



AWE-NEST

PRESENTS

MXP

MODULAR EXPERIENCE PLATFORM

SPORTS EDITION

ENHANCED FAN ENGAGEMENT

AWE-NEST.COM

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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. Immersive Show
07. Conversational AI Characters
08. Floating Visual Magic
09. AI Drawing LAB
10. Interactive Soccer Hub

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

Price: \$25k+



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.





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

Price: \$25k+



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

Price: \$10k+

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)

Price: \$10k+



Special Card
with your personal
HOLOGRAM



HOLOPHOTO BOOTH

(First in the World)

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

Guests pose 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

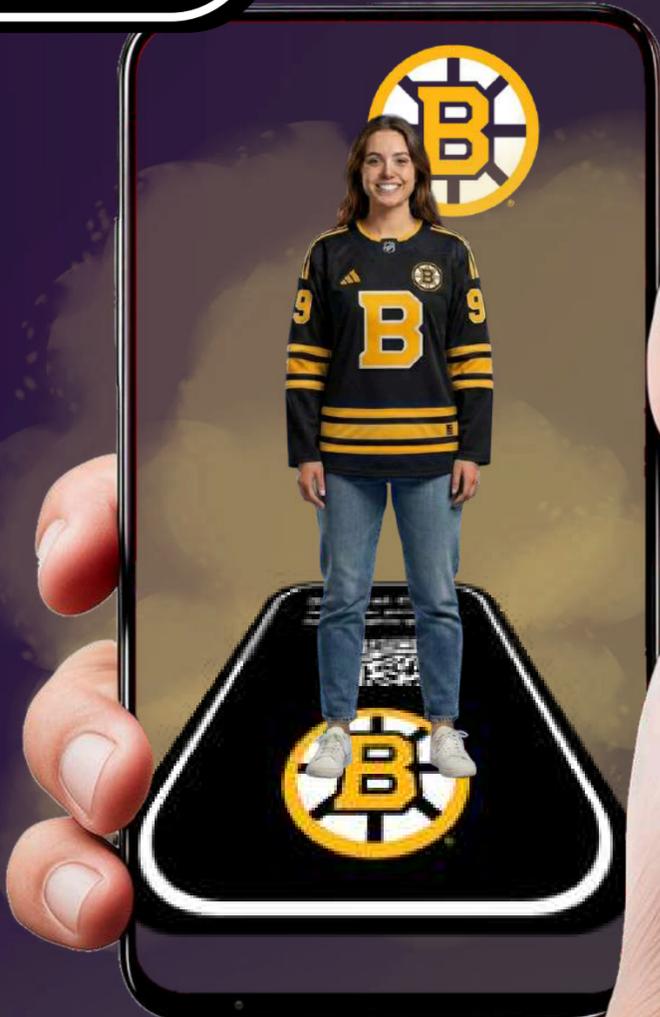


Price: \$15k+

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





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

Price: \$100k+



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

Price: \$50k+



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

Price: \$30k+



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

Price: \$10k+



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)

Price: \$15k+

[Larger Scale Interactive Kiosk for Airport](#)



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



Price: \$5k+



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](#)



Price: \$5k+



HOLLAGRAM

Karl Wolf's 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.

Price: \$5k+

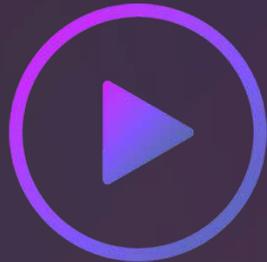


HOLLAGRAM

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



Price: \$35k+

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)

TEDx

Toronto Pearson 



Red Bull

ELLE



TRICON
RESIDENTIAL

mongrel



AGO

LIGHTHOUSE
IMMERSIVE



AS FEATURED IN



THE GLOBE AND MAIL*



CONTACT



EMAIL US

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!