



AWE-NEST

PRESENTS

# mxp

MODULAR EXPERIENCE PLATFORM

AWE-INSPIRING EXPERIENCES

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# mxp

MODULAR EXPERIENCE PLATFORM



MXP (Modular Experience Platform) are compact, plug-and-play immersive pods that can be placed anywhere to deliver high-impact digital experiences.

Each pod functions as a self-contained environment with screens, projection, sound, or interactive tech, allowing guests to step inside and instantly enter a curated world.

Fully modular, MXP pods can stand alone or be combined in clusters, making them easy to deploy, customize, and scale for any event or space.

# MODULAR EXPERIENCE PODS:



01. Minimmerse
02. AI Drawing LAB
03. HoloPhoto Booth
04. Brain Scanning Station
05. Interactive Kiosk
06. Conversational AI Characters
07. AI Fan Studio
08. Pulse Reader
09. Floating Visual Magic
10. Digital Photo Op
11. Kinetic Sculptures
12. Immersive Dining & Bar
13. Immersive Show

## ADD-ON

- Interactive Merch & Print
- Hologram
- Brandy (Robot Dog)

Please enjoy our versions on Modular Experience Pods. We also love to custom-curate out-of-the-box projects as well.

Contact us for a consultation.





# MINIMMERSE

## – the Mini Immersive Projection Room

A compact, high-impact immersive room where guests step inside and feel transported into a living story. Once they enter, the walls ignite with 360° projection — sweeping visuals, cinematic sound, and dynamic motion that make them feel like they’ve walked into a commercial, a product world, a hype video, or a dream sequence. Minimmerse delivers the magic of large-format immersion in a portable, scalable footprint.

### Why it works:

- Instant wow factor — guests step in, stop, and feel something
- Deep emotional engagement inside a fully wrapped story world
- Small footprint with huge visual payoff — perfect for touring
- Content swaps easily for any campaign, season, or brand world
- Creates highly shareable moments that boost visibility and ROI

**Ideal for:** Brand activations, fan zones, product launches, sports experiences, retail pop-ups, exhibitions, corporate events, tourism showcases, and any space that needs a memorable, cinematic “step inside our world” moment.

**XP** 01  
EXPERIENCE POD

# MINIMMERSE





# MINIMMERSE

## FOR RED BULL



For two thrilling weeks, our fully immersive booth experience was #1 fan attraction at the Valorant Tournament.

Blending projection mapping, interactive media, and real time target challenges, we dropped fans straight into Valorant universe. High energy, high impact, and pure Red Bull vibes.





# AI DRAWING LAB: CREATE THE FUTURE

A lightning-fast, futuristic creative station where guests sketch a simple idea on a digital pad — and watch AI instantly transform it into a stunning, polished concept of the future. From next-gen vehicles to dream cities, fashion, mascots, or brand worlds, the system evolves each drawing into a hyper-real, cinematic vision.

## Why it works:

- Ultra engaging — people love seeing their imagination come alive

- Instant shareable content that feels magical and personal

- Scalable for any theme (sports, automotive, travel, tech, luxury, youth)

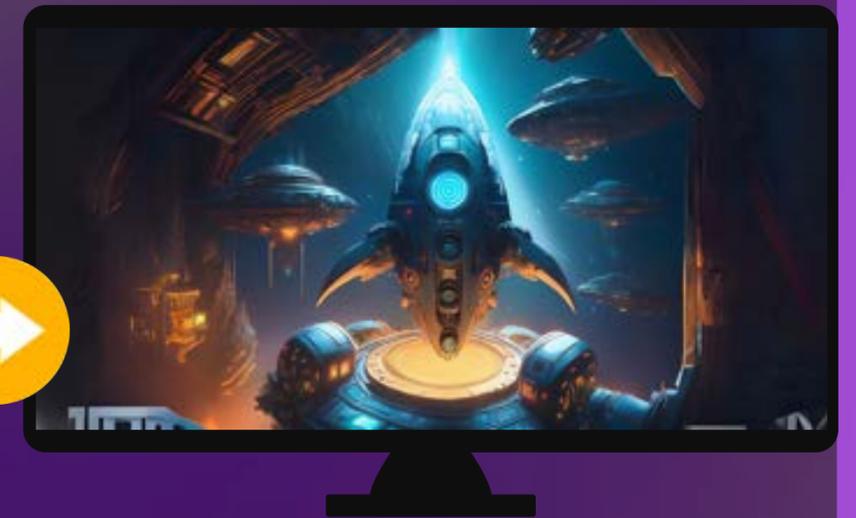
- Perfect for brand storytelling and data-free participation

- Creates keepsakes guests take home or post online

**Ideal for:** Sponsorship zones, innovation pavilions, fan festivals, brand launches, retail pop-ups, and any event where “future-forward” matters.

# AI DRAWING LAB: CREATE THE FUTURE

AI Drawing Lab where guests sketch an idea on the ipad or with crayons and instantly see it transformed into a futuristic, high-end visual they love sharing.



# HOLOPHOTO BOOTH

*(First in the World)*

A next-generation photo booth that transforms every guest into a living hologram. Using depth capture and cinematic motion effects, the system creates a looping, holographic mini-video — a Holophoto — that floats, shimmers, and reacts as you move your phone. Guests receive a scannable link to view, save, and share their personal hologram instantly.

## Why it works:

- Feels futuristic, premium, and unlike any traditional photo booth

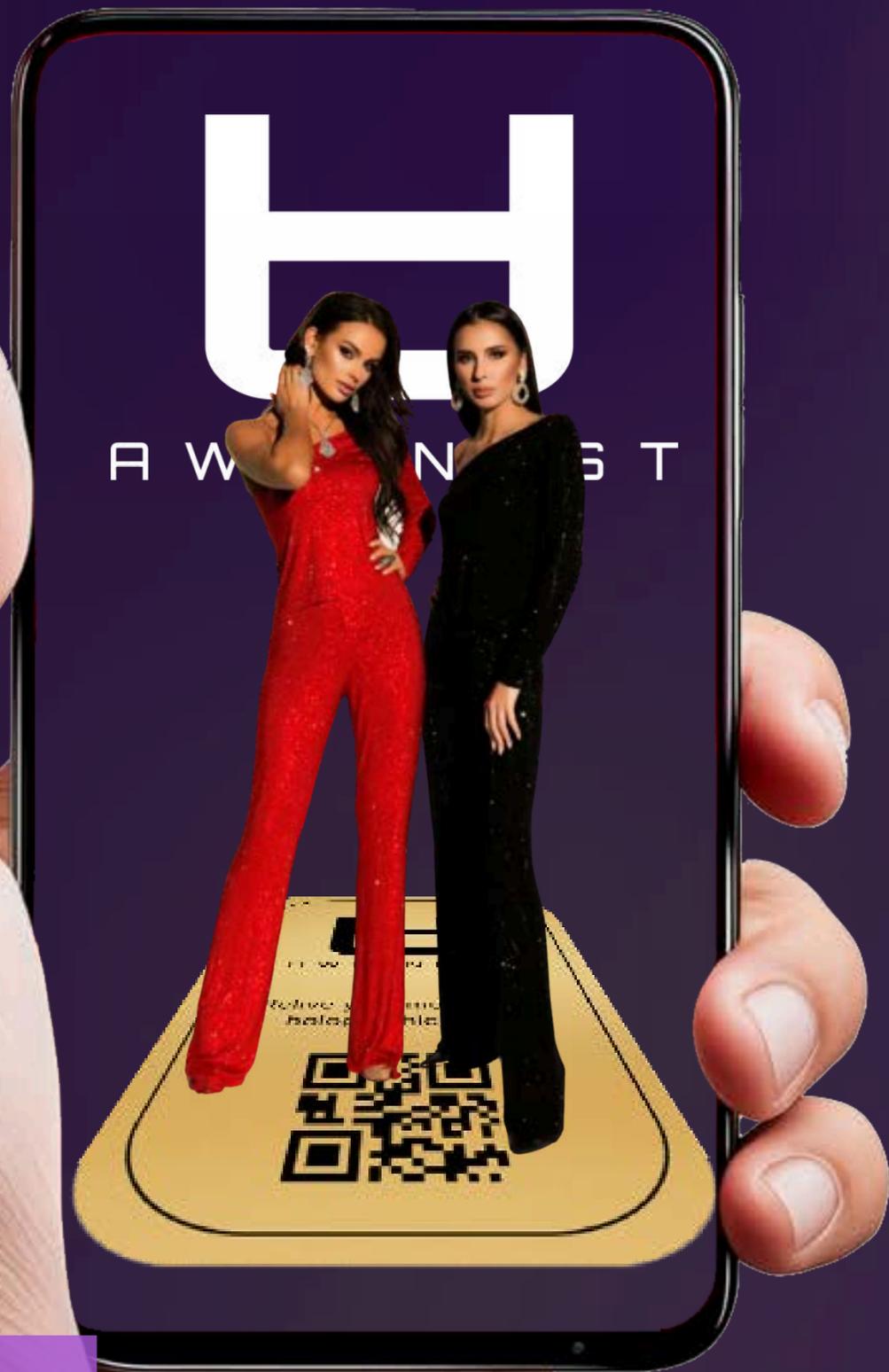
- Ultra-shareable — perfect for social media and event storytelling

- Fast, high-throughput, low-footprint installation

- Customizable with brand frames, animations, motion effects, and logos

- Every guest leaves with a magical digital keepsake

**Ideal for:** Red carpets, galas, sports fan zones, retail pop-ups, conference booths, festivals, brand activations, and VIP events.



# HOLOPHOTO BOOTH — “CAPTURE MAGIC IN MOTION”

*(First in the World)*



HOLOPHOTO

A futuristic photo moment that turns every guest into a shimmering hologram they can view and share instantly. Fast, magical, and ultra-premium — the perfect upgrade to any event’s content capture.



**XP** 03  
EXPERIENCE POD



**XP** 03  
EXPERIENCE POD



# “MINDS IN MOTION”

## *Watch your brain transform into art in real-life*

A mesmerizing neuro-interactive installation that turns your thoughts into art. Guests slip on a lightweight brain-sensor headband, and as their focus, calm, or excitement shifts, the system transforms their mental activity into glowing patterns, colors, and motion on a large digital canvas.

### **Why it works:**

Beautiful, immersive “wow-moment” guests have never experienced

Highly personalized — every piece is unique to each person

Emotional and meaningful, perfect for deeper brand storytelling

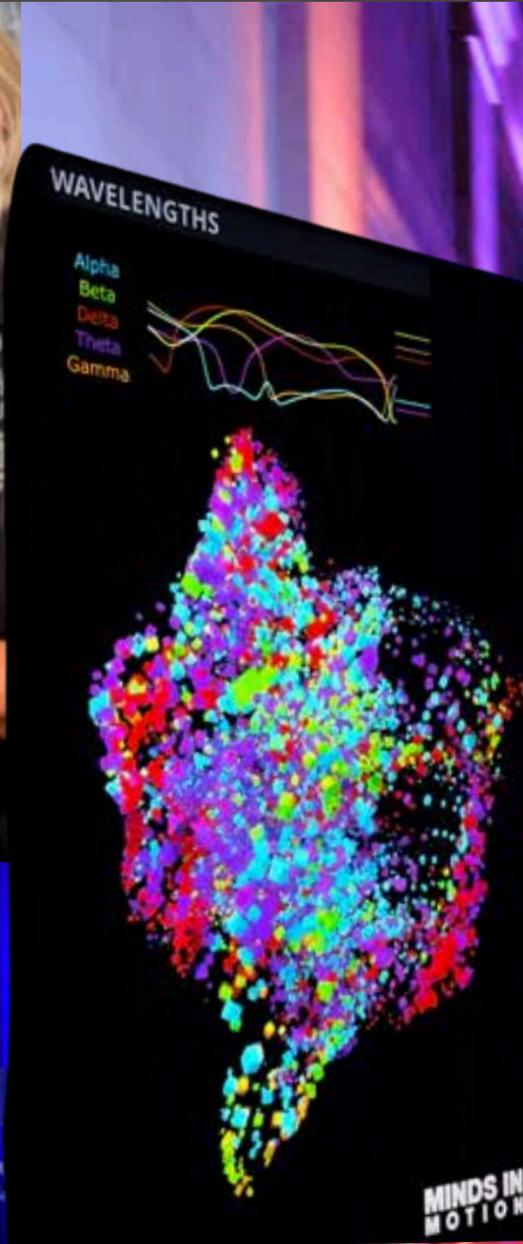
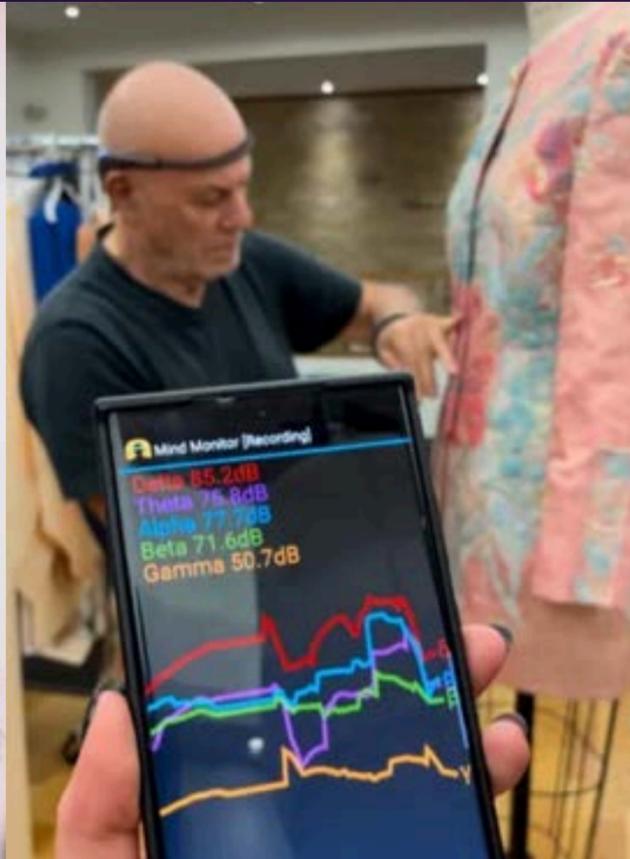
Creates stunning shareable visuals and optional printed keepsakes

Scalable for wellness, tech, sports, luxury, or creativity themes

**Ideal for:** Innovation zones, wellness pavilions, art-forward events, festivals, tech conferences, luxury activations, and VIP brand moments.

# “MINDS IN MOTION”

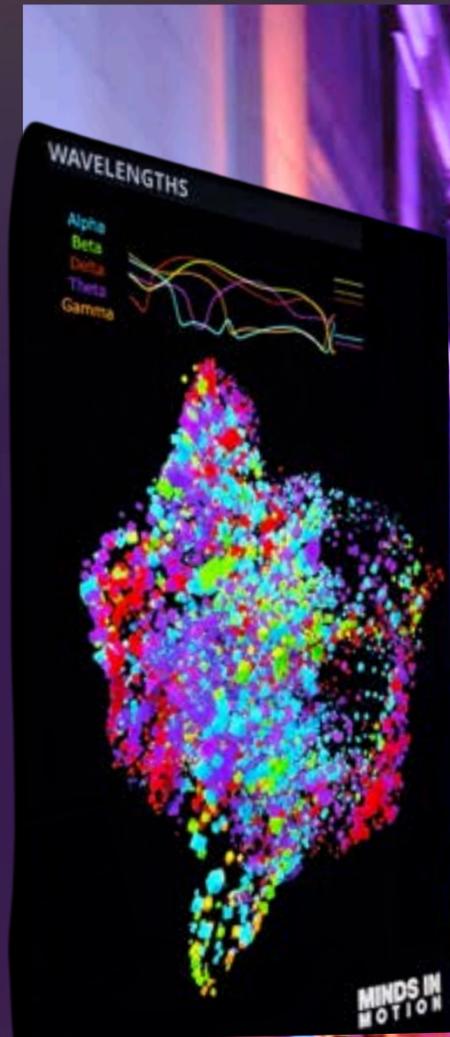
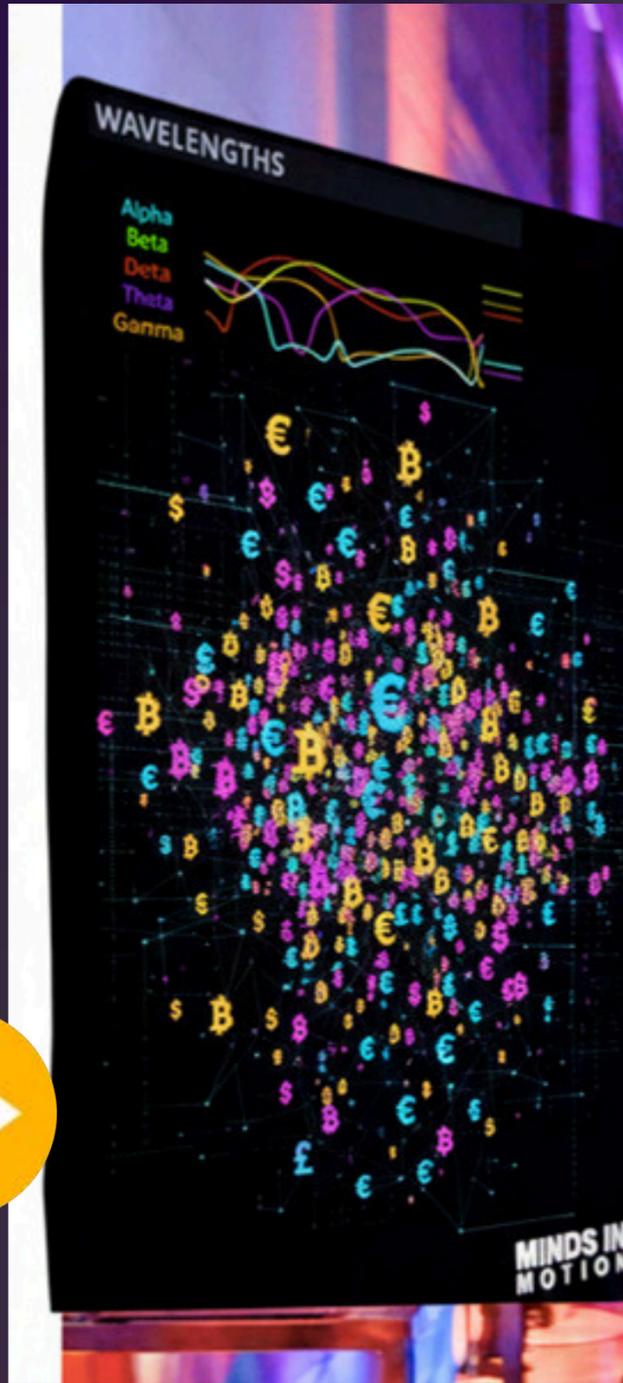
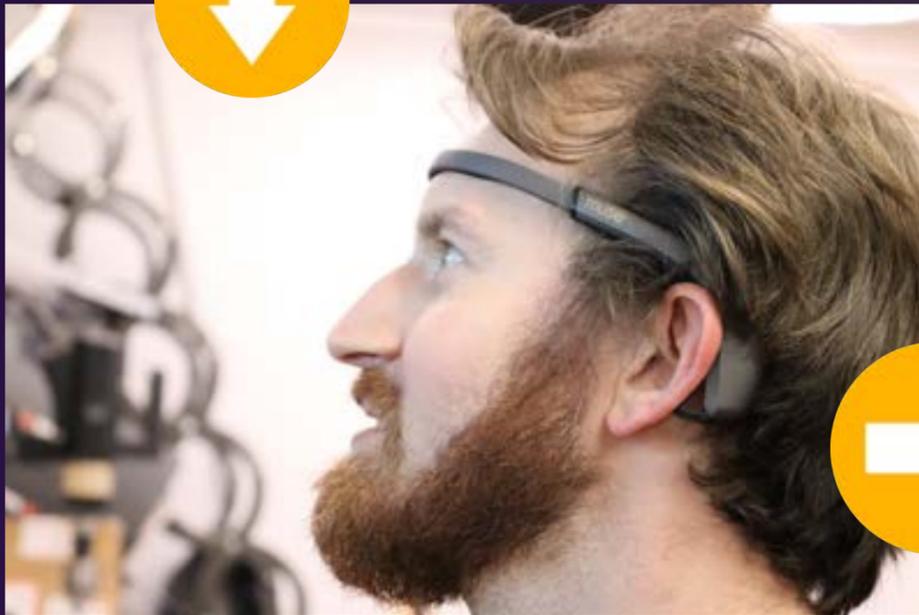
[Article + Video – Minds in Motion](#)



**XP 04**  
EXPERIENCE POD



# Brain Scanning Activation: Wear Headband, watch your brainwaves come to life



# INTERACTIVE KIOSKS — “TOUCH TO TRANSFORM.”

Interactive Kiosks are digital stations where guests use a small touchscreen to explore menus, select content, and trigger large-scale visuals on a main display. The kiosk acts as a personal “control panel,” letting visitors choose stories, animations, data, or experiences that instantly come alive on the big screen, creating an intuitive, hands-on interaction.

## Why they work:

- Gives guests agency — they control what happens
- Simple, universal, and instantly understandable
- Encourages curiosity, exploration, and longer dwell time
- Highly scalable: can trigger videos, maps, characters, products, data, or any dynamic content
- Perfect for clear storytelling or guiding guests through different worlds

## Ideal for:

Brand activations, exhibitions, museums, retail, product showcases, education spaces, public installations, and any environment that benefits from personal, touch-driven discovery.

[Interactive Kiosk for Airport](#)



# 200 destinations

Pearson flies to 200 destinations and 68 countries



# INTERACTIVE PRINT

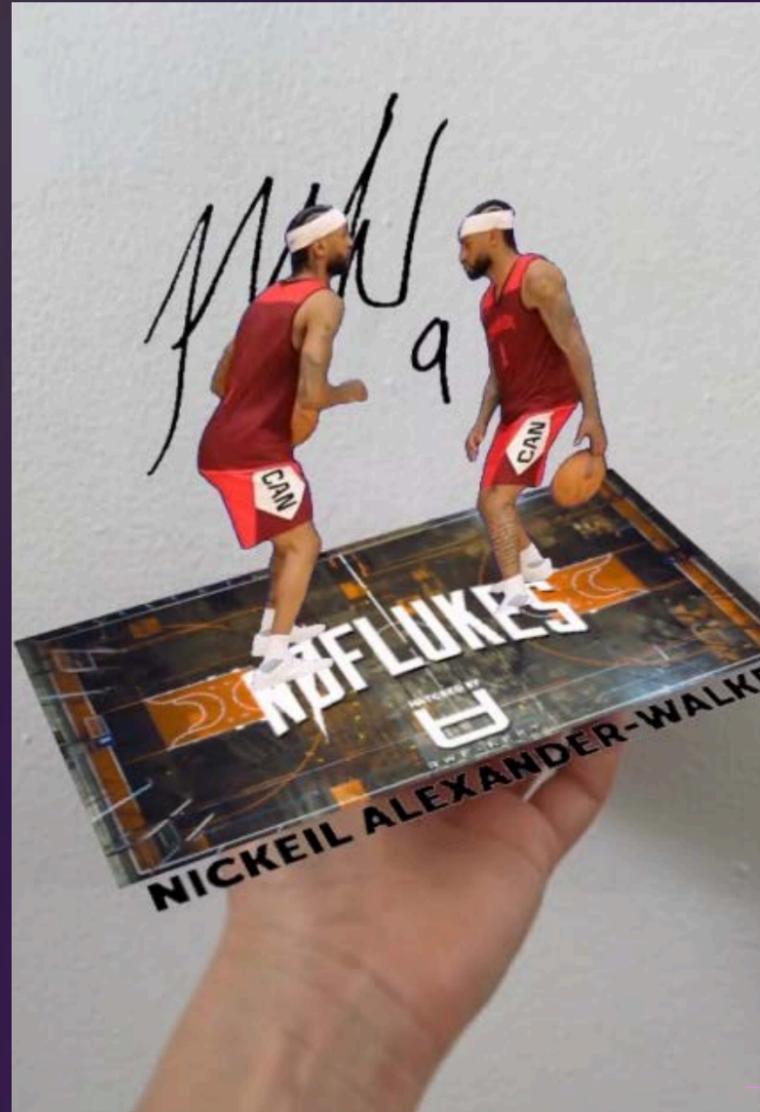
## INTERACTIVE PRINT

*“Bring print to life!”*

Interactive print brings traditional print to life by layering dynamic, interactive media on top.

Whether it’s lanyards, posters, or printed materials for galleries and exhibitions, this technology transforms static visuals into captivating, immersive experiences.

Guests can watch the content pop up before their eyes, creating memorable moments that print alone can’t achieve. Even better, the message can be updated in real time, ensuring content stays fresh and relevant, making it an invaluable tool for artists to engage audiences in innovative and lasting ways.



[NBA Player’s Card with embedded signature](#)



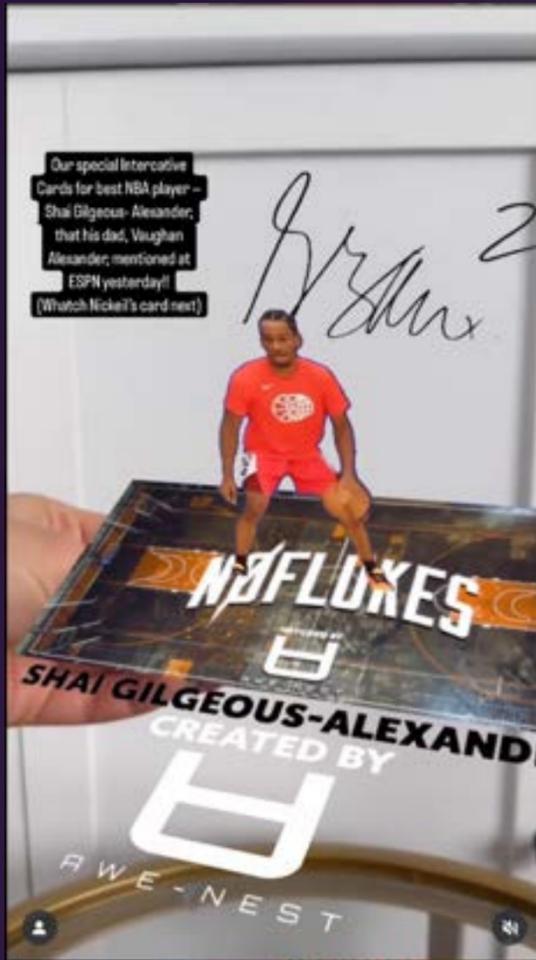
[Paul Stanley Card from Rock-band KISS](#)



# INTERACTIVE PRINT

For MVP, Shai Gilgeous-Alexander,  
Best Current NBA Player

Mentioned at ESPN



Interactive card for Karl  
Wolf for new song launch



# HOLLOGRAM

*Karl Wolf's Hollagram*



## ***NO print needed***

HOLLAGRAM is an interactive “**holographic**” e-blast message designed to create an unforgettable fan experience. Artists can connect with their audience like never before, wherever they are.

Hollagram brings artists, characters, or brand ambassadors to life through a simple web link.

## BEST FOR

### **Musicians & Bands**

Share new songs, tour updates, and exclusive content.

### **Brands & Agencies**

Reinvent the e-blast with personality and magic

### **Event Organizers**

Send immersive invites and ticket promotions



# HOLLOGRAM

## SAMPLES



TRY IT YOURSELF



Opens ONLY From Phone



# INTERACTIVE MERCH

INTERACTIVE  
MERCH



INTERACTIVE  
T-SHIRT

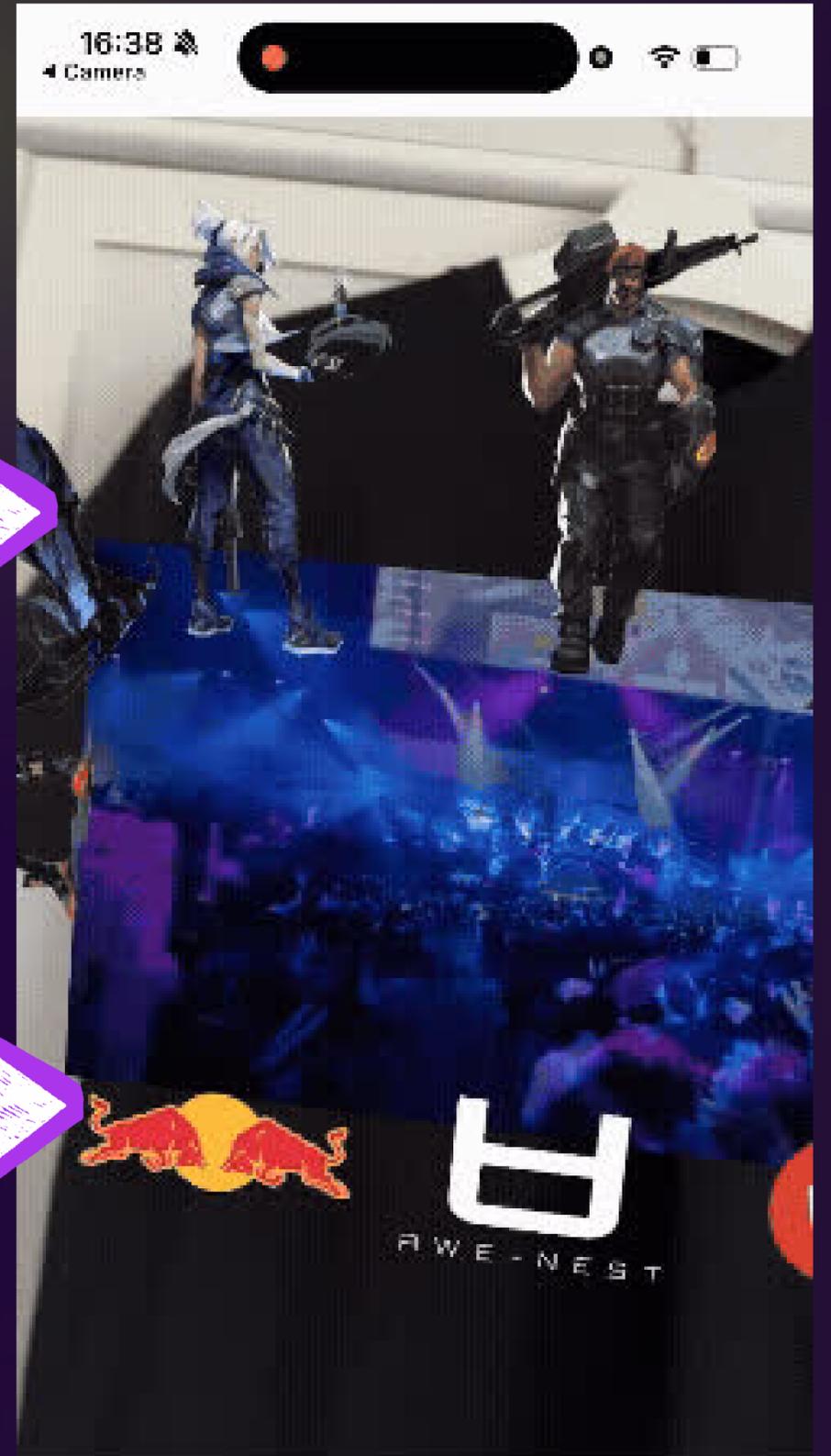
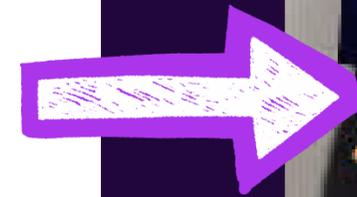
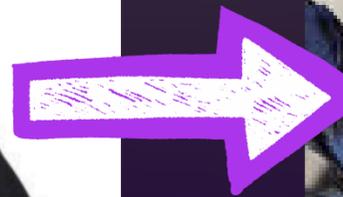


**“Bring Merch to life!”**

Add value and foster a deeper connection between the consumer and the brand with interactive merch, making each product a unique, dynamic experience.

Interactive merch blends physical products with digital experiences, creating an engaging and immersive way for fans to connect with their favorite brands, artists, or athletes.

Your t-shirts, hats, or posters come to life, offering exclusive content, behind-the-scenes access, or interactive features.





# CONVERSATIONAL AI CHARACTERS

An immersive, interactive booth where guests engage in real-time conversations with lifelike AI-powered characters. Whether it's a virtual athlete, a historical figure, a brand ambassador, or a fully custom persona, the system responds naturally, remembers context, and delivers a magic moment where technology feels alive.

## Why it works:

- High-impact “wow” moment — guests feel like they’re talking to a real personality

- Deep brand storytelling through custom-designed characters

- Engaging, educational, and endlessly shareable

- Works with text, voice, or animated avatars depending on event needs

- Scalable across themes: sports, travel, entertainment, luxury, corporate, youth

**Ideal for:** Innovation zones, fan festivals, museums, retail experiences, conferences, product launches, tourism pavilions, and high-tech brand activations looking to showcase the future of interaction.

# AI FAN STUDIO – “BECOME YOUR OWN HERO”



A fast, AI-powered fan studio where guests scan themselves and instantly appear on screen in a reimagined persona. Our AI reimagines who you can be – athlete, hero, icon, or something entirely unique, creating a personalized highlight reel with custom looks, colours, and dynamic graphics. The cinematic moment puts each guest in the spotlight with cheering crowds, dramatic effects, and a hero-style introduction – a highly shareable experience.

### Why it works:

- Lets guests transform into the persona they admire
- Highly personalized and instantly shareable content
- Fast, high-throughput activation
- Creates a strong tech-forward impression
- Fully customizable for teams, events, and sponsors

### Ideal for:

Fan zones, sports festivals, community events, brand activations, entertainment districts, tourism hubs, retail pop-ups and conferences.

# AI FAN STUDIO – “BECOME YOUR OWN HERO”

TRANSFORM YOUR GUESTS INTO THEIR FAV HEROES



# PULSE READER – “WHERE YOUR HEARTBEAT TAKES SHAPE”

Pulse Reader is biometric-driven interactive installations that transform a guest’s heartbeat into “pulsing” dynamic visuals in real time. By placing a hand under a small hanging sensor, the system reads subtle changes in pulse and emotional state – instantly translating them into shifting light, color, shape, or movement on a large screen becoming a personal interaction.

### Why they work:

- Biometric input creates an emotional, personal connection

- No learning curve – anyone can use it instantly

- Every result is unique, increasing dwell time and curiosity

- Highly photogenic, futuristic, and social-friendly

- Ideal for guiding mood: calming, energizing, or awe-inspiring

### Ideal for:

Immersive exhibits, brand activations, tech showcases, lounges, wellness spaces, public art, retail experiences, and any environment that benefits from interactive, meditative, or emotionally resonant visuals.





## “FLOATING VISUAL MAGIC” – HOLOGRAMS IN REAL LIFE

A stunning visual installation where digital content appears to float in mid-air on ultra-thin transparent display surfaces. Whether showcasing products, logos, motion graphics, or interactive visuals, holographic transparent screens create a futuristic, premium effect that feels straight out of science fiction – without specifying the underlying technology.

### Why it works:

- Delivers a powerful “wow-moment” with floating, hologram-like visuals

- Makes any product or message feel futuristic and premium
- Eye-catching from a distance; perfect for drawing crowds
- Versatile – works with motion graphics, branding, animations, or live content

- Scalable from small product displays to large event installations

### Ideal for:

Brand activations, product showcases, retail windows, trade shows, conferences, innovation zones, automotive reveals, tourism hubs, and any environment where futuristic display technology elevates the story.

# DIGITAL PHOTO OP

A sleek, modern photo station that instantly captures guests in a clean, studio-style portrait. Photos are automatically polished with branded overlays and delivered via QR code within seconds, giving every guest a premium, shareable keepsake that amplifies your event's impact.

## Why it works:

- Fast, high-throughput capture — ideal for large crowds
- Produces consistent, on-brand photos every time
- Seamless QR delivery for instant sharing on social media
- Lightweight footprint and easy integration into any event layout
- Customizable frames, logos, and color themes for full brand alignment

**Ideal for:** Festivals, brand activations, sports fan zones, retail pop-ups, conferences, galas, corporate events, tourism hubs, and any experience where polished guest content drives value.



# KINETIC SCULPTURES – “ART THAT MOVES WITH LIFE”

Kinetic sculptures are dynamic artworks designed to move through motors, wind, sensors, or human interaction. Unlike static installations, they use motion to create shifting patterns of light, shadow, and form. The result is a living, ever-changing experience that feels active, expressive, and immersive – instantly capturing attention and transforming any environment.

## Why they work:

- Motion draws the eye and creates instant engagement

- Universally understood – no language needed

- Highly photogenic and social-friendly

- Scales from small art pieces to large architectural features

- Ideal for adding energy, calm, or visual drama to a space

## Ideal for:

Public spaces, lobbies, museums, brand activations, festivals, tech showcases, wellness environments, and any setting that benefits from dynamic, living art.



# KINETIC SCULPTURE HALL OF MIRROR EXPERIENCES (H.O.M.E.)

World debut at the Art Gallery of Ontario, September 25, 2025.

## IMMERSIVE DINING & BAR EXPERIENCES (À LA “LE PETIT CHEF”)

These immersive activations transform food and drink into interactive storytelling moments. Using projection and animation, plates, tables, and bars come alive — turning each dish and cocktail into a multisensory, futuristic experience.

Guests don't just dine; they watch visuals unfold directly on their plates and glasses, creating surprise, delight, and unforgettable moments.

Why they work:

- Instantly captivating and memorable
- Elevates food and drink into entertainment
- Highly shareable and social-friendly
- Adds a premium, futuristic touch

Ideal for:

Gala dinners, brand activations, festivals, luxury events, hospitality venues, and experiential bars.

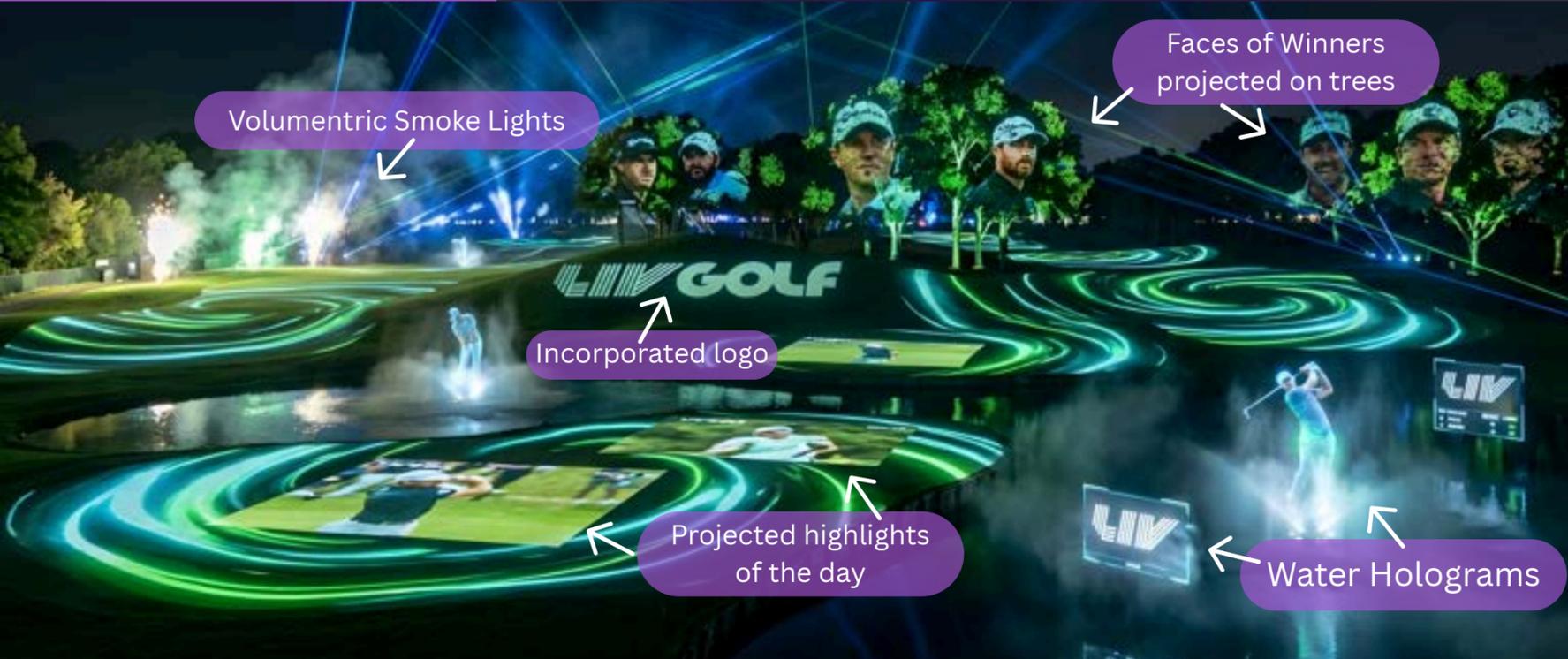


# IMMERSIVE SHOWS

Moons of Salomone



# IMMERSIVE SHOWS



Price: 100k+ CAD



ADD-ON



## BRANDY – ROBOT DOG THAT STEALS THE SHOW

A charming, futuristic robot-dog that instantly becomes the star of any event. Brandy walks, dances, poses for photos, greets guests, and reacts with playful motions that feel alive. Whether branded, costumed, or paired with a storyline, Brandy turns every interaction into a delightful, high-tech moment people can't resist recording.

### Why it works:

- Guaranteed crowd-magnet — guests rush to meet and film her

- Friendly, joyful personality that appeals to all ages

- Easily branded for campaigns, mascots, product themes, or characters

- Creates endless photo/video moments that boost organic reach

- Lightweight, portable, and perfect for roaming engagement

**Ideal for:** Shopping centres, festivals, fan zones, trade shows, corporate events, product launches, tourism promos, retail pop-ups, and any environment that needs a lovable, futuristic “walking wow-moment.”

ADD-ON



BRANDY - ROBOT DOG



# OTHER IDEAS

## **Brand collaborations:**

any brand collaboration, pop-up, experience or product, can have a cutting-edge technology added it.

## **Interactive galleries:**

can also be interactive where every piece, if is an object, book, photo or music record can come to life

## **App for Experiences:**

We can also build an app to personalize the guests experiences

“We are always happy to create custom and unique cutting-edge experinces based on specific needs and goals”.

# EXPOSURE NUMBERS

WE HELP OUR CLIENTS SHINE

**33+ countries viewed our Holographic Experiences**

**1m+ views on ESPN (Holographic cards with Shai Gilgeous-Alexander)**

**10+ Million views on Ubisoft Game Launches**

**70 million views on Live Stream Concert - AC/DC + Rolling Stones**

**100m+ on Music Videos + Concert Production**

# AMAZING PEOPLE AND COMPANIES WE WORK WITH

Shaun Gillgeous-Alexander (NBA player, MVP)

Paul Stanley (Rock Band KISS)

Karl Wolf (Pop Star)

Sonia Rodriguez (Principal Ballerina)

Roger Christian (Oscar Award Winner)

Hacksmith (YouTube Celeb)

**TEDx**



**Red Bull**



**TRICON**  
RESIDENTIAL

*mongrel*

**ELLE**

**AGO**

**LIGHTHOUSE**  
IMMERSIVE

*Budweiser*



AS FEATURED IN



THE GLOBE AND MAIL\*

canadianspecial  events  
magazine



# CONTACT

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We're here to  
listen, assist, and  
turn possibilities  
into realities.

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EMAIL US  
[hi@awe-nest.com](mailto:hi@awe-nest.com)

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# THANK YOU

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FOR YOUR TIME AND ATTENTION  
LET OUR JOURNEY BEGIN!