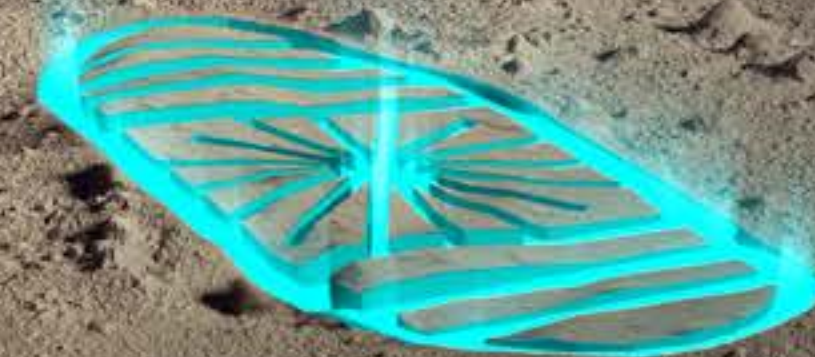




f*sf@r

L'EXPERIENCE PHYGITALE



“

People do not buy
goods or services,
they buy **relations,**
stories & magic

”

Seth Godin



OUR STRATEGY



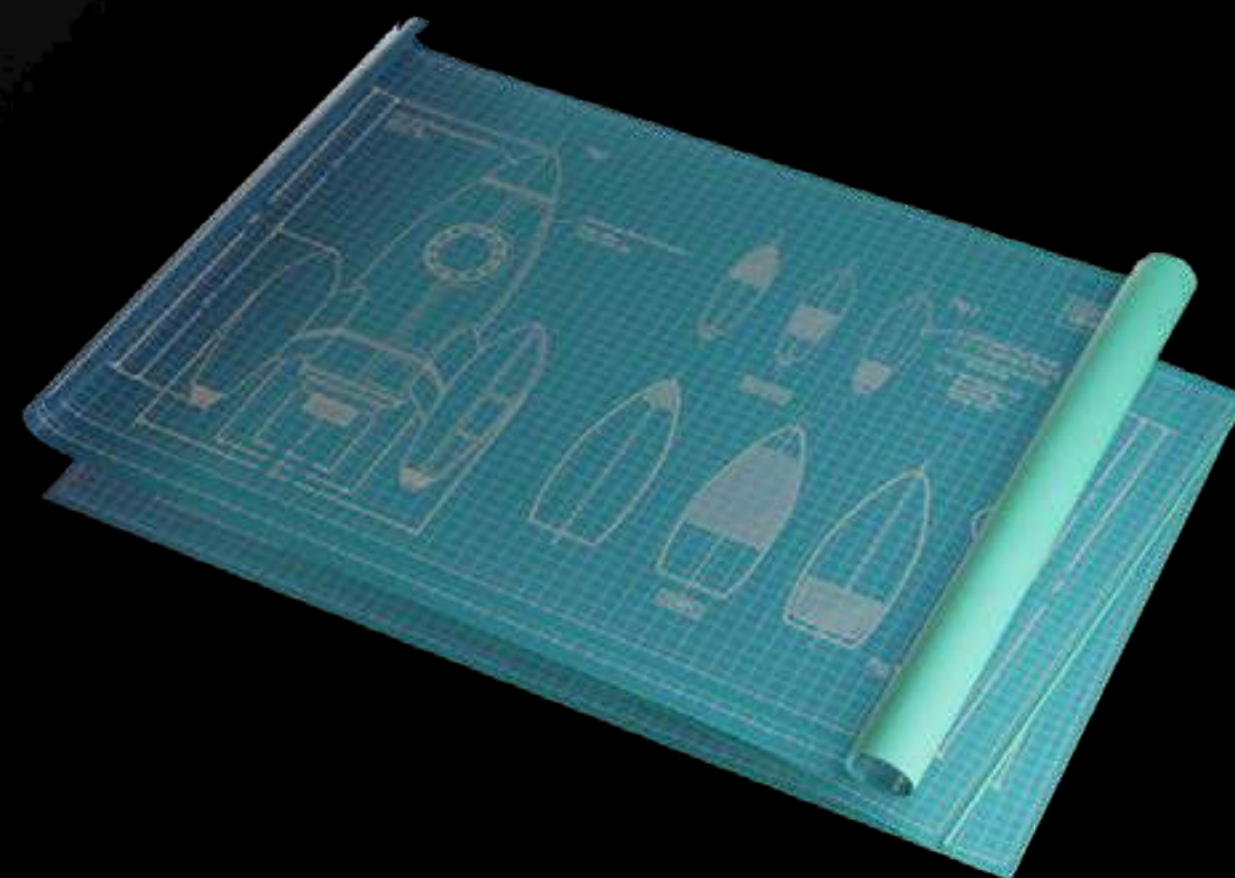
Vision

Tomorrow, the phygital customer experience will be differentiating



Ambition

Become the reference creator of emotions in the phygital experience



Mission

Provide our customers with a personalized phygital innovation solution that engages their customers



Value proposition

Fosfor offers its customers and partners a comprehensive support from the design to the deployment of interactive experiences through phygital scenography.

OUR EXPERTISES



STRATEGIC CONSULTING

From ideation to implementation, including strategic thinking, we are present at all stages of the project. A manager and his team of technical specialists are dedicated to your project to answer all your questions.



CREATIVE MAKERS

From simple 3D animation to the most advanced interactive experience, we have no limits in creation! Storytelling, 3D animation, software & digital ... everything is produced in-house in our studio.



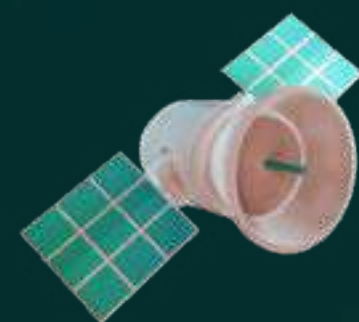
FOSFOR DEVICES

We design and combine a range of revolutionary technologies, incorporated into high-quality, «made in France» furniture that is customized or completely made-to-measure. Our goal is to give you turnkey solutions.



LOGISTICS & DEPLOYMENT

We manage the entire process of INSTALLATION, implementation, and uninstallation of our devices. Whether you're in France or internationally, we take care of transportation and delivery logistics.



MAINTENANCE & UPDATES

Once our devices are up and running in your spaces, we handle maintenance and long-term upkeep of the equipment, as well as remote updates to the content.

OUR SOLUTIONS



ATTRACT

ENGAGE YOUR AUDIENCE WITH INSANE EXPERIENCES

To stand out and communicate in truly innovative and creative ways, we create unprecedented immersive experiences using cutting-edge technology that's on the cusp of becoming emerging media.

INTERACT

IMMERSE YOUR AUDIENCE WITH ALL NEW WAY OF INTERACTIVE DEVICES

Your audience is always at the center of our strategic thinking. At Fosfor, we didn't wait for the stars to align to create entertaining and interactive experiences that combine new technologies, creativity, digital and marketing strategy.



IMPACT

LEAVE A LASTING IMPRESSION IN YOUR SPACES

Our creative concepts and technologies know no bounds! Spark interest in your customers and colleagues to invite them to learn more about the company, its history, solutions, products or processes.

EXPERIENCES



DOOH IT (3D holographic fan)

This revolutionary communication device allows you to display all types of messages (logo, text, product and even live interaction) with a breath-taking 3D holographic effect. A complete and tailored solution for your event and retail activations. Become captivating and boost your visibility.



HOLIX (Holographic totem)

Holix® totem is an exceptional display stand equipped with a DoohIT® helix under a plexiglass dome. The holographic experience enhances your message (advertising, signage, animation, etc.). A perfect device to capture attention, generate traffic, and animate your spaces. Plug&play and easily mobile, it seamlessly integrates into an event venue or commercial space.



WALL IT (Giant hologram)

Multiply your expression surface by opting for our giant holographic display solution. No size limit, your message takes on a new dimension. Combined with a strong, custom-made and on-brand 3D message, this device greatly enhances your communication and gives you a pioneering brand image.



EXPERIENCES



CRYSTALBOX

(Interactive furniture)

We bring your products to life for an enhanced experience and endless possibilities for interactions with your audience. Our customizable Crystalbox® range creates a captivating combination between the real product and virtual display. The uses are multiple.



CRYSTALMAN

(Interactive human hologram)

The gift of ubiquity is now a formality with our Crystalman® solution. A unique and unprecedented holoportation experience allowing you to appear in real-time, wherever you want, and interact with your audience as if you were there! Our device allows for live or pre-recorded content: Keynote, plenary, reveal, congress, retail, remote training, multi-site teaching, etc.



INSTANTWIN

(Gamification QR code)

Create engagement in your retail and event spaces!
By scanning a QR code, the user instantly takes control of the experience with their smartphone. They will trigger the launch of a winning game activation. A playful gamification device to generate more traffic, collect customer data and generate more sales.



EXPERIENCES



PHYGIWALL

(Interactive wall)

This interactive projection device revolutionizes traditional display. Creative and dynamic, your message will capture the full attention of your audience. A true presentation aid, this communication support enhances your image. Your content becomes more playful, memorable and engaging.



MAPPING

(projection sur table)

A custom projection combined with attractive content that perfectly blends into the table's universe, offering the audience an innovative, playful and educational presentation. A communication support highly appreciated by visitors, ensuring great visibility and allowing for better understanding of information/message.



INTERACTIVE PLAYGROUND

(Interactif floor)

Engage and entertain your customers with interactive projections on floors and walls. Whether it's to energize your spaces, to welcome your audience in an unusual way or to offer an interactive experience during an evening, our Interactive Playground solution will be the original touch of your event.



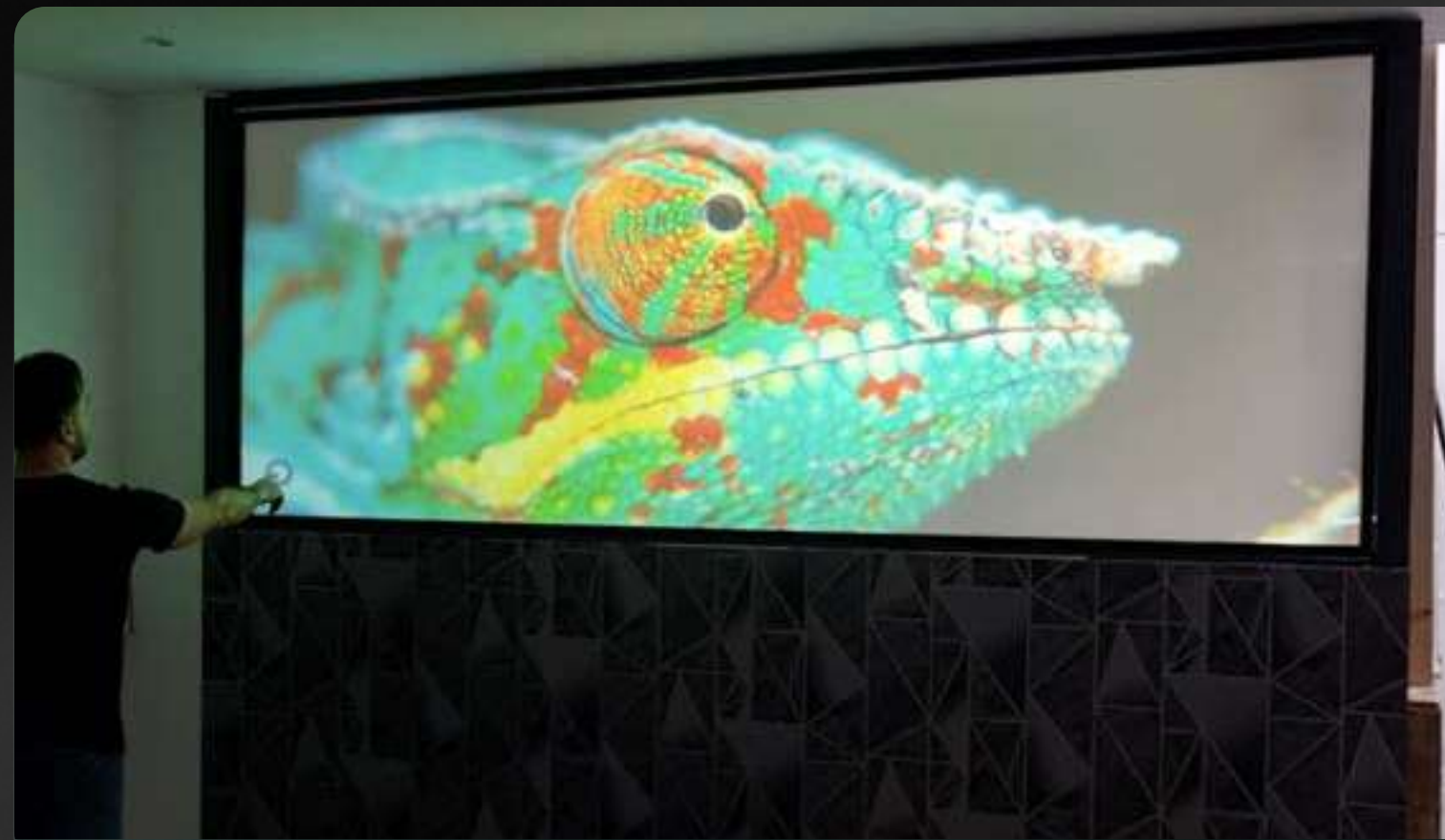
EXPERIENCES



DYNAPRINT

(Semi-Dynamic billboard)

Enhance your spaces and bring your prints to life with our Dynaprint® technology. A dynamic lighting that enhances your print communication supports (Displays, background stands...). A gentle but dynamic technology, that generates visual attraction. Highlight your information, energize your prints, give rhythm to your message. (



WINDOOH

(Phygital window)

Changing from transparency to opacity in the blink of an eye, Windooh® allows you to transform 100% of your current windows into immersive and tactile expression surfaces. Energize your sign, bring your windows to life and attract new customers and interact with them before they even enter the store!



IMMERSIVE WALL

(Immersive wall)

Immerse your customers in the brand's universe, thanks to a giant screen wall. An infinite number of interactive experiences that we tailor-make, in compliance with each brand's identity. Depending on the desired experience, control can be taken via kiosk terminal, QR code flash or bodytracking.



EXPERIENCES



LIFT & LEARN

(Interactive shelf)

This device detects the user's action, a specific animation automatically launches on the background screen to allow them to learn more about the product they have just selected. A playful and interactive device but also a beautiful presentation and decision-making tool.



INKTERACTIVE

(Interactive mapping)

Bring life to your walls! Inkteractive® offers new interactive experiences with your audience. This mapping system animates and energizes your infographics, visuals, print illustrations, objects... an ideal device to present a brand, its history, its #RSE actions... and much more!



INTERACTIVE GLASS

(Augmented reality display)

Immerse your visitors in an augmented experience, thanks to an immersive mirror. Overlaid with their silhouette, the user sees themselves through an avatar and can express themselves in a custom-designed virtual universe. It offers a tangible experience in the metaverse. A device that will not fail to surprise and create strong affinities with your brand.



EXPERIENCES



LCD SCREEN WALL

(Interactive wall)

This combination of several touchscreens, next to each other, coordinate (ultra-thin edges) to form a single giant screen broadcasting the same image or video. You will thus obtain an impressive wall of images and visible from far, with high brightness. Your content becomes more immersive.



PHYGIFOG

(Fog Wall)

Crossing a 2m40 wide dry fog curtain, on which media and 3D animations are projected. This innovative solution and its infinite possibilities of applications promise to offer your visitors, customers and prospects a magical and immersive holographic experience.



AR PHOTOBOOTH

(Immersive photo)

Thanks to the magic of augmented reality, the AR photobooth now allows supporters to take photos with their team and/or their favorite players. This device offers visitors an immersive experience and creates strong affinities with your brand. Easily shareable on all social networks, this experience ensures strong viral potential and top-notch image capital.



EXPERIENCES



MAGIC-SPIN

(Phygital showcase)

A breathtaking technology, this device will allow your future customers to interact without contact and discover your products in an entirely unusual way, through QR code.



PLAYFUL KIOSK

(Interactive Kiosk)

An interactive kiosk designed for children! Create a playful digital space in your store or waiting area to entertain kids while parents shop. Customized interactive experiences, games, animations, and stories tailored to match your brand's universe. Everything is designed for intuitive use without the need for parental assistance. Make waiting enjoyable and memorable for the whole family while enhancing the appeal of your retail space.



RESPONSIVE ART

(Trompe l'oeil)

Now your visitors interact with your digital works! An intelligent screen that adapts to the user's point of view to make the immersion even stronger, without any AR or VR. A new way to «meta-verse» and present your NFTs!



PROCESS

PRE-PRODUCTION

1

KICK OFF

Discussion of your needs and communication goals. Formalization of the request or understanding of the specifications.

2

CONCEPTION

Internal or with you brainstorming. Technical and artistic design. 3D mockup of physical-digital devices. Availability of existing resources (logo, typography, photos, access, etc.).

3

CO-CONSTRUCTION

RDV d'échanges
Validation des concepts.
Validation du rétroplanning.

PRODUCTION AMÉLIORATION CONTINUE

4

EDITORIAL

Writing of editorial elements or receipt of these elements.

5

CONTEN, GRAPHISME & SOUND DESIGN

Production of animations and videos.
UI Design.
Creation of visual marketing elements.
Musical composition. Sound design.

TAILORMADE FURNITURE

Fabrication of the physical part of the device.
Selection of materials, custom finishes.

DEVELOPMENT & HARDWARE INTEGRATION

Third-party programming if necessary.
Assembly of electronic components.

LIVRAISON

6

TEST

Déploiement Beta Tests (Solidité, conformité, fonctionnalité) et Recettes.

7

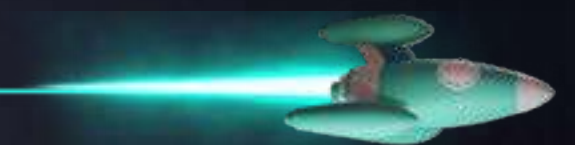
DEPLOYMENT

Assembly of electronic components. Implementation.
In-situ installations.
Configuration for remote updates.

8

EXPERIENCE UPDATE

Internal debrief for project evolution and remote content updates.



THEY TRUST US



fnac



logitech



Disney



Cartier

LVMH

KIENZO

REDSKINS

swatch+



L'ORÉAL

CBRE



ABB



EIFFAGE

actual



cegid



CGI

oodrive



INTUITIVE

Medtronic



PHONAK



DEWALT

WÜRTH



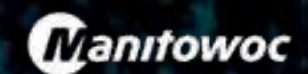
CNR



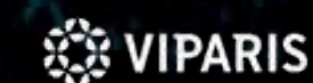
SOCODA
Groupe



Stressless



Patriarche UX.



f*sf*r*

THEY TRUST US

”

A top-notch team for innovative, surprising, and fascinating projects. Thank you for your efficiency: the Crystalbox and Doohit propellers had their shining moments on our exhibit stand!



Karine Vailleau

User Experience Director



”

From the start, they understood our expectations for our international press event, while also providing valuable suggestions. Throughout the creation process, they were fully available and understood our constraints, finding solutions together. They were great listeners and met our expectations for the video renditions. They worked hand-in-hand with our decorating provider to seamlessly integrate the display into our scenography. All our guests were impressed by the process, which was fun and engaging way to welcome our guests and convey our messages. A true immersion into our concept and storytelling, which our guests still talk about.



Stéphane Cunnac

Press Relation

”

We worked together on a project for the Ministry of Finance. An agency with impeccable professionalism. The contacts are available, dynamic and proactive. Their solutions help renew experiences in event planning. The support is high-quality throughout the project and the result meets expectations. All feedback we received was excellent. Thank you!



Sandrine Gourcy

Communication Manager

”

We chose Fosfor based on a recommendation and it is now my turn to recommend Fosfor for visual communication needs. Thank you to the Fosfor team for their availability and advice in adjusting the Dynaprint solution to our needs. Experts in creating a custom product and coordinating with different contacts and providers. Bravo and thank you for your high-quality creations that enhance our IT Partners 2022 exhibit stand.



Anne-Sophie
Fernandes

Event Director



THEY TRUST US

”

Innovative and exceptional! The best communication means. Add to that the kindness and professionalism of the entire team! I recommend them wholeheartedly, especially if you want to make an impact with innovative communication. A great team with great ideas!

INTUITIVE

Stella Ferrario

Senior Retail Specialist
EMEA



”

I am very happy to have been working with Fosfor team on Logitech's project: renewing Logitech G gaming shelves design in the stores. Fosfor answered the brief 100%. They proposed and developed for us an innovative Dynaprint solution that amplifies «Play wireless» messaging with a wow effect and is also technically feasible in the retail store context. Thank you Fosfor team for being creative, fast and challenging yourself to deliver the best fit technical solution. Thanks for being so hands-on, available and attentive to all details to deliver a perfect result.

logitech

Irina LIZUNOVA

Marketing Specialist
Capital Programs

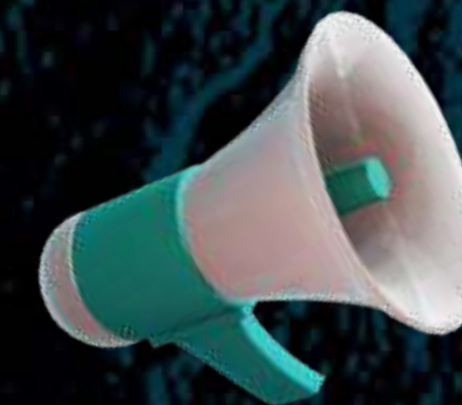
”

We discovered Fosfor at the Paris Retail Week exhibit. Discussions began and a real relationship developed between them and our company. Today we have already completed 2 projects together and surprised our customers with their displays. They provide guidance in this little-known world of 3D and genuinely want to progress with players from various sectors. Thank you for your investment!

REDSKINS

Zacharie Aboujedid

Digital Manager



”

After meeting Fosfor at Vivatech, we quickly started an innovative project. Fosfor proposed a unique solution that met current specific needs. A visionary, passionate team with an appreciation for technology. Thank you again for your support, flexibility and dynamism.

Cartier

Florian Compassi

International Innovation
Project Manager



WHY FOSFOR?



TAILORMADE EXPERIENCE

Each project is unique and designed to reflect your brand consistently, creating distinctive experiences that amplify your message and engage your audience. Our approach ensures a perfect alignment between your vision and our solutions.



DREAM TEAM

Our passionate team brings together creative and technical minds collaborating to design and deliver innovative solutions. Our professionalism, dedication, and teamwork make each project an exciting collaborative journey.



MADE IN FRANCE

Every aspect of our devices, from design to assembly, is carefully managed by our skilled team. Our local manufacturing ensures the superior quality of our products, reflecting the elegance and innovation associated with the French Touch.



CONSTANT INNOVATION

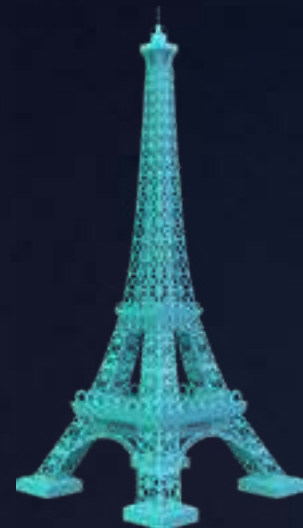
We create unique and astonishing experiences by pushing technological boundaries. Each project explores new ideas to craft experiences that inspire wonder and leave a lasting impression.



R.O.X FIRST

Each project aims to enhance your image, bolster your reputation, and drive results. Return on Experience is the ultimate driver to shape the future of retail, creating meaningful moments and tangible outcomes.

CONTACT



PARIS

1 place de la porte de versailles
75015 Paris

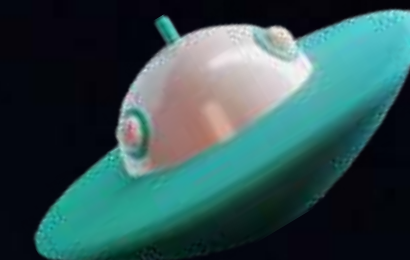


LYON

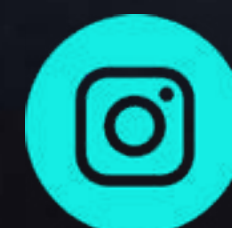
11-13 Chemin de l'Industrie
69570 Dardilly

YOUR CONTACT

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