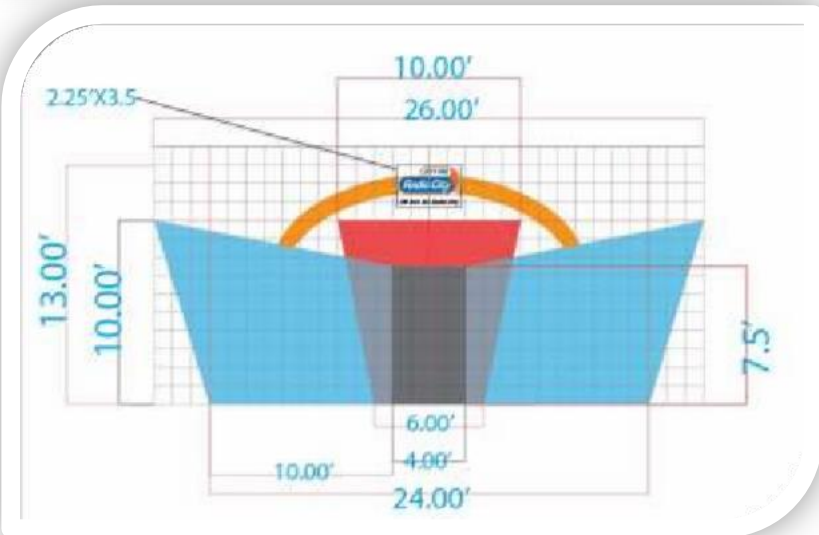
Design & Content – Selfie booth



Design & Content - Stages



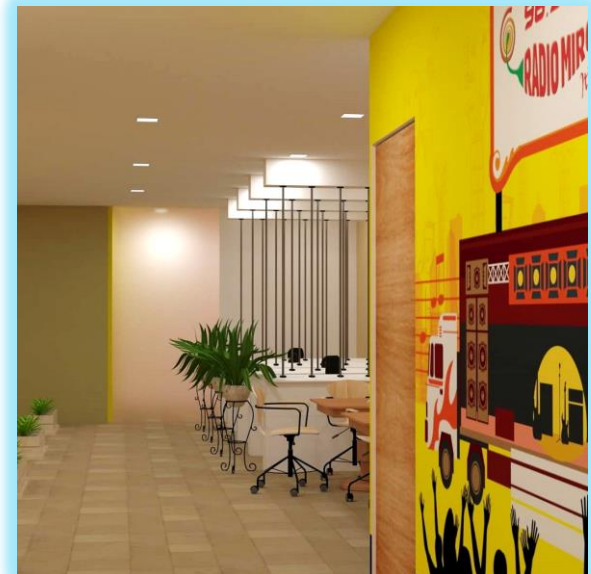
Design & Content - Stages



3D Renders



3D Renders



Design & Content - Kiosks





Synergy Integrated MarCom
INDIA PVT. LTD.

ASIA-PACIFIC
CEF
CUSTOMER ENGAGEMENT AWARD
2015-16

BTL Activity
Successful Use of Technology

Radio Mirchi

The Meera and Suren Show
(Winner)

Powered By
Bloomberg TV
INDIA

A Initiative of
Asian Customer
Engagement Team

Why choose us?

- 12 Years in business
- Wooden Fabrication
- Metal Fabrication
- Extensive Coverage
- Multiple Expertise
- Award Winning Team
- Result Oriented
- Cost Effective

Thank You

9820-662-722



 **Synergy Integrated MarCom**
INDIA PVT. LTD.