



AWE-NEST

PRESENTS

**MXP**

MODULAR EXPERIENCE PLATFORM

***SPORTS EDITION***

ENHANCED FAN ENGAGEMENT



# MXP

MODULAR EXPERIENCE PLATFORM



MXP is a modular series of high-impact Experience Pods designed to deliver unforgettable fan moments – from stadium plazas and concourses to fan zones, city activations, global broadcasts, and international festivals.

Each pod is a self-contained immersive environment powered by projection, sound, interactive technology, and cinematic storytelling – allowing fans to step inside the energy, heritage, and emotion of sport.

Fully modular and scalable, MXP pods can operate individually or connect into larger experience zones, adapting seamlessly across game days, tournaments, rivalries, championships, tours, and global events.



# MODULAR EXPERIENCE PODS:



01. Minimmerse
02. Digital Interactive Games
03. AI Fan Studio
04. Neuro-Kick Race
05. HoloPhoto Booth
06. Robot Dog Soccer Challenge
07. Immersive Show
08. Conversational AI Characters
09. Floating Visual Magic
10. AI Drawing LAB
11. Interactive Soccer Hub
12. Digital Photo Op

## ADD-ON

- Interactive Merch & Print
- Hologram

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

## Mini-Immersive Projection Room

A compact, high-impact immersive room that drops fans straight into the heartbeat of live sport.

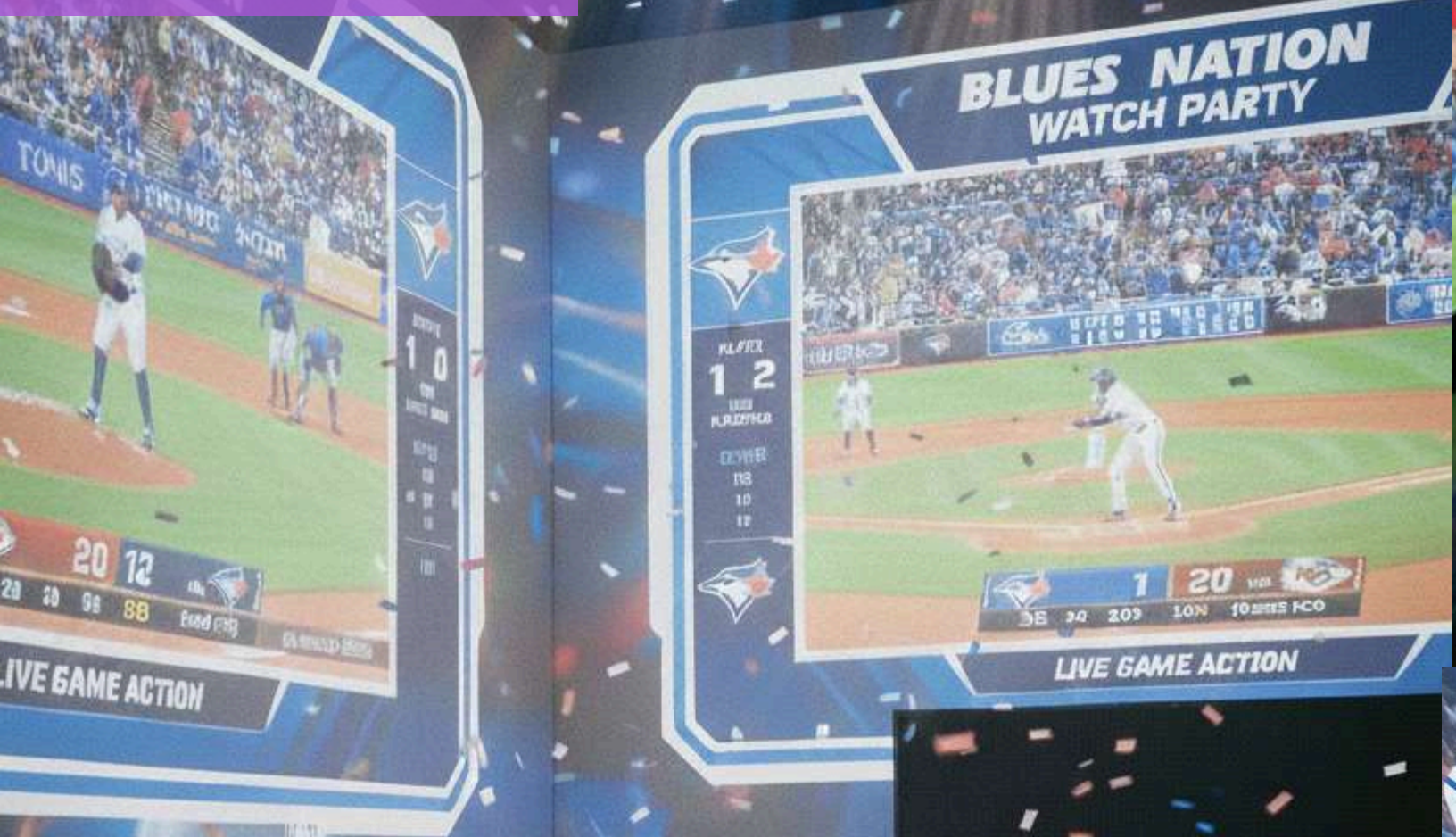
The moment they step inside, the environment ignites — walk-outs, crowd energy, iconic moments, dramatic plays, and cinematic sound and light. 360° visuals wrap fans in pure event-day intensity.

### Why it works:

- Delivers an immediate emotional connection with fans
- Creates highly shareable moments that extend reach beyond the venue

### Best for:

- High-traffic fan zones, concourses, and live-event environments
- Brands and rights holders seeking scalable, repeatable engagement



# 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.

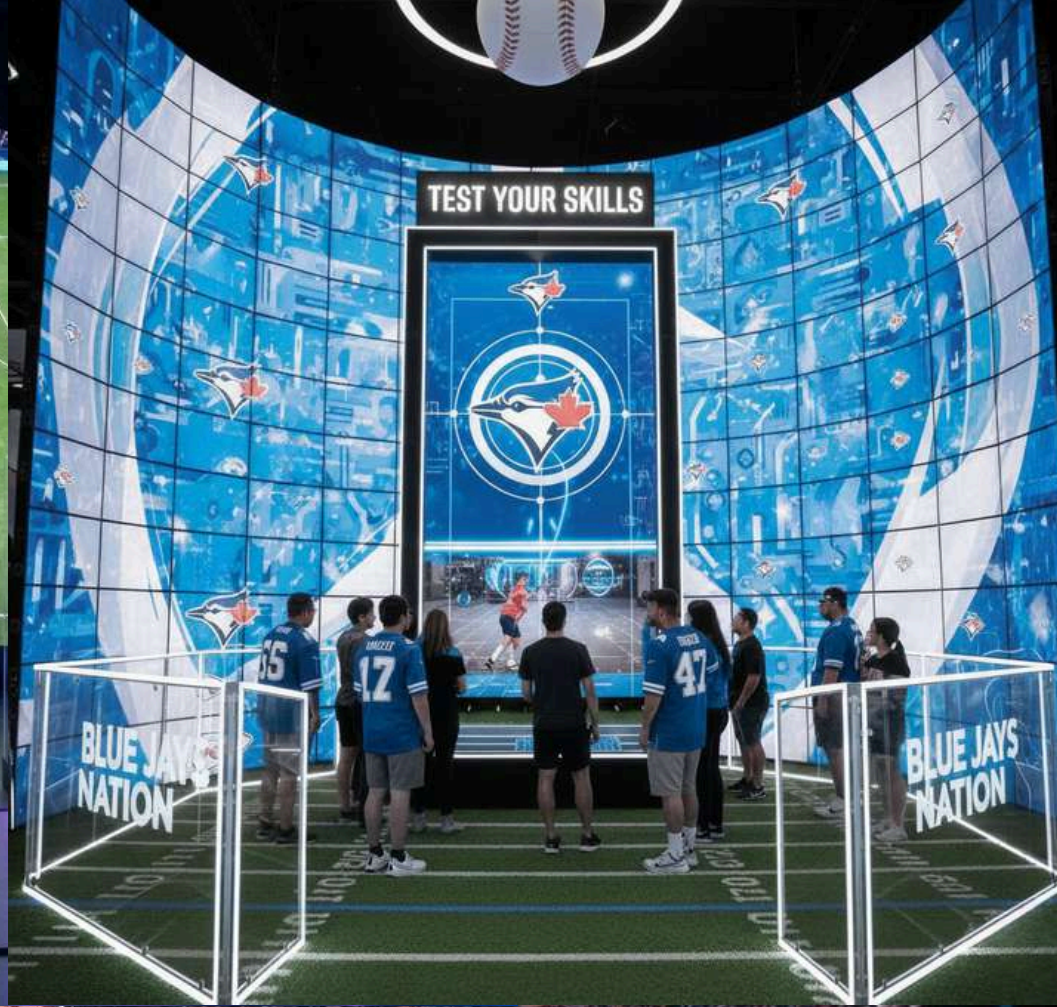


**XP** 02  
EXPERIENCE POD

PREMIER LEAGUE CHALLENGE



TEST YOUR SKILLS



## DIGITAL INTERACTIVE GAMES

Fast, high-energy interactive games inspired by the pace, precision, and drama of sport.

Challenges may include reaction speed, accuracy tests, decision-making moments, skill-based mini-games, and competitive simulations.

### Why it works:

- Delivers an immediate emotional connection with fans
- Creates highly shareable moments that extend reach beyond the venue

### Best for

- High-traffic fan zones, concourses, and live-event environments
- Brands and rights holders seeking scalable, repeatable engagement and social sharing



# AI FAN STUDIO & KIOSK

## “BECOME YOUR FAVOURITE PLAYER”

A lightning-fast AI-powered studio that transforms every guest into a central character within the sporting world.

Fans scan themselves and instantly appear in cinematic environments — walk-outs, in-game moments, celebrations, or big-screen visuals.

Each experience features a personalized cinematic intro including:

- Name & number
- Team or event visuals
- Crowd energy and chants
- Event-day atmosphere

### Why it works:

- Makes every fan feel personally included in the experience
- Produces instantly shareable, personalized content

### Best for:

- High-volume events and large fan crowds
- Customizable storytelling for teams, leagues, events, and sponsors



# NEURO-KICK FOOTBALL RACE

**“YOUR BRAINWAVES CONTROL THE GAME”**

**Description:**

A head-to-head competition where two participants wear brainwave-reading headsets and go “mind vs. mind.” Their focus and mental intensity power miniature football players on a track — the stronger the brain activity, the faster their player moves toward the finish line.

**Why It’s a Hit:**

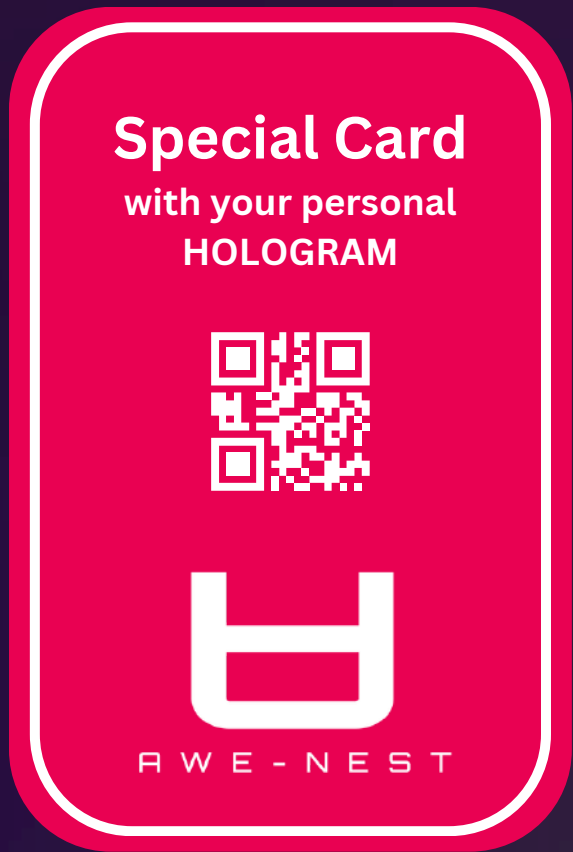
- Completely unique “mind-powered” gameplay
- Creates suspense, competition, and crowd engagement
- Strong educational + tech-forward element
- 

**Includes:**

Brain reading headsets, interactive table with racing football figures, real-time brainwave visualization, leaderboard screen, staff facilitation

*(Can be applied for any sport)*





# HOLOPHOTO BOOTH

*(First in the World)*

A show-stopping experience where fans become lifelike floating holograms.

Guests pose/dance for a few moments and instantly see themselves transformed into cinematic holographic visuals, delivered as shareable digital keepsakes.

**Why it works:**

- Creates a never-seen-before visual moment
- Turns fans into icons within the experience

**Best for:**

- Strong social amplification and brand visibility
- Fast, efficient throughput for peak event times



# HOLOPHOTO BOOTH

*(First in the World)*

Special Card  
with your personal  
holographic photo



Special Card  
with your personal  
holographic photo



Special Card  
with your personal  
holographic photo





# ROBOT DOG SOCCER CHALLENGE

## Description:

A playful and futuristic soccer experience where guests control a high-tech robotic dog to pass, dribble, and kick a ball toward the goal. Using an intuitive controller, each participant guides the robot dog through a short challenge — combining precision, timing, and fun.

## Why It's a Hit:

- Eye-catching and highly shareable
- Blends robotics + sport in a unique way
- Fun for all ages and skill levels

## Includes:

Robotic dog unit, controller system, mini soccer pitch setup, branded goal + signage, on-site staff support (robot dog operator)



## Sport Night Spectacle

Large-scale projection experiences designed for stadiums, fan parks, and city landmarks.

Content may celebrate historic moments, rivalries, countdowns, or championship narratives through cinematic visuals and sound.

### Why it works:

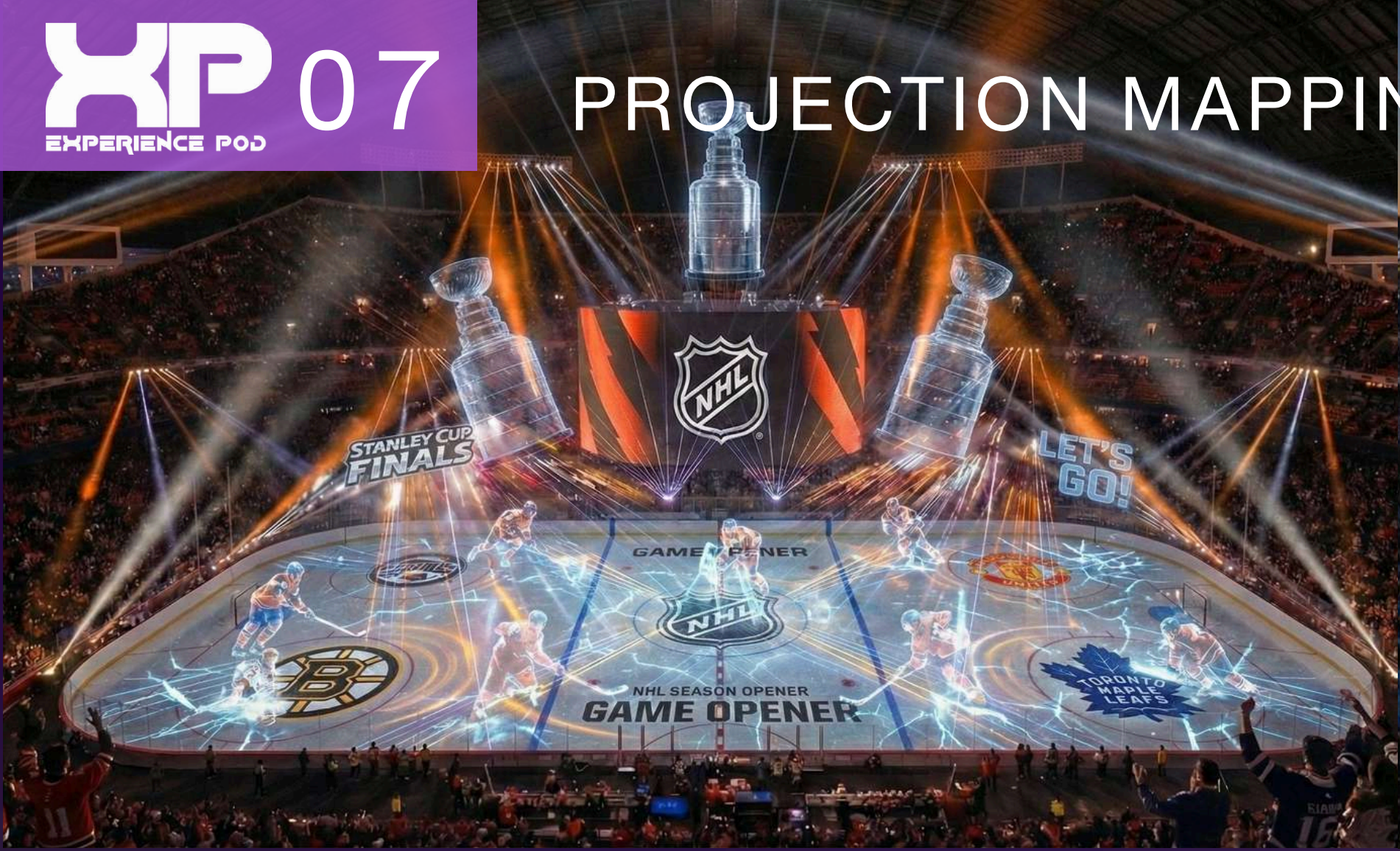
- Commands attention at architectural scale
- Elevates atmosphere for live and broadcast audiences

### Best for:

- Flexible content updates across seasons and events
- Seamlessly integrates branding and sponsor storytelling



# PROJECTION MAPPING SHOWS + PROMOTIONS





# CONVERSATIONAL HOLOGRAPHIC CHARACTERS

Step into an immersive booth where fans interact with AI-powered personalities — virtual athletes, legendary figures, hype hosts, or custom avatars.

Characters listen, respond, remember, and react in real time, delivering a natural, engaging, and surprisingly lifelike experience.

Fans can ask about history, iconic moments, rivalries, upcoming events, or receive personalized hype messages via voice or text.

## Why it works:

- Feels alive and personal, creating a true “wow” moment
- Turns storytelling into a two-way, interactive experience

## Best for:

- Fan zones, concourses, and high-dwell engagement areas
- Adaptable for teams, leagues, events, themes, and sponsors



## FLOATING VISUAL MAGIC

A striking visual experience where graphics, player silhouettes, stats, and sponsor content appear to float in mid-air on ultra-thin transparent displays.

Perfect for concourses, fan zones, retail areas, and large-scale moments — delivering a premium, futuristic look that's impossible to ignore.

### Why it works

- Delivers a massive visual “wow” factor
- Makes players, history, and sponsors feel next-level
- Pulls fans in from afar
- Scales from small displays to stadium-wide installations



## AI DRAWING LAB: CREATE THE FUTURE

A high-energy creative station where fans sketch a simple idea and watch it instantly evolve into a polished, cinematic visual world — powered by AI and our magic.

In seconds, rough drawings transform into bold concepts such as future uniforms, next-gen equipment, reimagined venues, or imaginative fan art — each one uniquely personal and visually striking.

### Why it works:

- Invites hands-on creativity and sparks curiosity
- Delivers personalized content fans are excited to share

### Best for:

- Youth zones, family areas, and fan-festival environments
- Creating digital keepsakes that extend the experience beyond the venue



## Interactive Soccer Hub

A large-scale digital screen installation that transforms the space an interactive soccer experience. Guests can choose between multiple modes — from playing a virtual soccer game to stepping into a dynamic photo experience where they become a professional football player.

### Modes Include:

- Soccer Game: Guests interact with the screen to pass, shoot, and score
- AI Photo Booth: Transforms guests into soccer stars with dynamic backgrounds and effects

### Why It's a Hit:

- High-capacity, continuous engagement
- Perfect for Championships celebrations and long-term legacy
- Creates memorable, shareable content tied to the city

*(Can be applied for any sport)*

[Larger Scale Interactive Kiosk for Airport](#)



# 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.



# INTERACTIVE PRINT

Interactive Trading Card for MVP, **SGA** (Shai Gilgeous-Alexander), Best Current NBA Player

*“Bring print to life!”*

Turn posters, flyers, tickets, and trading-card-style prints into digital-powered collectibles.

With a simple scan, static prints transform into living moments — player highlights, animated stats, exclusive messages, and cinematic 3D graphics bursting off the page.

Fans can collect different designs tied to players, milestones, rivalries, or seasons — driving repeat engagement and long-term collecting behavior.

**Why it works:**

- Bridges physical and digital fan engagement
- Encourages collecting and repeat interaction

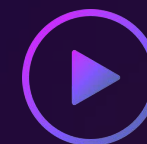
**Best for:**

- Easy to refresh across seasons and campaigns
- Strong alignment with sponsor drops and promotions



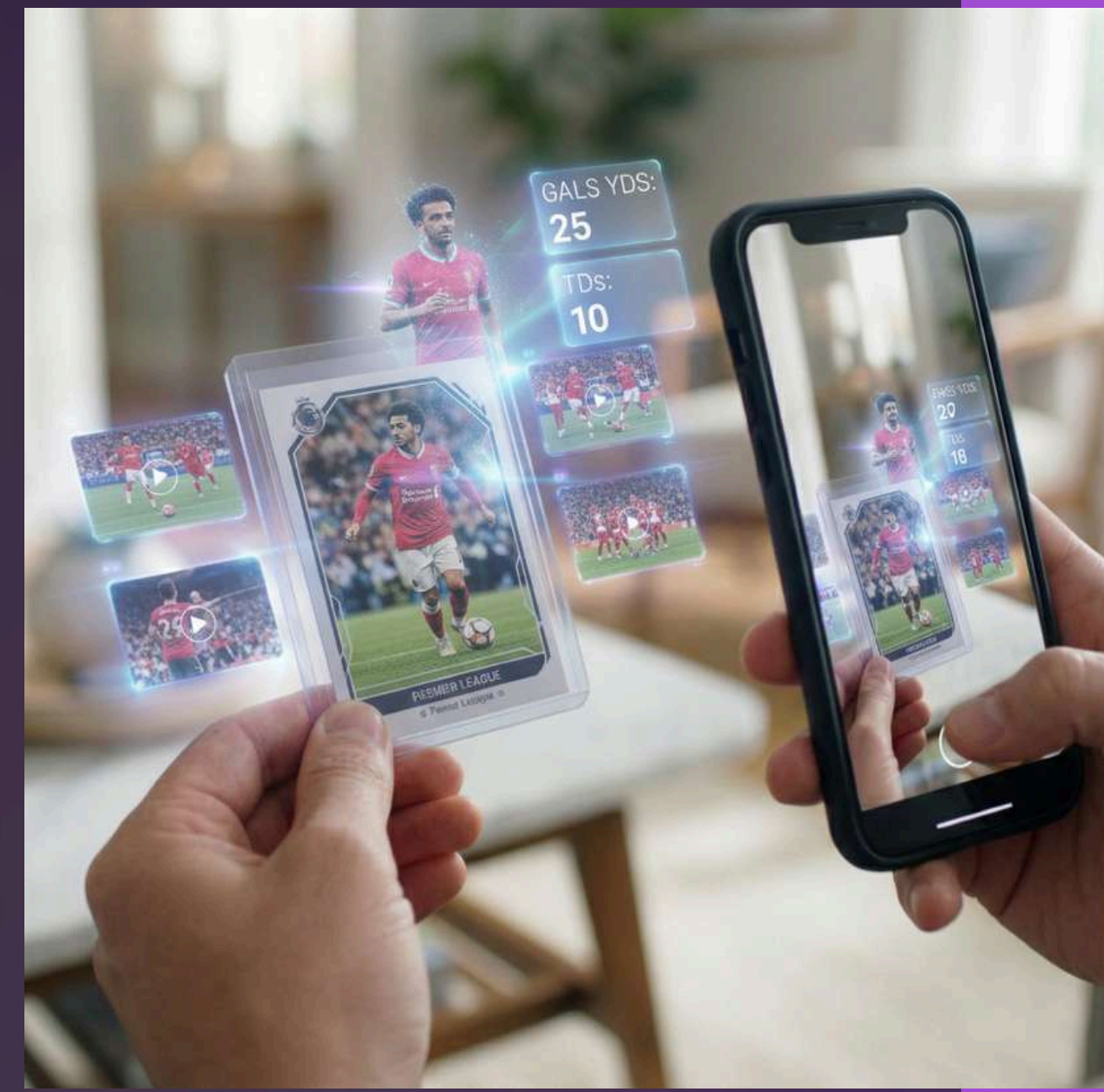
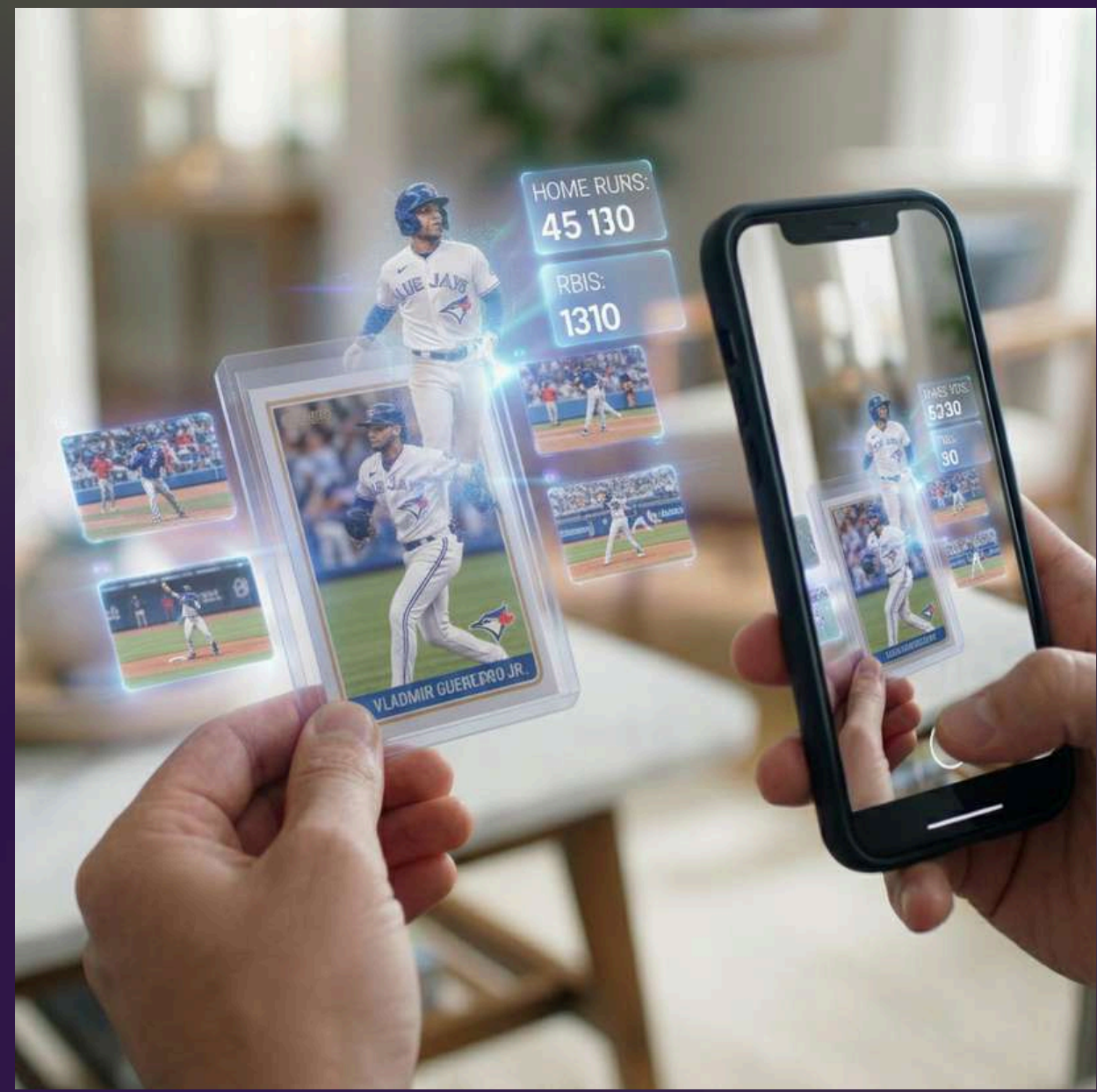
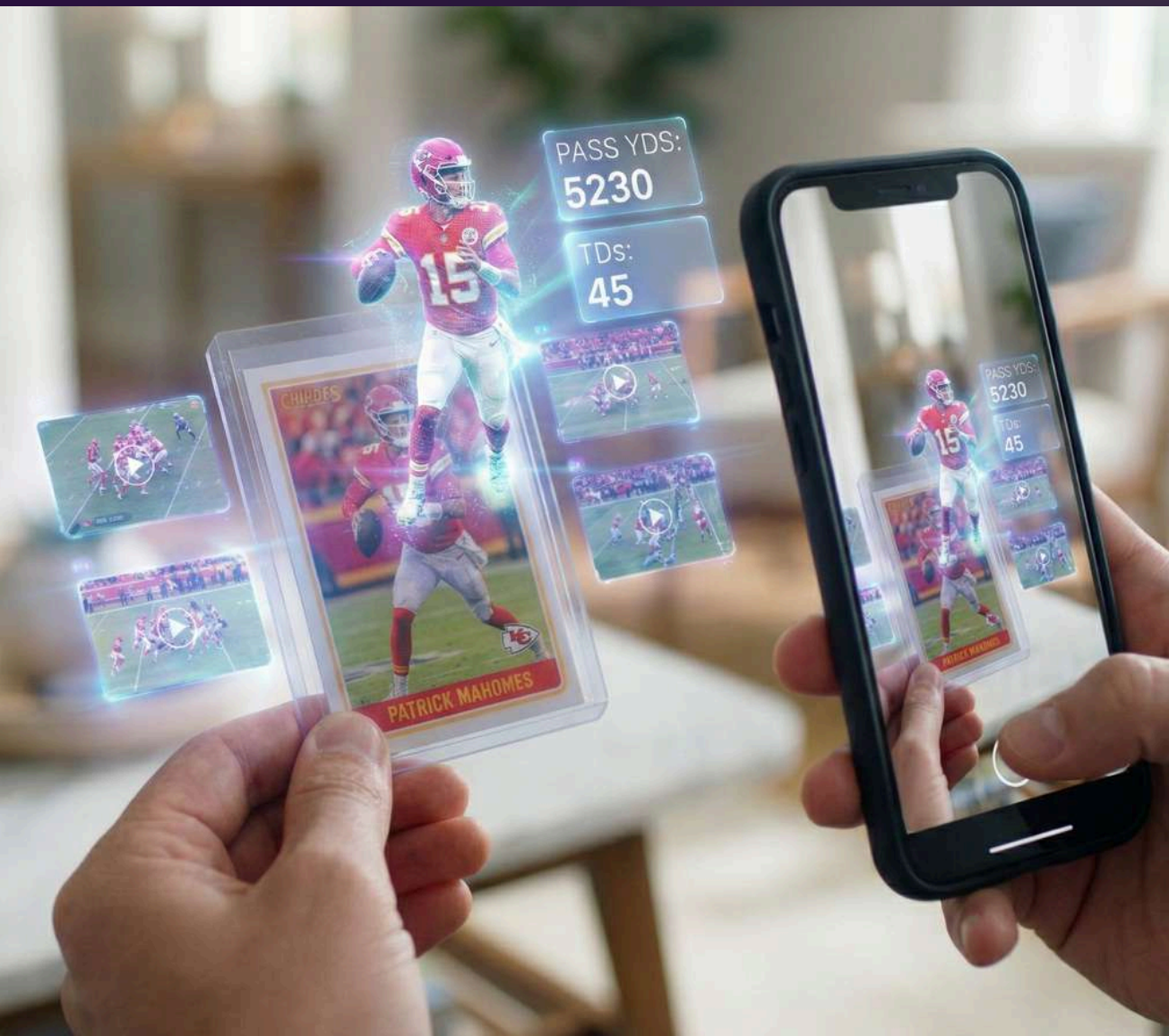
*SGA, NBA Player’s Card with embedded signature*

*Mentioned at ESPN*



# INTERACTIVE PRINT

“COLLECTIBLES THAT COME ALIVE”



# INTERACTIVE MERCH

*“Bring Merch to life!”*

Transform everyday merchandise into dynamic, story-driven experiences that deepen the emotional connection between fans and the sport.

T-shirts, hats, posters, bottles, tickets, or collectible cards unlock exclusive digital content through a simple scan — including messages, behind-the-scenes moments, AR animations, highlight clips, or limited-edition drops.

Each physical item becomes a digital portal, turning passive merchandise into active fan engagement.

Why it works:

- Adds meaningful experiential value to physical products
- Creates personal, emotional connections fans want to share

Best for:

- Merchandise programs, retail environments, and event giveaways
- Limited editions, seasonal campaigns, and sponsor-driven activations

[INTERACTIVE MERCH](#)



# HOLLAGRAM

## HOLOGRAPHIC MESSAGING

HOLLAGRAM is an interactive “**holographic**” messaging platform designed to create unforgettable fan moments.

Via text message, e-blasts email, or social post, personalized holographic messages are sent directly to fans.

Whenever they open the link — wherever they are — the holographic message appears as if their favorite Premier League player is standing right in the room talking to them.

NOTE: Possible to add interactive links to drive your fans to purchase portals and engagement options.

*Karl Wolf's Hollagram*



# HOLLAGRAM

REACH YOUR FANS ANY TIME – WHEREVER THEY ARE



TRY IT YOURSELF



Opens ONLY From Phone



# HOLLAGRAM

REACH YOUR FANS ANY TIME – WHEREVER THEY ARE  
TRY IT YOURSELF



KARL WOLF



SHAI GILGEOUS  
ALEXANDER



BLUEJAYS RALLY  
ANTHEM



# OTHER IDEAS

## “IMMERSIVE WALK-OUT EXPERIENCE”

A towering transparent screen installation creates a cinematic player entrance using motion graphics, light waves, and stadium energy.

Players emerge through a living digital environment synced to walk-out music — creating a powerful in-stadium and broadcast-ready moment.

### Why it works:

- Creates stadium-scale anticipation
- Produces unforgettable broadcast visuals

### Best for:

- Fully customizable to event identity
- Integrates seamlessly into live production flows



# 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

Shai Gilgeous-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)



Red Bull



ELLE



## AS FEATURED IN



THE GLOBE AND MAIL\*



# CONTACT



EMAIL US

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

---

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

---

---

# THANK YOU

---

FOR YOUR TIME AND ATTENTION  
LET OUR JOURNEY BEGIN!