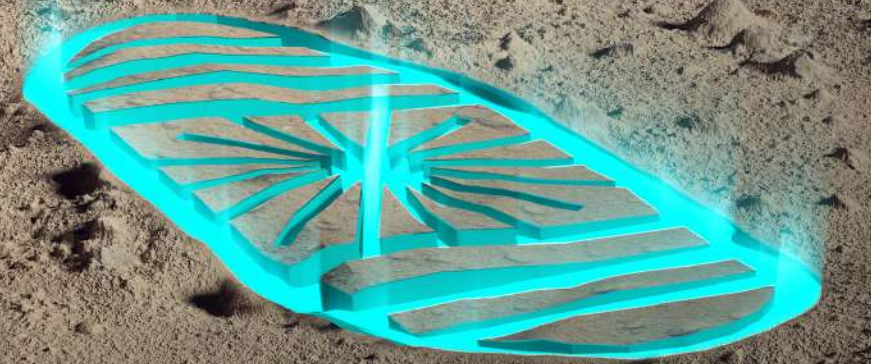




f*stfor

L'EXPERIENCE PHYGITALE





« PEOPLE DO NOT BUY
GOODS OR SERVICES,
THEY BUY **RELATIONS,**
STORIES & MAGIC. »

Seth Godin





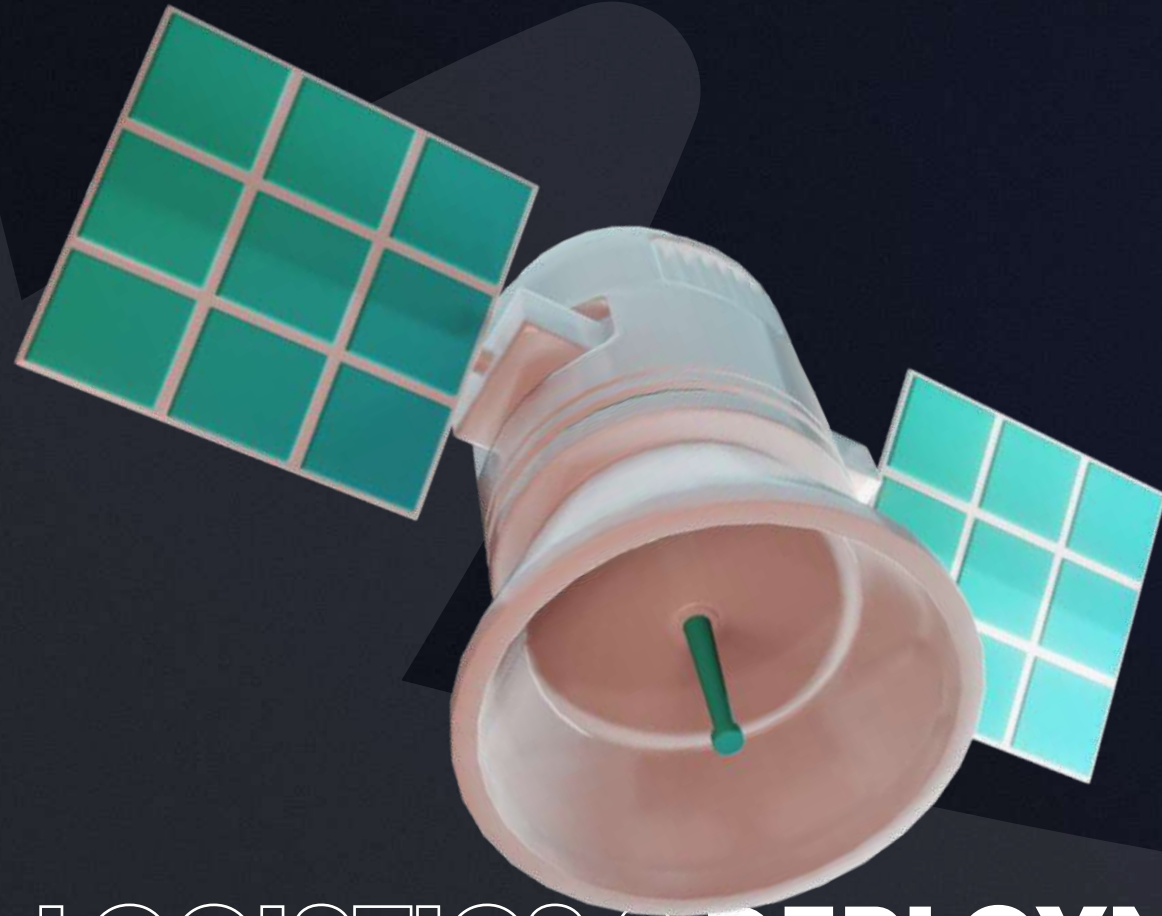
1. **STRATEGIC** CONSULTING

Guiding every project phase, combining strategic thinking and technical expertise. Our tailored approach ensures perfect alignment between your goals and the latest technological solutions.



2. **CREATIVE** MAKERS

At Fosfor, a team of passionate creators pushes the boundaries of technology to craft immersive experiences. Expertise in storytelling and digital technology creates memorable moments.



4. LOGISTICS & DEPLOYMENT

Logistical expertise ensures efficient implementation, from installation to dismantlement worldwide. We provide a seamless transition for an exceptional user experience.



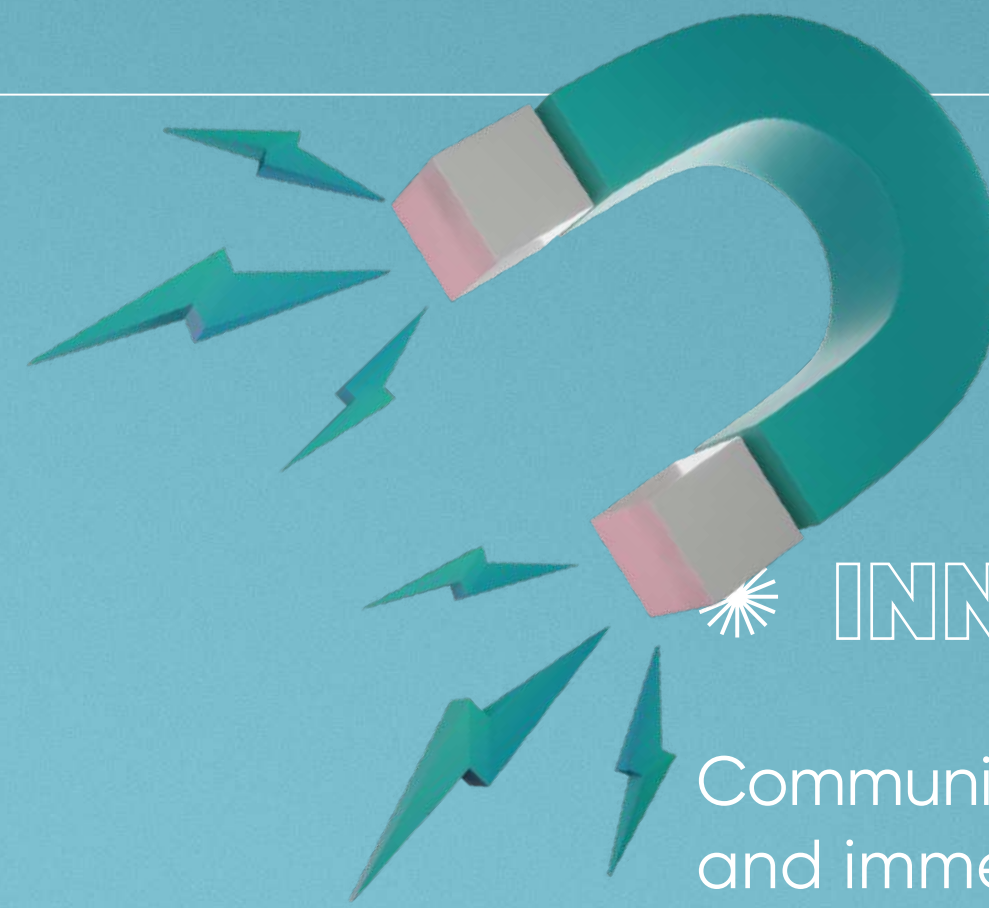
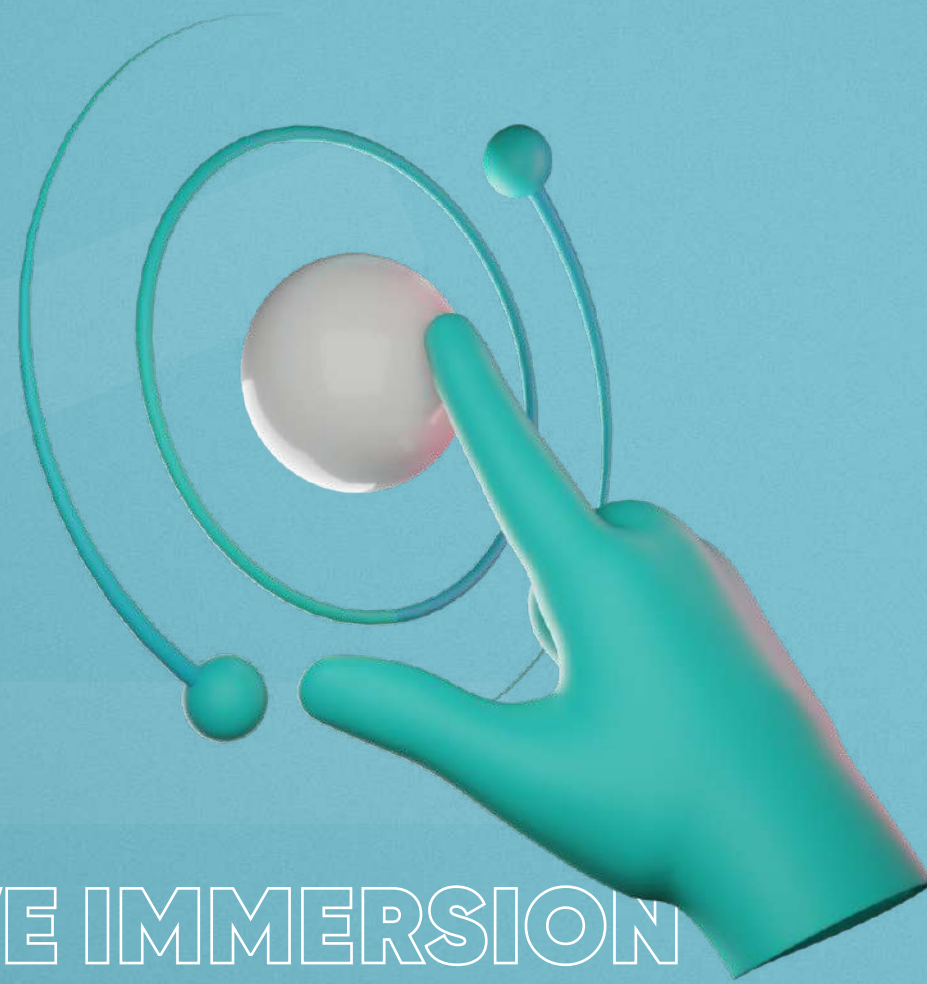
3. FOSFOR DEVICES

Our solutions incorporate the latest technological innovations in customizable designs, adaptable to your space's dynamics. Available for purchase or lease, offering flexibility and adaptability.



5. FOSFOR MAINTENANCE

Our service excellence continues well beyond installation. We offer proactive maintenance and remote updates, ensuring the longevity and ongoing relevance of your installations.



* INNOVATIVE **ATTRACTION**

Communicative solutions that stand out, sparking curiosity and immediate interest in your audience.

© **INTERACTIVE IMMERSION**

Experiences that immerse users in the heart of the action, making them participants in the adventure through extensive interactivity.



* **ENGAGING IMPACT**

Create a lasting connection with your audience with concepts that captivate and encourage active participation.

CRYSTALBOX INTERACTIVE BOX

We bring your products to life for an enhanced experience and endless interactions with your audience.

Our customizable *Crystalbox*® range creates a captivating blend between the real product and virtual display, offering versatile applications.

Blends reality and virtual to enrich interaction.

Enhances product presentation.

Stimulates engagement with personalized interactions.



CRYSTALMAN INTERACTIVE HUMAN HOLOGRAM

Ubiquity is now simple with our *Crystalman*® solution, allowing real-time appearances and interactions as if you were there.

Our device supports live or pre-recorded content for various applications.

Maximizes visual impact with high-definition holograms.

Amplifies brand storytelling with immersive narratives.

Deeply engages with live and interactive experiences.



ANAMORPHOSE BOOTH

DISTORTED 3D PROJECTION

A warped or altered experience that becomes recognizable only when viewed from a particular angle.

This technique creates the illusion of a large 3D object seemingly floating within a physical space, making the viewer perceive depth and dimension from a specific vantage point.

Immersive 3D illusion captivating shoppers attention

Dynamic brand presentation and enhances presence in a crowded retail environment

Creative Storytelling, adding intrigue and memorability



[▶ DISCOVER](#)

FOSFOR AI SPECTRA INTELLIGENT HOLOGRAM

This AI assistant uniquely adopts a personality that resonates with your brand, offering dynamic and adaptive interaction.

Deep customization allows *Fosfor AI Spectra*® to communicate naturally, strengthening the bond between your brand and audience.

Advanced customization: Adapts its personality to each client's specific needs.

Enhanced engagement: Creates memorable interactions through holography and AI.

Representative innovation: Showcases your brand's cutting-edge technology.



DOOH IT 3D HOLOGRAM

This revolutionary communication device displays any message with breathtaking 3D holographic effects.

A complete solution for event and retail activations, enhancing visibility.

Visual captivity: Holographic displays from Ø65 cm to Ø200 cm for a commanding presence.

Direct interaction: Enables user engagement with the hologram.

Enhanced memorability: Offers a unique advertising experience with content's uniqueness and size.



HOLIX HOLOGRAPHIC TOTEM DISPLAY

The *Holix*® totem, equipped with a *Doohlt*® helix under a Plexiglas dome, enhances your message with holographic effects.

Ideal for attracting attention, generating traffic, and animating spaces, it's Plug & Play and easily portable for events or commercial spaces.

Captures attention with unique holographic displays.

Engages the audience with dynamic content.

Boosts brand retention with impactful advertising.



PHYGIWALL INTERACTIVE WALL

This interactive projection device transforms traditional displays. Creative and dynamic, it ensures your message captures your audience's attention.

As a presentation aid, it enhances your communication, making content more playful, memorable, and engaging.

Boosts innovative brand image with advanced technology.

Simplifies presentations by making concepts visually captivating.

Enhances sales pitches with dynamic demonstrations.



INTERACTIVE PLAYGROUND INTERACTIVE FLOOR

Engage and entertain your clients with interactive projections on floors and walls.

Whether to energize your spaces, welcome your audience uniquely, or offer an interactive experience during an event, our Interactive Playground will be the original highlight.

Innovative entertainment to energize spaces.

Unique engagement through interactive projections.

Original experience for all event types.



LED SPHERE GIANT DIGITAL BALL

Embedded with LED lights and designed to display dynamic visuals, patterns, or information across its curved surface.

The immersive 360-degree design allows for seamless, all-around visibility, creating a visually captivating effect as it lights up and changes in real-time, showcasing animations and displays to viewers at any angle.

360-degree visuals to engage with from any angle

Floating illusion adding a sense of wonder and futurism

Seamless transitions for smooth, uninterrupted visual transitions, creating a mesmerizing, fluid display



 **DISCOVER**

CRYSTAL WALL GIANT HOLOGRAPHIC WALL

The Crystal Wall is a groundbreaking interactive display with three 86" 4K screens (3.2m x 1.9m), designed for large-scale products like cars.

Viewers can zoom in on details and customise features like color and interior materials in real-time, with instant visualisation. No app is needed—users control the display directly from their smartphone, configuring the catalog and interacting seamlessly for an immersive experience.

Scanning a QR code allows the user to instantly take control of the experience

Real-time customization allows Instant changes to product appearance

Unparalleled interactive journey redefines how customers engage with high-end, large products



 **DISCOVER**

PHYGIFOG MIST WALL

Walk through a 2.4 m wide curtain of dry mist showcasing media and 3D animations.

This innovative solution with endless application possibilities promises to offer your visitors a magical and immersive holographic experience.

Magical holographic experience on a mist curtain.

Endless application possibilities for total immersion.

Innovative and engaging for visitors.



AR PHOTOBOOTH IMMERSIVE PHOTO

Thanks to the magic of augmented reality, the *AR Photobooth*® now allows fans to take pictures with their team and / or favorite players.

This device offers visitors an immersive experience and creates strong affinities with your brand.

Easily shareable across all social networks, this experience ensures strong virality and a top-tier brand image.

Immersive experience with augmented reality for personalized photos.

Creates strong affinities with the brand.

Strong virality and improved brand image on social networks.



INTERACTIVE GLASS AUGMENTED REALITY DISPLAY

Immerse your visitors in an augmented experience, thanks to an immersive mirror.

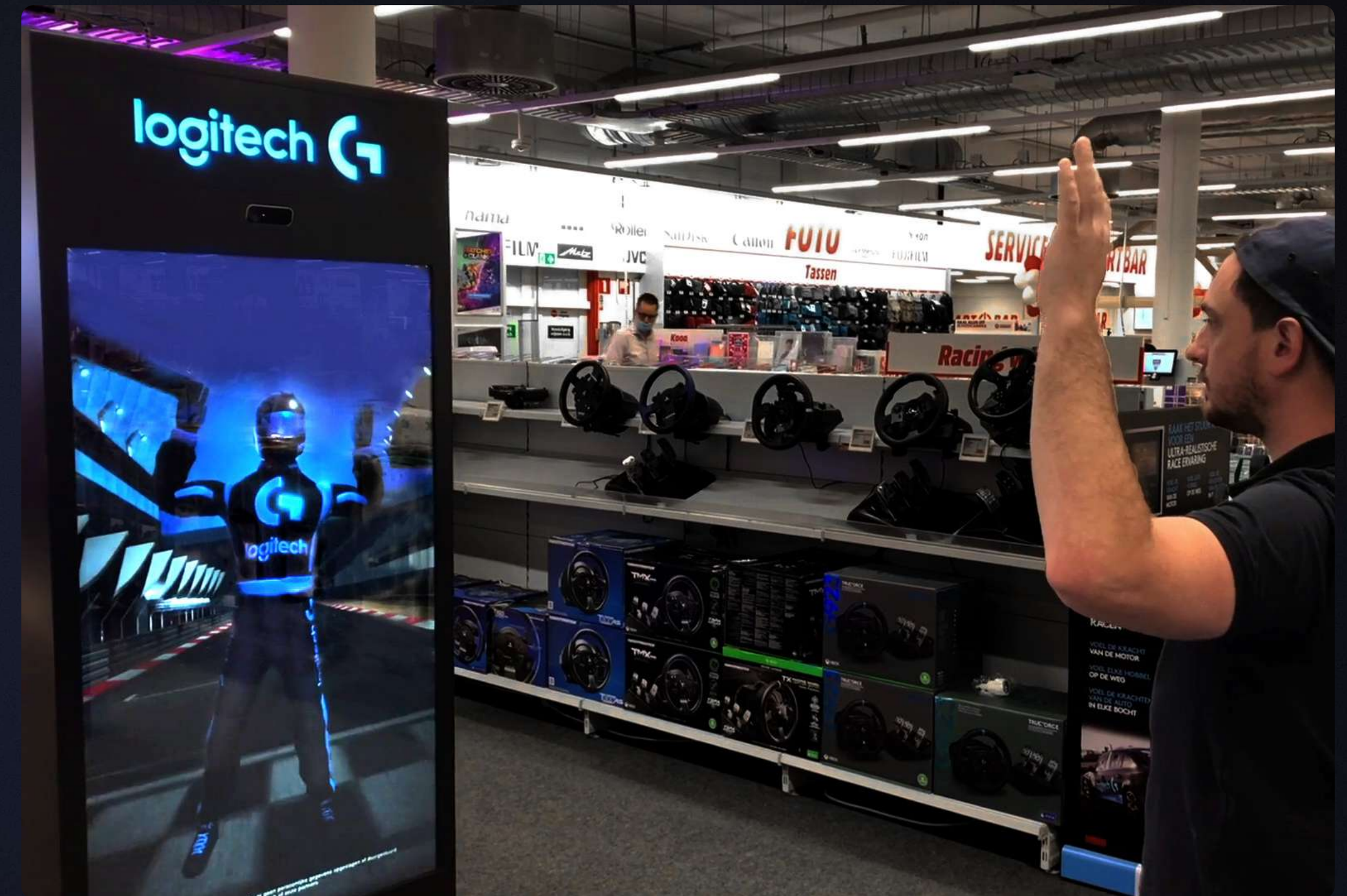
Overlaying their silhouette, the user sees themselves through an avatar and can express themselves in a custom-designed virtual world. It offers a concrete experience in the metaverse.

A device that will surely surprise and create strong affinities with your brand.

Immersive augmented experience with an interactive mirror.

Surprise and creation of strong affinities with the brand.

Offers a concrete experience in the metaverse.



WINDOOH

PHYGITALE SHOWCASE

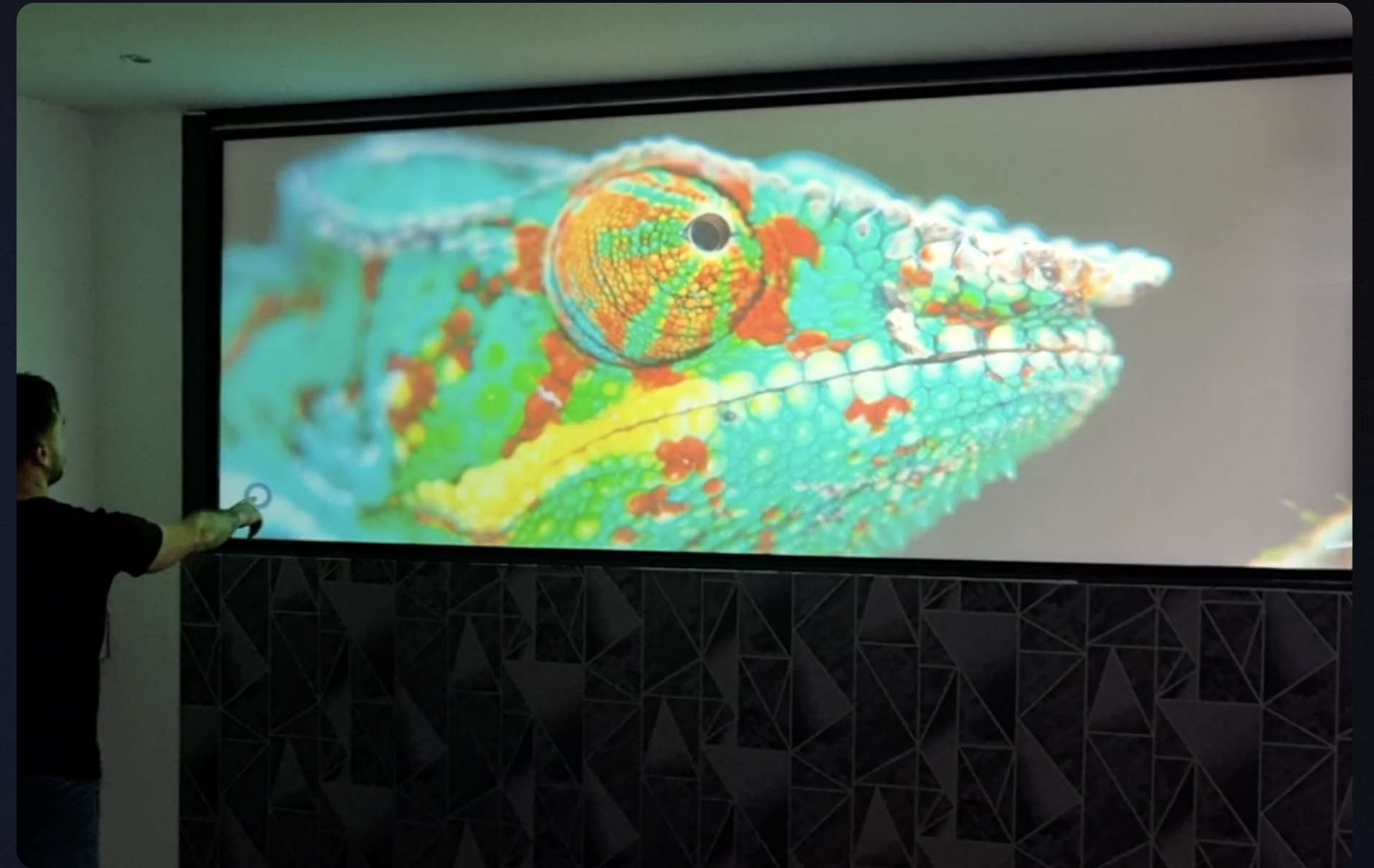
Switching from transparency to opacity in the blink of an eye, *WindooH*® allows transforming 100% of your current windows into immersive and tactile expression surfaces.

Energize your brand, bring your windows to life, and attract new customers and interact with them even before they enter the store!

Transforms showcases into immersive expression spaces.

Attracts and interacts with customers before entering the store.

Dynamically increases visibility.



DYNAPRINT SEMI-DYNAMIC DISPLAY

Enhance your spaces and bring your prints to life with our *Dynaprint*® technology. Dynamic lighting that enhances your print communication supports: displays, stand back-grounds, etc.

A gentle yet dynamic technology that generates visual attraction. Highlight your information, energize your prints, and give rhythm to your message.

Enhances spaces with dynamic lighting.

Generates visual attraction with gentle technology.

Energizes prints and messages.



LCD SCREEN WALL INTERACTIVE WALL

This combination of multiple touch screens, next to each other, coordinate (ultra-thin edges) to form a single giant screen broadcasting the same image or video.

This results in an impressive image wall that is visible from afar, with high brightness. Your content becomes more immersive.

Maximizes visual impact with a unified large format display, catching attention from afar.

Exceptional brightness ensures that contents shine under any light, captivating the audience.

Immersive experience transforms content into memorable visual adventures, enriching audience engagement.



IMMERSIVE WALL

IMMERSIVE WALL

Immerse your clients in the brand universe, thanks to a giant screen wall.

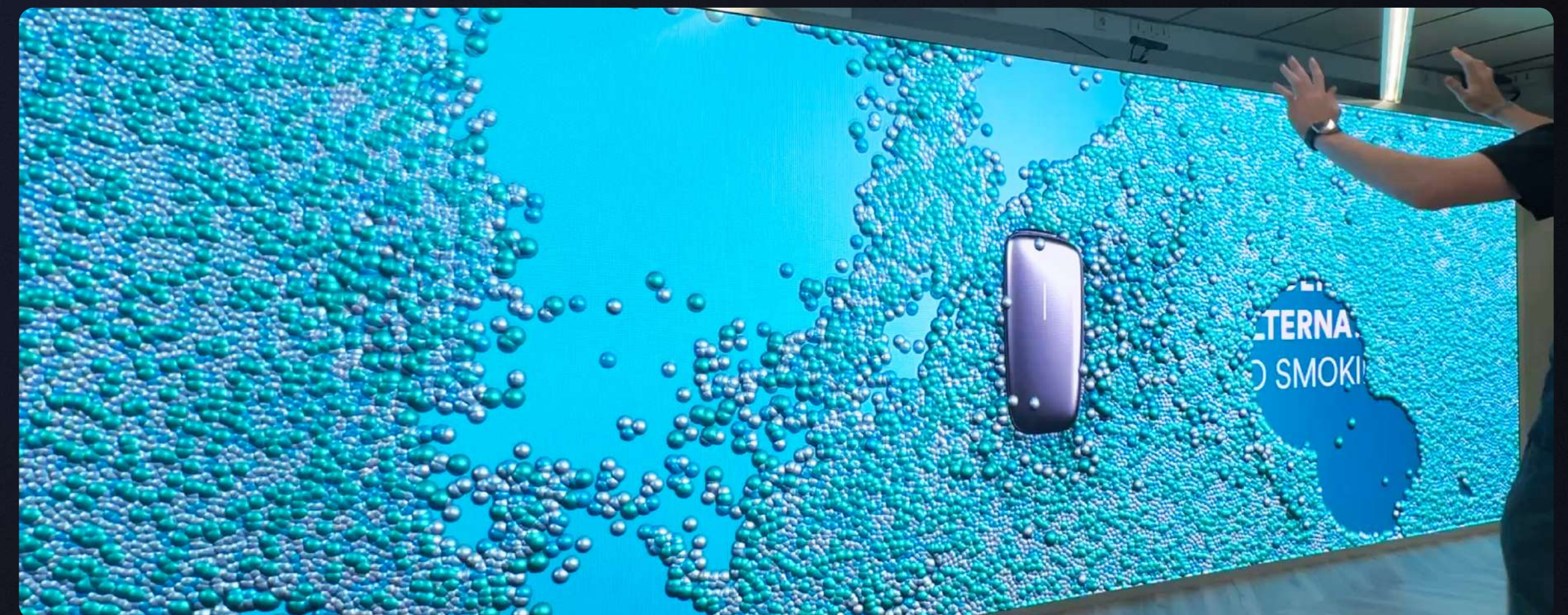
An infinity of interactive experiences that we customize, in line with each brand's identity.

Depending on the desired experience, control can be taken via kiosk terminal, QR code flash, or even body tracking.

Immerses clients in the brand universe.

Offers customized interactive experiences.

Control via various technologies for a personalized experience.



PLAYFUL KIOSK INTERACTIVE KIOSK

Discover our new *Playful Kiosk*® for children!

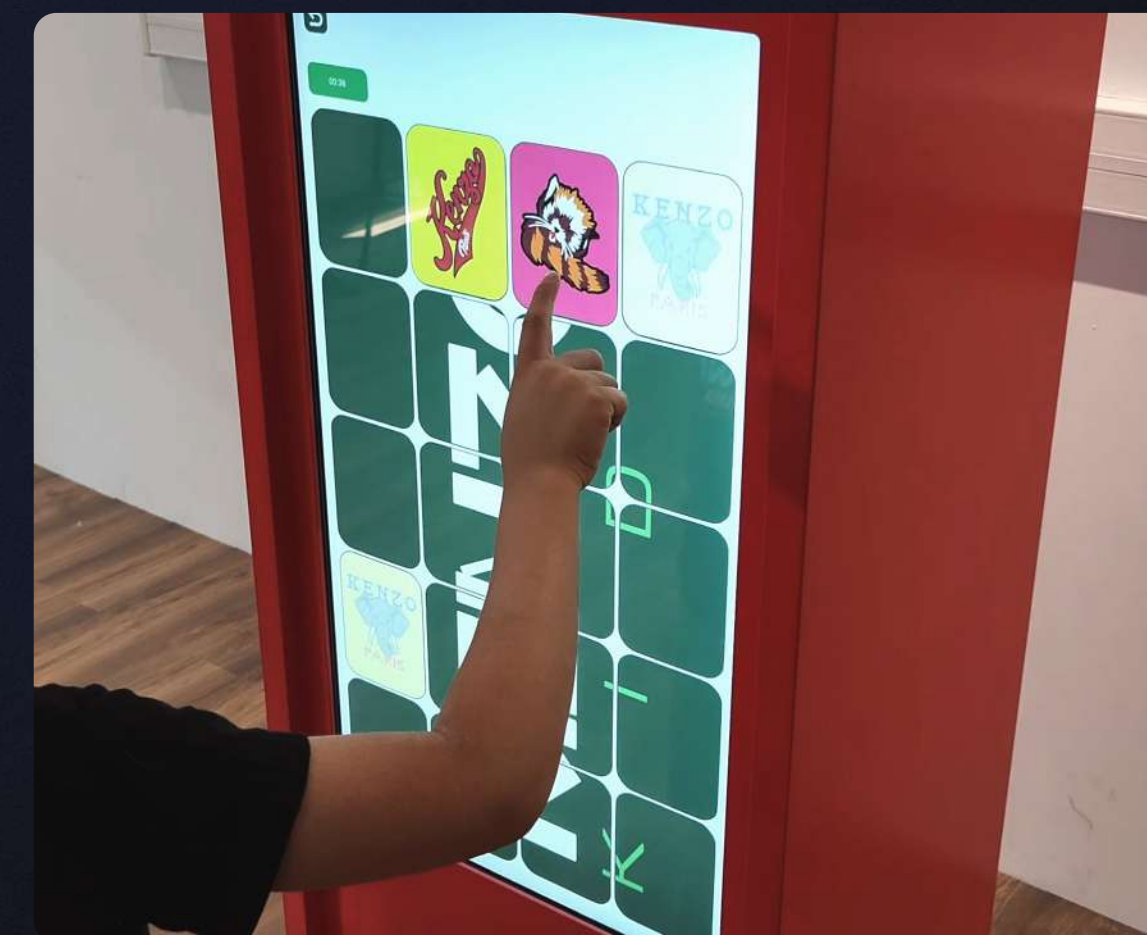
Create an entertaining digital space in your store or waiting room for the little ones while the parents shop. Custom experiences, games, and animations adapted to your brand universe. Intuitive use, no parental help needed.

Make waiting pleasant and memorable for the whole family, while enhancing the appeal of your sales space.

Creates an entertaining digital space for children.

Makes waiting pleasant and memorable for the family.

Enhances the appeal of the sales



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.

Detects user action for a personalized experience.

Fun and interactive, excellent decision-making tool.

Enriches product learning.



MAPPING TABLE PROJECTION

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.

Strong personalization with attractive content.

Increases visibility and facilitates understanding of the message.

Fun and educational experience for visitors.



Pre-production

1.

Kick off

Discussion about your needs, communication objectives.
Formalization of the request or familiarization with the specifications.

2.

Design

Internal brainstorming or with you.
Technical and artistic design.
3D mock-up of phygital devices.
Provision of existing resources: logo, typography, photos, access, etc.

3.

Co-construction

Exchange meetings.
Validation of concepts.
Validation of the retroplanning.

Production

4.

Editorial

Writing of editorial elements or receipt of these elements.

5.

Content, graphics & sound design

Production of animations and videos, UI Design, creation of elements, marketing visuals, musical composition, sound design, etc.

Custom furniture

Manufacturing of the physical part of the device. Selection of materials, custom finishing.

Developpement & hardware integration

Application programming.
Possible third-party programming.
Assembly of electronic components.

Delivery

6.

Test

Deployment of beta tests (durability, compliance, functionality) and acceptance testing.

7.

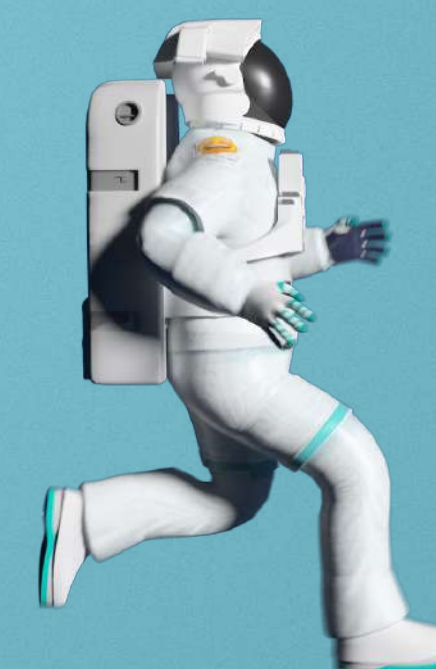
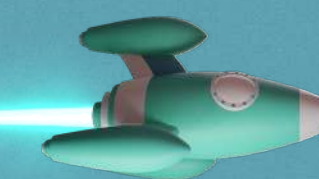
Deployment

Implementation, in-situ installations, configuration for remote updates.

8.

Content update

Internal debrief for project evolution and remote content update.



TECHNOLOGY & ELECTRONICS

INTUITIVE

logitech



PHONAK



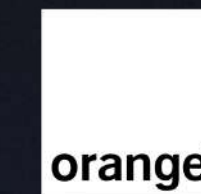
ABB

CGI



sopra Steria

oodrive



CONSUMER GOODS

fnac



sodastream

DECATHLON

LEERDAMMER



swatch+



Optic 2000



HEALTHCARE & PHARMACEUTICALS

Medtronic



hello
Pharmacie

sanofi

SPORTS & OUTDOOR



AUTOMOTIVE & MANUFACTURING



LUXURY FASHION & RETAIL



FINANCE & PROFESSIONAL SERVICES



PUBLIC SECTOR & UTILITIES



MEDIA, ENTERTAINMENT & EVENTS



« 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
Attaché de presse

« 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! »



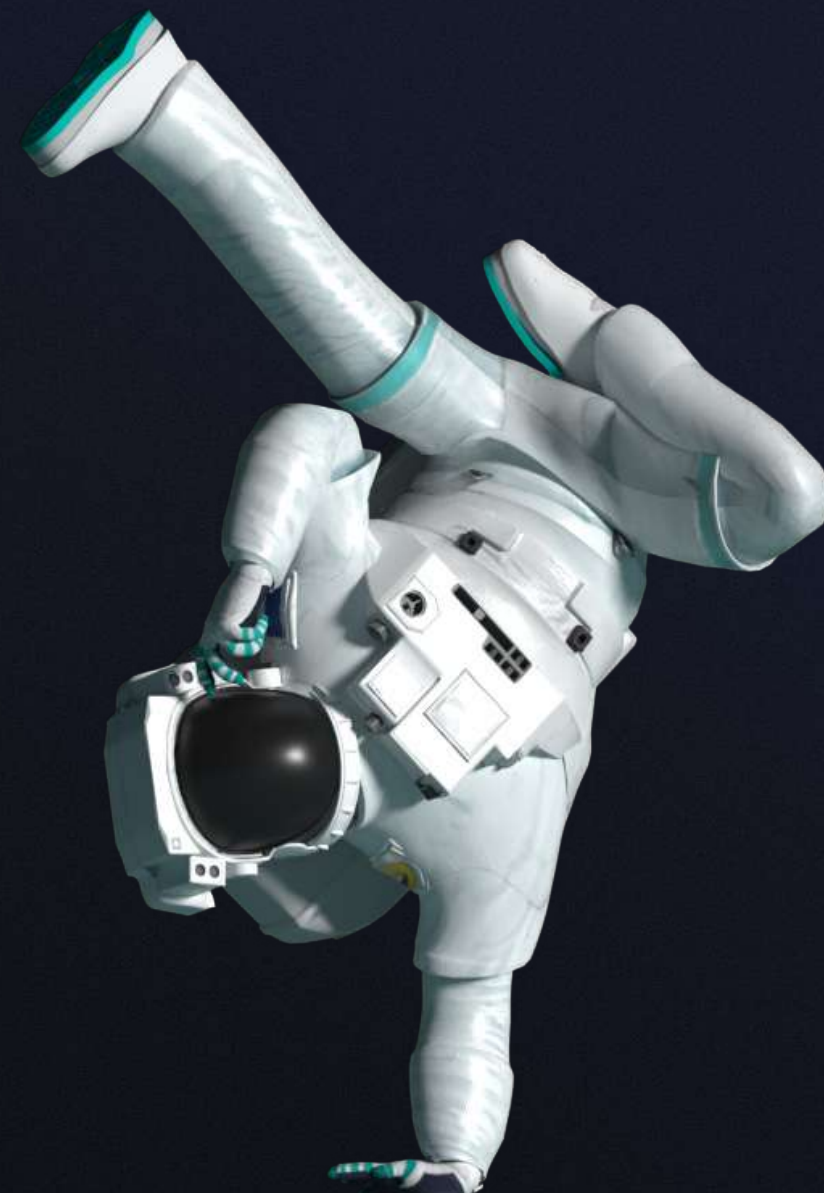
Karine Vailleau
Responsable expérience client

« 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! »



MINISTÈRE
DE L'ÉCONOMIE

Sandrine Gourcy
Directrice Communication



« 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

« 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
Responsable développement digitals

« 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



« 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. »



Irina Lizunova
Marketing specialist capital programs



« 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
Chef d'équipe marketing



1. **BESPOKE** EXPERIENCE

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



3. **MADE IN FRANCE**

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



2. **DYNAMIC TEAM**

Our passionate team brings together creative and technical minds who collaborate to design and deliver innovative solutions. Our professionalism, dedication, and team spirit make every project an exciting collaborative adventure.

4. CUTTING-EDGE

We create unique and surprising experiences by pushing technological boundaries. Each project explores new ideas to create experiences that amaze and make a lasting impression



5. R.O.X FIRST

Each project aims to enhance your image, strengthen your reputation, and boost your results. Return on Experience is the ultimate driver for shaping the future of retail by creating meaningful moments and tangible results.



**Lyon**

11 - 13 Chemin de l'Industrie
69570 Dardilly

Paris

Station F
5 Parvis Alain Turing
75013 Paris



1 Place de la Porte de Versailles
75015 Paris

Geneva

45 Avenue de la Praille
1227 Carouge

Infos

+33 4 69 96 80 70
hello@agence-fosfor.fr
www.agence-fosfor.fr

