



**Interactive and  
immersive experiences**





# We deliver awe-inspiring experiences, using interactive technology and bespoke software solutions

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Arcstream works with agencies and brands to create immersive interactive experiences for marketing, events, or presentation spaces, using sophisticated digital technology.

From start to finish, we take care of every aspect of the project. We'll consult with you to establish your needs, then manage the project through specification and programming to implementation and ongoing support for both hardware and software solutions.

Our team of skilled professionals thrives on pushing the boundaries of creativity and technology.

No matter how unconventional or unprecedented your ideas may be, we'll embrace the challenge of turning them into reality, without forgetting the business messages and insights they need to provide.

We can bring your boldest dreams to life and ensure they inspire and deliver results!

**"Arcstream has been our  
technology partner for  
several years, we really  
value the service they  
provide."**

George Benn, Jack Morton Worldwide





## Case Study – Modus Workspace Ltd

Arcstream was commissioned by Modus Workspaces Ltd, a prestigious workplace interior design company, to provide interactive AV elements for their fit-out of an international banking company's new London headquarters. The reception area makes an immediate statement, as a huge generative art display recessed into the ceiling provides a view of the trading weather. Live moving data fed from the world's stock exchanges is visualised as art – calm or stormy, steady, or peaking.

We designed and created this feature, working with programmers and artists to deliver a technological solution that genuinely reflects the mood of the world's markets. This striking installation brings both emotion and information into the workspace in a beautiful way that goes far beyond sterile numbers on a chart.

Additionally, for staff recreation time, we created a bespoke digital interactive table-tennis system and VR room.



## Case Study – Polo–Ralph Lauren, Heathrow

We were asked to create a 'Magic Mirror' to be used in a marketing promotion at Heathrow Airport for Polo Ralph Lauren to celebrate the brand's 17-year collaboration with The Championships, Wimbledon.

When someone tries on a pair of the company's Wimbledon Collection sunglasses in front of the mirror, they don't just see their reflection, they're transported to the action at Centre Court. Then a QR code is generated that enables them to download a 'selfie' of themselves as if they were there.

One of conditions of the brief was that we could not add anything to the sunglasses themselves. The challenge we were presented was how to ensure that it was only the client's special Wimbledon sunglasses that triggered the effect, not just any eyewear. We achieved this using invisible markings which were then detected by a special camera.

Security-critical, busy public spaces like airports offer some unique, but not insurmountable challenges for marketing installations. As well as giving an instant surprising effect using custom software, we quite literally had to make the magic mirror hardware bomb-proof in order to meet safety requirements.





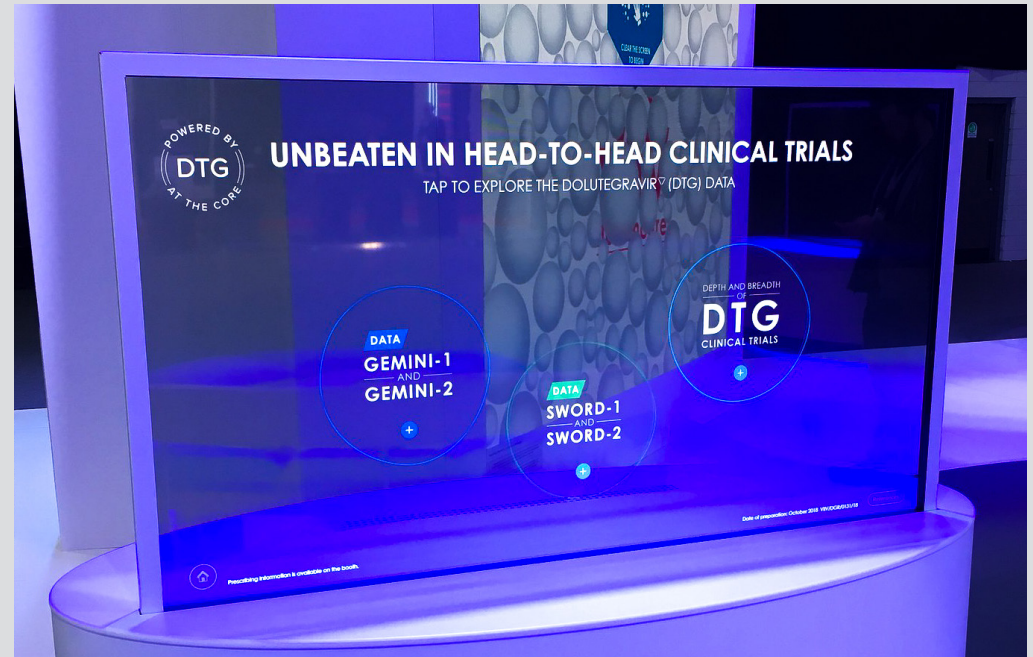
# Visualisation methods

All of our display options can be configured to respond to people interacting with them with touch or gestures, or even just when walking by. They can even show visual metaphors that represent external input such as stock prices, the weather, singing and music, in fact anything that can be turned into data.



## Projection mapping

Projection mapping can create visually dramatic and innovative effects. Large-scale projections onto iconic buildings can make your most creative ideas magically come alive.



## Transparent displays

Transparent displays that look almost impossible, turning opaque, completely clear, or showing images as if they are floating in the air, will have a stunning impact, and can be installed in virtually any size.





## LED Displays

An LED display creates a stunning visual impact for large audiences at concerts, exhibitions, and conferences. We can supply and install these in almost any size and shape in two or three dimensions.



## Interactive floors

Whatever the occasion, it's a fun experience, as the floor reacts to movement and activity. The possibilities of interactive floors for stimulating group activities are limitless, from corporate events to games and education in early years learning.

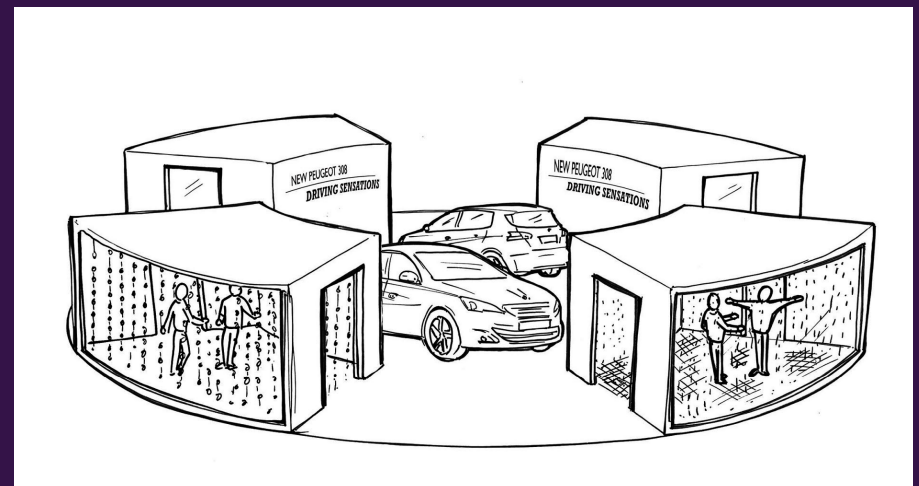


# Design & Creation

Our design and creation process starts with your desired outcome in mind, making sure we establish the parameters of the project before we specify and develop the ideal solution.

Our engineers are always up to date with the latest in creative technology and the underlying hardware and software needed to make it work.

We understand that our clients also want their installations to provide data that will deliver insights that allow for future analysis of their success.



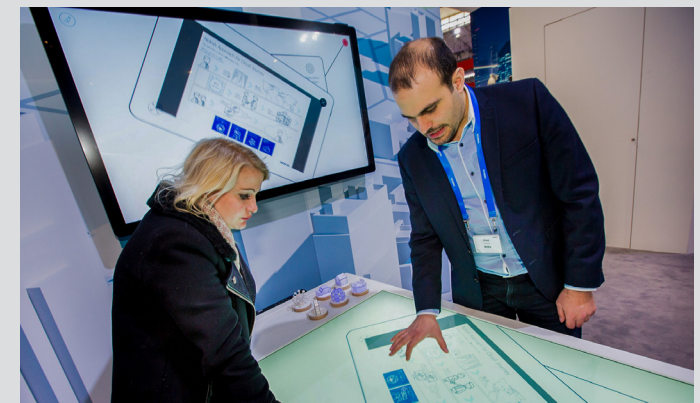
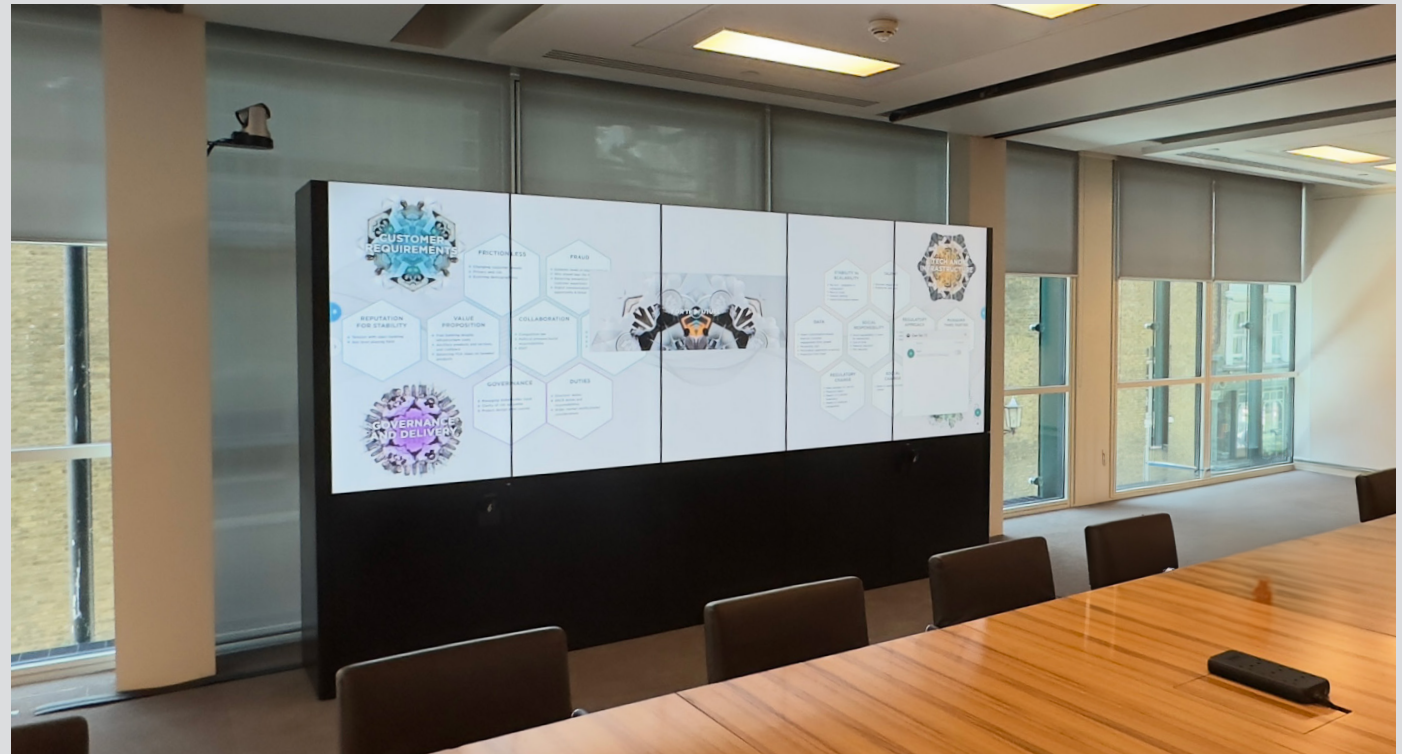
# Collaborative Active Displays

Our interactive touch-screen displays have multiple applications in business, promotion, education and recreation. They use the latest object identification systems to link a tactile experience with captivating visual effects for maximum engagement.

They can be configured in a variety of formats and sizes, either vertically as a wall array, as tables, or both, and can be free standing or integrated into their surroundings.

We can create bespoke software to achieve any desired effect, or provide training in existing collaborative working solutions.

This makes it possible to present, or work with, not just an auditorium sized audience, but connected colleagues around the world simultaneously.





# Holographic Invisible Displays

## Invisible Holographic Screens

Thanks to our partnership with Muxwave, makers of ultra-thin holographic LED screen products, we're able to offer display technology that's as close to the holograms of science-fiction that it's currently possible to achieve.

Described as 'naked eye 3D' these Invisible Hologram screens can be installed in a variety of ways and are a perfect medium for our other speciality, Digital Generative Art.

Appearing almost impossibly magical, they allow static or moving images to appear to hang unsupported in mid-air.

Ideal for advertising and marketing, as well as performance events, the display material can be adhered to glass, hang independently, or be free-standing without visible frames.

They are flexible and can be bent or cut to attach to curved glass surfaces, or shaped to match a curved surface mount. Ultra-light, and ultra-thin, they are unlikely to have any effect on load-bearing requirements. A high-level of brightness (4-6000 nits) mean they can be used indoors or outdoors, both day and night. If used outdoors they need some protection from weather, but this is something we should be able to accommodate.

Highly scalable, it's possible to create massive integrated displays, potentially hundreds of metres tall to cover the entire glass frontage of a large building. Or you could coordinate content across multiple individual displays on individual windows or shopfronts.





We start with a detailed installation report documenting the personnel and resources needed for a successful implementation, including hardware, network and power requirements.

Then we provide schematics and design drawings for the mechanical and electrical engineers, and construction team alongside all necessary accreditations and H&S documentation.

You will have a dedicated Arcstream project manager overseeing the complete process, and we will conduct a full handover and train your team to operate the system.

You can be reassured that our team has been on site to set up and de-rig installations at many of the world's most iconic venues. We're familiar with the complexities on installations in public spaces and workplaces, as well as busy transport hubs like airports.

We have also installed hardware on both a permanent and temporary basis in a variety of workplaces, which have usually been able to continue operating with minimal disruption.



## Post-Installation Support

Arcstream also provides ongoing support for all the products and services we supply.

Whether you are purchasing one of our systems for a permanent installation, or hiring for an event, we offer a service and maintenance agreement to ensure 24/7 operability.



# Generative Art

One of Arcstream's specialties is digital generative art.

Digital generative art is any form of art where some, or all, of the output is created in response to data input. We installed the very first real-time generated content artwork in a built-environment and can install generative art anywhere an image can be created.

Generative art is a way to convey a brand's value proposition in a way that's interesting, engaging, unexpected and original.

It's an interactive way you can display the key attributes of your visual identity, and the key benefits that the brand offers.







Product launches, festivals, shows, or pop-up booths in public spaces can mean that there's only a limited window of time to make the greatest impression possible. That's why we also supply, install and support hardware for events on a short-term hire basis.

This could range from small personal screens to festival-sized displays or projectors to illuminate the biggest of landmarks.

Our design and creation services work in exactly the same way for a temporary event as they would for a permanent installation.

We keep stock of MultiTaction Decca displays that are available for short term rental.





We understand that an impressive digital installation can be a big investment, so of course our clients want to know what the return on that investment is.

Ways to measure the success of marketing campaigns or events can be built into the project from the start. Statistics relating to use and engagement can be captured.

Visitors who have been enticed and want to know more, sign up, or benefit from an offer, can also be invited to leave their personal details in ways that fully comply with the relevant privacy laws. This could be via direct input or with their own digital devices. Their ongoing engagement as they share or mention their experience on social media can also provide further insights into reach and impact.

# Software Development



When it comes to software development, one of the main reasons our clients come to us is because they want to achieve something truly unique and ambitious, and nothing currently exists to meet their needs.

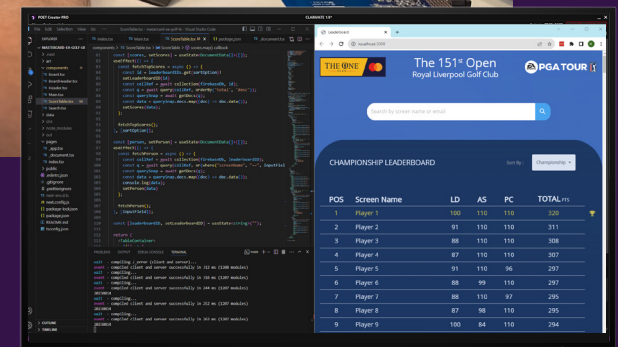
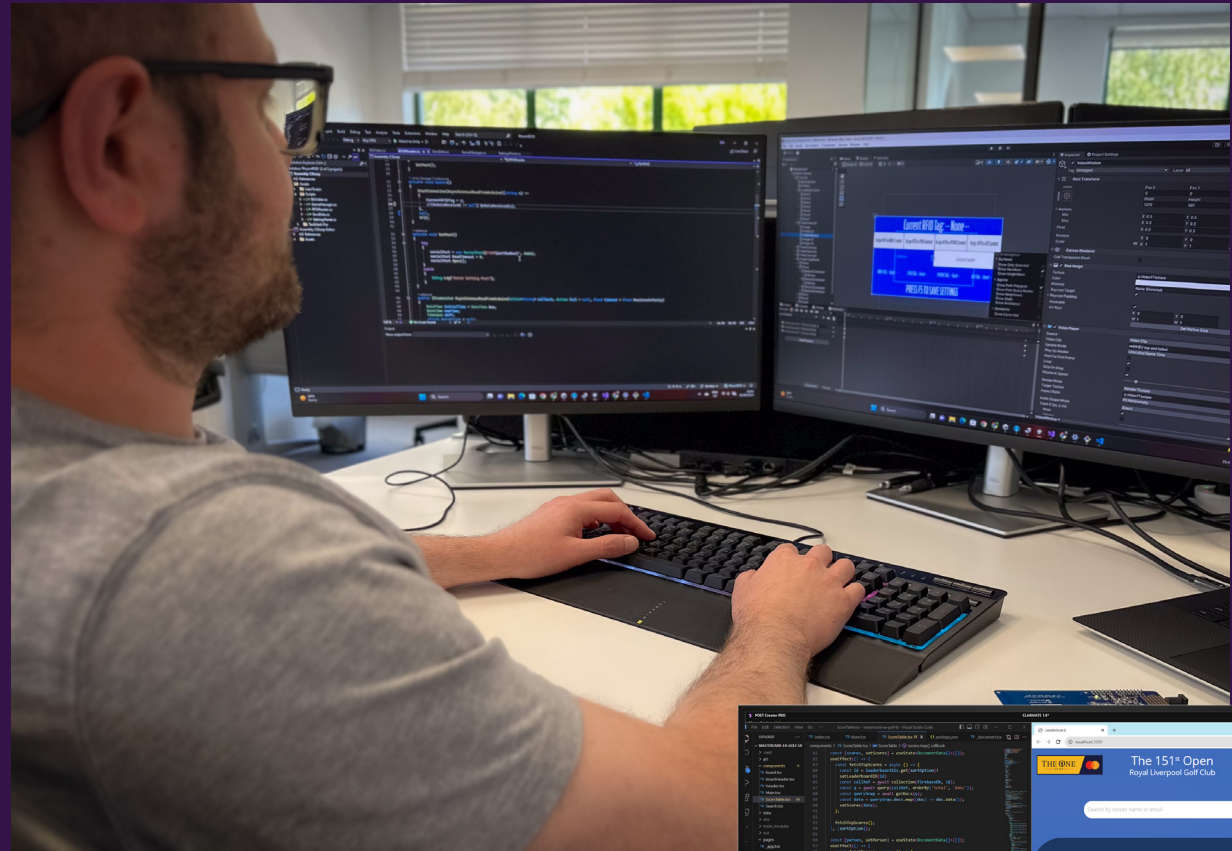
This often requires both hardware and software solutions. Where possible we will use an existing package, sometimes with minor modifications, but the majority of the time, we have to create a way to do things no one has ever done before.

This has led to our strong reputation for being able to create something original that successfully achieves the desired goals.

We are used to meeting the challenge of developing custom apps that capture real-time data or customer input from a huge range of sources, including less commonly used interfaces such as object-recognition and gesture control.

Our source of pride lies in our expertise in transforming data into formats that seamlessly integrate into unexpectedly innovative visual experiences.

Regardless of the input or output device, or nature of the content, we can produce the software that brings it all together.





# Interactive and immersive experiences







**Contact us to see  
your ideas turned  
into amazing reality!**

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