



Powering Experiences. Transforming Lives

Experience Centers

Your Preferred Technology Partner

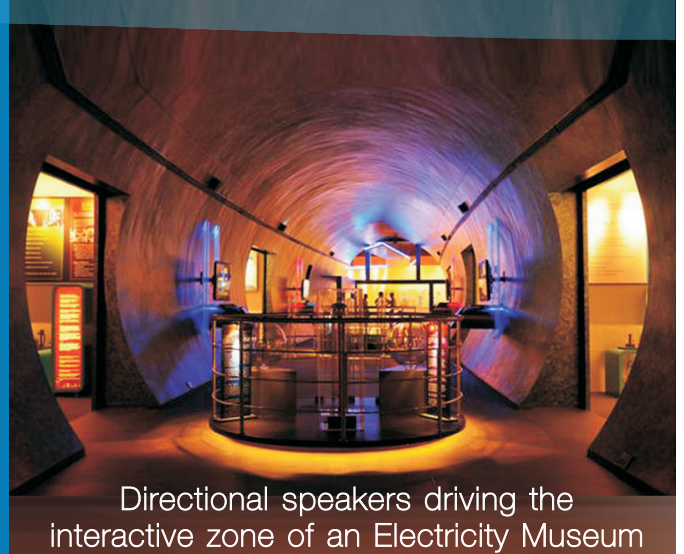
Delivering Immersive experiences

Expand your creativity

You Dream, we deliver

Differentiate, Engage, Wow

Quick turnaround



Directional speakers driving the interactive zone of an Electricity Museum

X magix offers a unified framework for complete turnkey solution of a range of Devices, Software, Security, Computing, Audio Visual and Automation equipment, creating a complete immersive experience.

The Brand Challenge: What is the Differentiator

Most brands compete today with similar features, price points, and distribution networks. Today, product prices and features can be searched almost in an instant on the internet. Mobile devices are making this information available at the point of purchase too. Brands are increasingly facing the challenge of differentiation and recall. Corporates are using all available on-line and offline methods to boost top line.

Experience Centre: A Differentiator

Brands are now moving up the curve by touching the emotional decision making process of the customers. This experiential approach is miles ahead of just giving a demonstration of the product in a store. It mimics very closely, how exactly the product will be used by the customer in the actual environment. Corporates are setting up extensive brand experience centres across industry verticals. E.g. Automotive showrooms are showcasing engine technology using 3D holographic Displays, Consumer durable manufacturers are showing how home appliances are used in real life kitchen setups. As the customer experiences the product, higher recall and greater emotional attachment translates to better top lines.

Implementation Challenge: Integration

An Experience centre uses a combination of fixtures, layouts, lighting, props, working models etc.

to provide the ultimate experience to customers. While most of the hardware items are available off the shelf or can be fabricated, what is needed additionally is an integration framework. A framework that will ensure that all discreet parts work together as one single solution. It is a challenge in most projects to identify a readymade integration framework and customize it quickly to suit the requirements.

The X Magix framework: A proven platform.

The X magix framework is a powerful experiential framework designed to connect multiple devices, gadgets, software, data sources, accessories, lights, music, control, security, media, etc. into one single comprehensive solution. With an open standard for communication, specialized devices and protocols can be added quickly, giving a complete peace of mind to the designer.

We work with your team: Partners in success

As the integration technology provider, X magix team works together with your team of Architects, AV consultants, System Integrators, OEMs and Content Designers. The x magix team takes the responsibility of making the system work as per the design, providing complete peace of mind to all stake holders. Success is virtually guaranteed.

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Some of the solutions you could use and make it an out of the world experience for visitors are:

Touch Streme:

With sensors mounted near or on the product, let your product come alive. As soon as the customer touches or comes near the product, the relevant product information can be displayed. This makes the product or prop very interactive and real for the customer. An example is a car where touching the bonnet shows the video of how the engine works.

GesturePower:

With gesture sensing technology, you can now give presentation to your guests by just waving your hand and making a gesture. Human interface was never so powerful. Just imagine a large projection screen, where you are able to show product feature, one after the other just by waving your hand.

3D displays with touch screens:

3D displays, with contents powered by a touch screen are a powerful tool to engage the viewer. With almost real life 3D experience, customers experience the brand like never before. Now imagine a person appreciating the new medical product you have launched in virtual 3D environment.

Special Games:

Special interactive games, educational kits etc. can be made using the x magix framework. Now imagine a special game where a quiz is answered by an innovative action like putting the ball in the basket. This could add the fun element in an otherwise serious corporate setting. Ideal for events and shows, this could be a refreshing change.

Holographic displays:

With a combination of high end gesture technology and gesture power, you can create real life appearances with state of the art holographic displays. Just imagine a real life image of a movie star, greeting visitors as they walk in and shaking hands with them! An unforgettable experience.

Moving props:

Specially engineered props that move, designed and implemented with specialized agencies, allow the props to be moved around, creating a wow effect. Imagine dragging a LCD on rails, marked with years and displaying relevant content of each year of corporate history as it moves!

Revo Magix

You can attach sensors to a rotating object like a windmill, shaft etc & know the exact location & speed to accurate content

Creating a wow with unusually placed displays:

Using unusual shapes of displays like round, tiled and tilted etc, one can create a fantastic, ready to recall display for the customer. A display your visitor just cannot forget.

All this and more.

You can now get devices like cameras, 3D Cameras, motion sensors, security and automation devices that can easily be integrated with standard AV equipment like splitters, multiplexers etc. Now dim the lights, draw the curtains with a gesture of the hand! All diverse technologies are integrated with one framework. XMagix. Just feel free to share ideas with us and let's create experiences to remember.



Sensor based auto showroom display



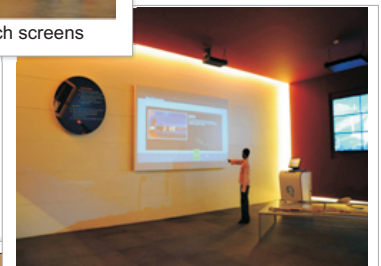
Unusual Displays at Corporate Lobby



More the LCD on rails to see content change



3D LCDs powered by touch screens



Multi touch screen using cameras



Interactivity Using Light Beams and Sensors



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To know more visit: www.x-magix.com

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