



# ESF

L'EXPERIENCE PHYGITALE



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

Seth Godin





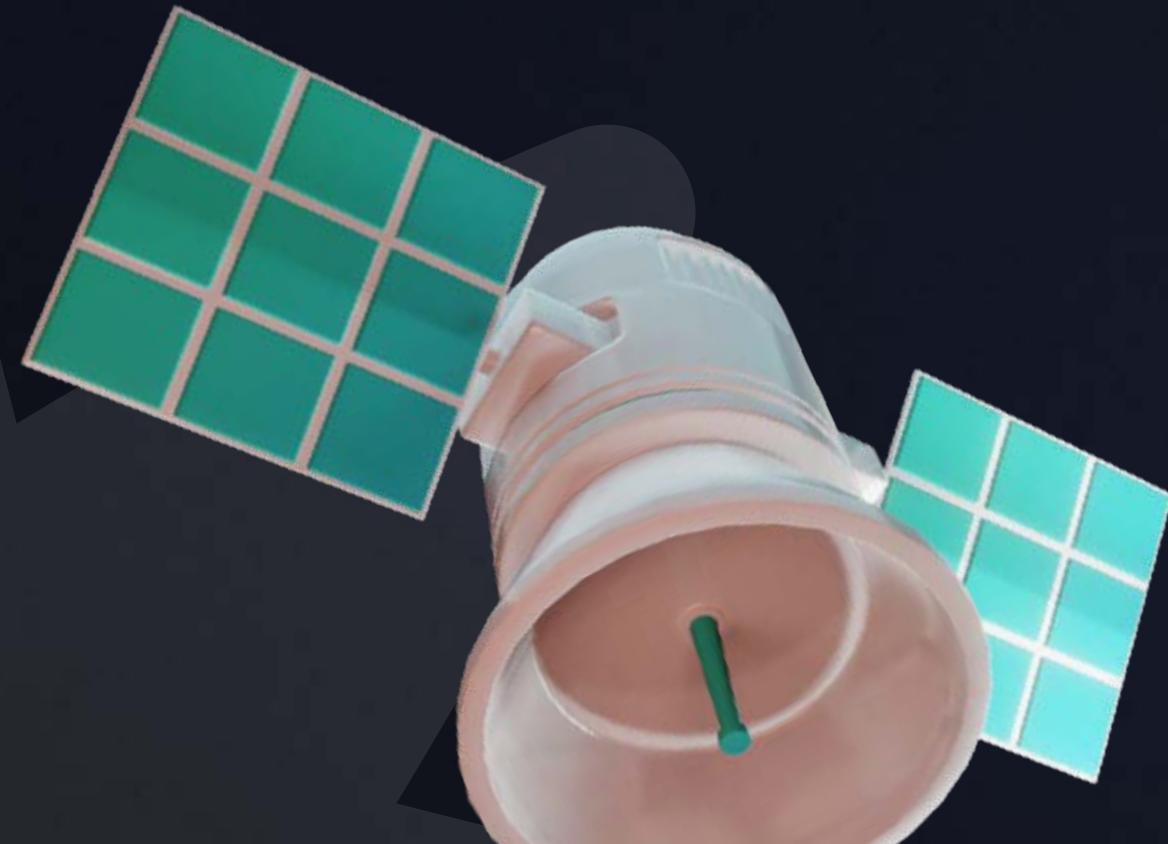
## 1. **STRATEGIC** CONSULTING

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.



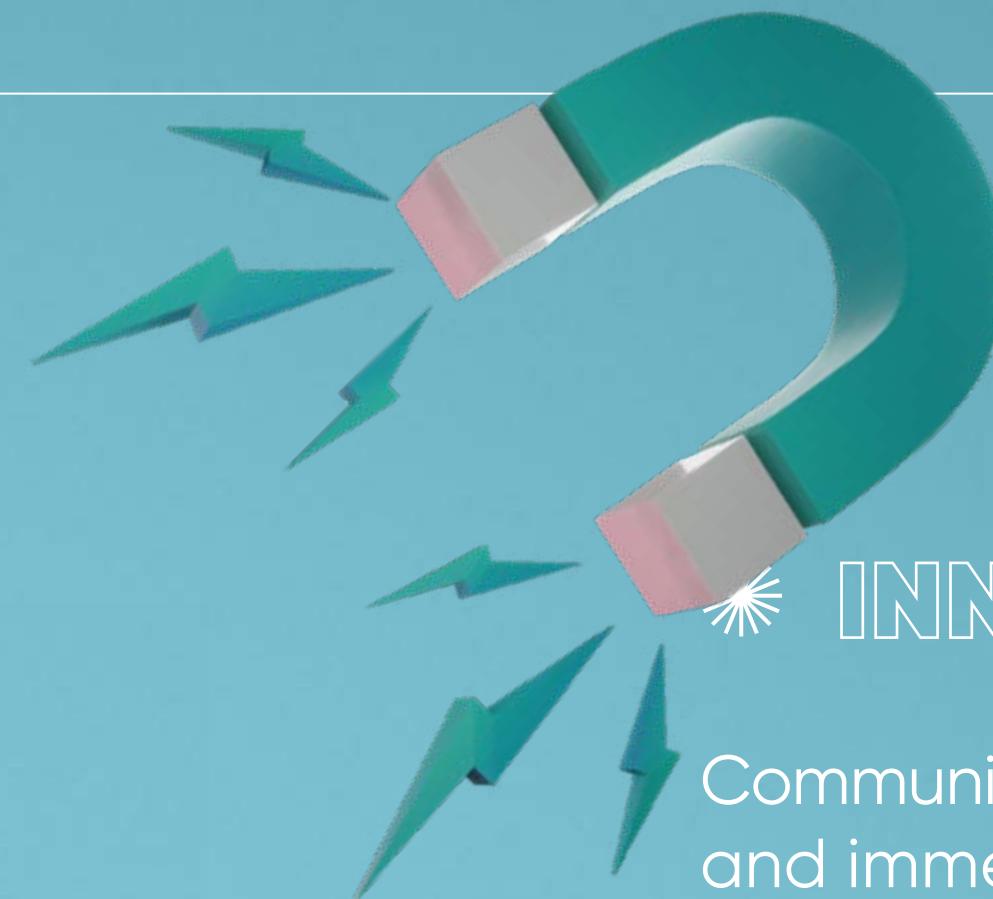
## 5. FOSFOR MAINTENANCE

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



## ◎ **INTERACTIVE IMMERSION**

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



## \* **INNOVATIVE ATTRACTION**

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



## \* **ENGAGING IMPACT**

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

## CRYSTALMAN INTERACTIVE HUMAN HOLOGRAM

Crystalmans enable a life-size human presence to be projected as a hologram, live or as pre-recorded content.

Designed to capture attention and humanize brand messaging, it creates direct, immersive, and memorable interaction with audiences. Ideal for welcoming or storytelling, Crystalmans naturally fits into event, retail, or corporate environments.

It delivers a clear, embodied, and distinctive message, while reinforcing the brand's perception of innovation and closeness.



Captures attention with a spectacular holographic presence

Humanizes messages through immersive interaction

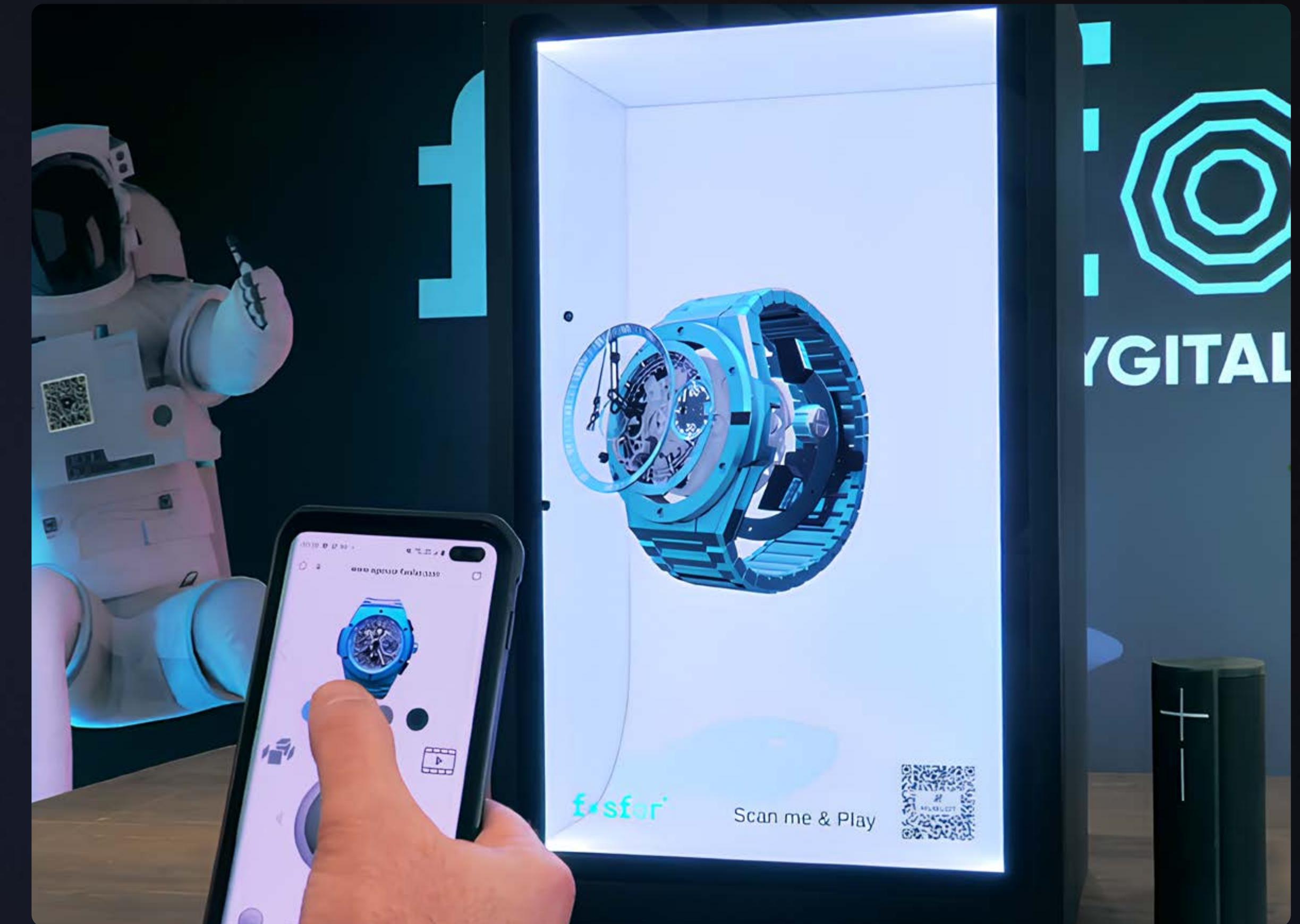
Reinforces the brand's innovative and premium image

## CRYSTALBOX INTERACTIVE BOX

Crystalbox combines a physical product with digital content to enrich the presentation and make it easier to understand.

By integrating contextual information directly around the object, it turns a static display into a smooth interactive experience. Versatile and elegant, Crystalbox suits retail, showroom, or event use cases while remaining simple to deploy.

It helps guide users, highlight key features, and effectively support decision-making—without adding complexity to the journey.



Enhances products with an enriched presentation

Improves understanding with contextual content

Boosts engagement and decision-making

## CRYSTALWALL INTERACTIVE HOLOGRAPHIC WALL

CrystalWall is a monumental solution designed for large-scale DOOH activations in indoor environments.

Visible from a distance, it transforms high-traffic locations – trade shows, stations, exhibition halls, or dealerships – into true immersive experience spaces. Thanks to its visual impact and interaction options via QR code or control kiosks, CrystalWall combines attractiveness, personalization, and ease of use, even in crowded contexts.

It becomes a powerful lever for awareness, memorability, and differentiation.

Maximizes visibility with **large-scale visual impact**

Engages visitors through **personalized interaction**

Enhances the brand in high-traffic public environments



## FOSFOR AI SPECTRA INTELLIGENT HOLOGRAPHIC ASSISTANT

Fosfor AI Spectra is a holographic assistant capable of interacting with visitors in a natural, contextual way.

Powered by artificial intelligence, it adapts its speech, answers questions, and embodies the brand's personality. Integrated into event, retail, or corporate environments, it becomes a distinctive touchpoint, available continuously.

Fosfor AI Spectra streamlines welcoming, informs efficiently, and delivers an innovative experience – while enhancing the brand's technological and forward-thinking image.



Automates visitor **welcome and information**

Creates **personalized and engaging** interaction

Strengthens the perception of **innovation and modernity**

## TRANSPARENT MESH LED ARCHITECTURAL LED

Transparent Mesh LED integrates digital content directly into the architecture of a venue.

Installed on windows or façades, it displays visible content while still letting natural light through. This solution transforms existing surfaces into dynamic communication media without disrupting architectural harmony.

Ideal for retail and public spaces, it combines visibility, elegance, and discreet integration.



Blends digital communication [with architecture](#)

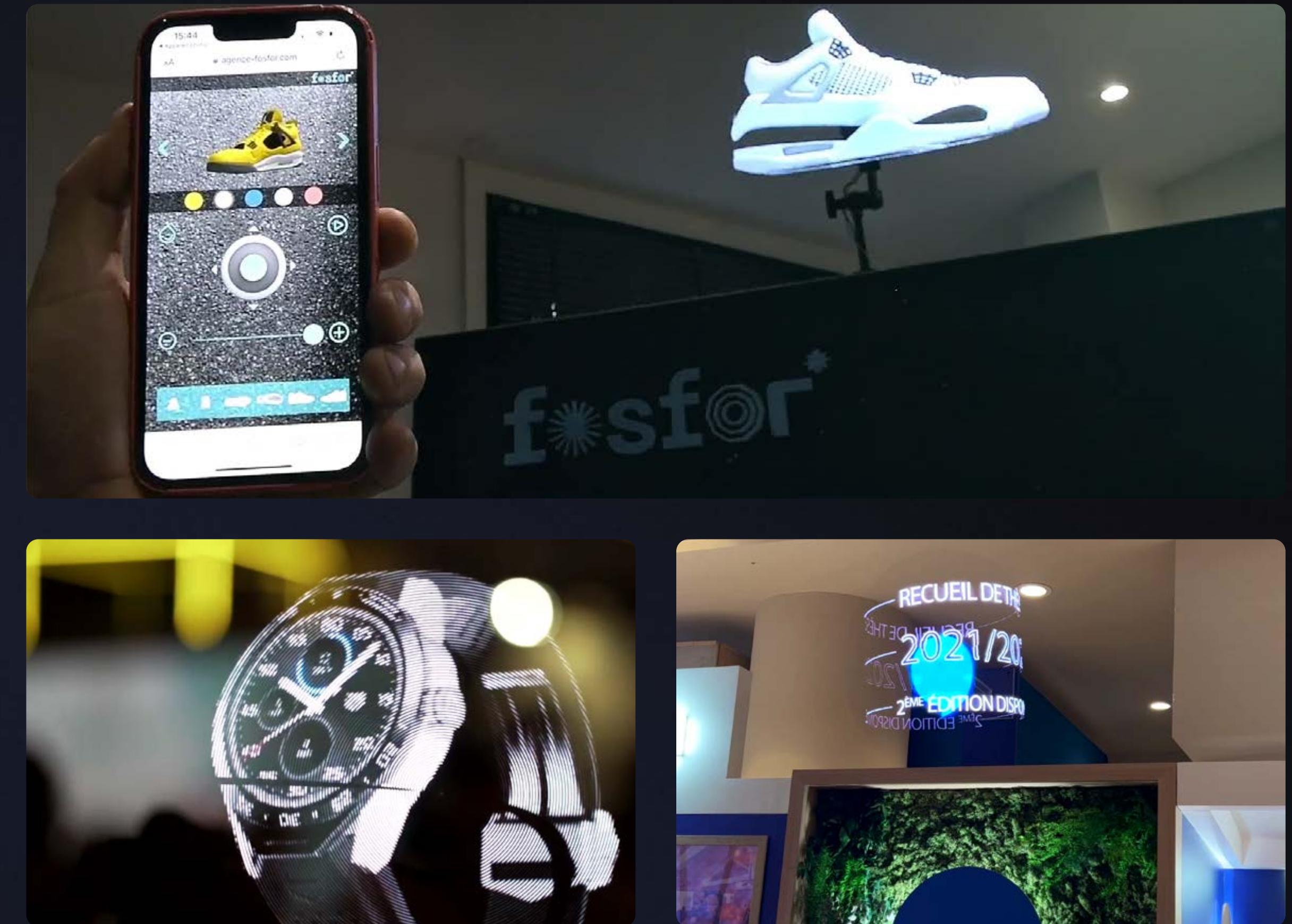
[Preserves transparency](#) and natural light

[Increases visibility](#) without weighing down the décor

## DOOH IT 3D HOLOGRAM

DOOH IT displays 3D holographic content to create an immediate and distinctive visual effect.

Designed for public and event environments, it draws attention, sparks curiosity, and strengthens message recall. Easy to integrate into existing scenography, DOOH IT delivers dynamic, impactful content while bringing a new dimension to indoor DOOH communication.



Captures attention with 3D holographic display

Reinforces message memorability

Strongly differentiates the brand's messaging

## HOLIX HOLOGRAPHIC TOTEM

Holix combines a holographic fan with a design totem to display floating 3D content.

Compact and mobile, it easily fits into event, retail, or corporate environments. Holix highlights a message or product in an innovative way while keeping setup simple and fast.

An ideal solution to create a visual attraction point without heavy installation constraints.

Draws attention with floating holographic display

Easily integrates into all types of environments

Enhances products and messages in an innovative way



## INSTANT WIN ACTIVATION DIGITAL ACTIVATION

Instant Win is a simple, high-performing activation mechanic designed to quickly generate engagement and participation.

Accessible via smartphone, it fits perfectly in high-traffic contexts such as trade shows, shopping malls, or public events. Its smooth user journey enables the collection of qualified data while delivering a fun, immediate experience.

Real-time controllable, Instant Win becomes an effective lever to attract, qualify, and measure an activation's impact.



Triggers **participant engagement** quickly

Simplifies the **mobile user journey**

Enables real-time control and **performance tracking**

## PHOTOBOOTH AR

### IMMERSIVE PHOTO EXPERIENCE

Photobooth AR lets visitors create personalized photos in augmented reality, integrating brand worlds and interactive elements.

Fun and accessible, it boosts emotional engagement and extends the experience beyond the event through social sharing.

Photobooth AR turns each participant into a brand ambassador while generating visibility and affinity.



Creates an **immersive and personalized** photo experience

Builds engagement and **brand affinity**

Amplifies visibility through **social sharing**

## LCD SCREEN WALL INTERACTIVE WALL

The LCD screen wall assembles multiple screens to create a large, immersive display surface.

Visible from a distance and perfectly readable, it enables impactful content delivery and helps structure the space.

Suitable for trade shows, showrooms, and public venues, it offers great flexibility in formats and uses while reinforcing visibility and message consistency.

Maximizes **large-format** visual impact

Ensures **excellent readability** in bright environments

Structures the space and strengthens **brand presence**



## LIFT & LEARN INTERACTIVE DISPLAY

Lift & Learn automatically triggers digital content associated with a product when it is handled.

This intuitive approach enriches discovery, improves understanding, and supports purchase decisions.

Particularly suited to retail and showrooms, the solution enhances products while delivering a smooth, educational experience.

Triggers content at the **key moment of interaction**

Improves **product understanding**

Effectively supports **purchase decisions**



## TANGIBLE TABLE INTERACTIVE TABLE

Tangible Table turns digital interaction into a physical, collaborative experience.

Users explore content by manipulating tangible elements, encouraging an intuitive and educational approach. Particularly suited to presenting complex concepts, it promotes discussion, understanding, and co-decision.

An engaging solution to support product discovery or the transmission of strategic information.



Makes interaction **intuitive and accessible** to everyone

Improves understanding of complex messages

Encourages collective **engagement** and collaboration

## DOUBLE SCREEN KIOSK DUAL-SCREEN KIOSK

The Double Screen Kiosk efficiently separates attraction and information thanks to two complementary screens.

The first captures attention with strong visual content, while the second guides the user through a clear, smooth, autonomous interaction. This approach improves message readability, reduces friction points, and adapts to all types of customer journeys.

An ideal solution to guide, inform, and engage without permanent human staffing.

Increases visual impact with **complementary dual screens**

Enables **autonomous use** for visitors

Optimizes **flow and message understanding**



## TRANSPARENT OLED KIOSK INTERACTIVE TRANSPARENT OLED SCREEN

This solution combines digital display and transparency to enhance products without blocking the space.

Content appears to float in front of the displayed object, creating an elegant, immersive experience. Designed for premium environments such as retail, dealerships, or showrooms, it enhances products while maintaining perfect readability. Its clean design and touch interaction offer a smooth, intuitive user experience.

Available in 30" portrait or 55" landscape formats, it adapts to all installation contexts.

Elevates products by combining **transparency and digital display**

Enhances the **premium experience** with immersive rendering

Enables easy interaction through a smooth touch interface



## ROUND VISION CIRCULAR SCREEN

Your content has never been so well surrounded! With our brand-new RoundVision solution, we redefine display to place your products and animations at the center of attention.

Equipped with innovative circular touchscreens of (Ø60 cm) and 15.7" (Ø40 cm), RoundVision brings a new immersive, interactive dimension—ideal for captivating your audience and enhancing your presentations.



Enhances your hero products with a striking circular shape

Maximizes engagement with an [interactive touch option](#)

Captures attention with a unique and memorable design

## SHELF TALKER DIGITAL SHELF SUPPORT

Shelf Talker transforms shelf aisles into dynamic communication media. Placed directly in-store, it draws attention, contextualizes information, and supports purchase decisions.

Synchronizable across multiple points of sale, it helps harmonize messaging while adapting content to the products on display.

Increases product visibility on shelves

Improves understanding at the point of decision

Synchronizes messages across multiple media

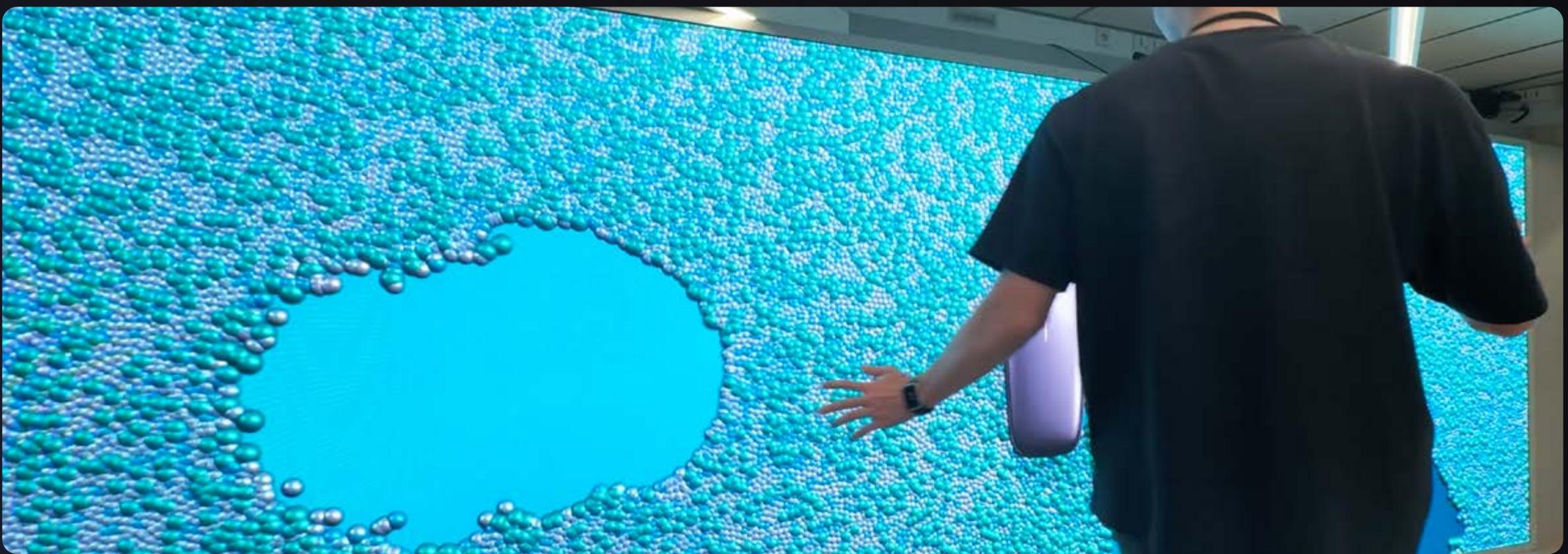


## IMMERSIVE WALL

### INTERACTIVE IMMERSIVE WALL

Immersive Wall places visitors at the heart of the brand universe through a large-format display surface and bespoke interactions. Designed to create a total immersion effect, it encourages engagement, memorability, and emotion.

Usable for events, showrooms, or corporate spaces, Immersive Wall turns a wall into a strong narrative experience tailored to all communication objectives.



Immerses audiences in the brand universe

Strengthens engagement through interaction

Creates a memorable and distinctive experience

## LED SPHERE 360° SPHERICAL SCREEN

This spherical LED screen (available from 0.5 to 3 m in diameter) offers a 360-degree immersive view, creating a strong visual landmark at the center of the space. Its distinctive shape naturally draws the eye and generates an immediate fascination effect.

Suitable for trade shows, halls, and public venues, it displays messages visible from all angles and occupies space in an original way.

Provides full **360° visibility**

Generates strong **visual attraction power**

Reinforces **message memorability**



## ANAMORPHIC ILLUSION ANGLED LED

Anamorphic screens use perspective to create spectacular 3D illusions visible from a specific viewpoint. This technology instantly captures attention and offers innovative visual storytelling.

Particularly suited to event environments and indoor DOOH, it enables strong differentiation while enhancing branded content.



Immediately draws the eye with a **3D effect**

Offers **innovative visual storytelling**

Strongly differentiates the brand in the space

## LED COUNTER LED FURNITURE

The LED Counter turns a classic reception point into a bright, dynamic communication medium.

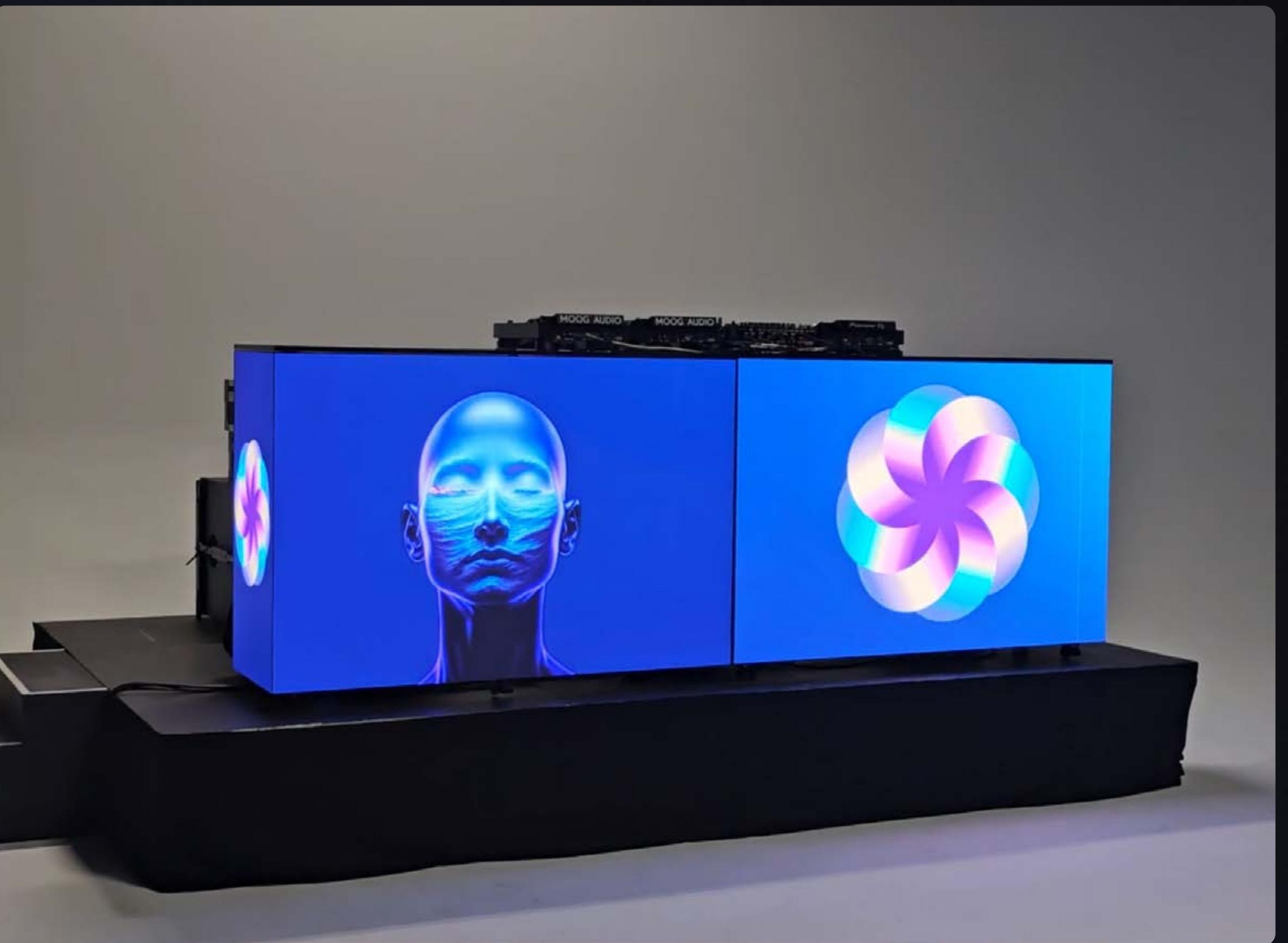
Visible from multiple sides, it naturally captures attention and structures the space at the heart of a booth or activation. Mobile and easy to deploy, it fits all types of event and retail scenographies.

A true phygital tool, the LED Counter displays impactful content while maintaining a welcoming and conversational function.

Captures attention with dynamic LED display

Simplifies deployment with a mobile, autonomous solution

Adapts to all event and booth formats



## CUSTOM SHAPE LED SCREEN TAILOR-MADE LED SCREENS

Custom LED screens enable unique shapes, perfectly adapted to the space and the brand's storytelling. By breaking away from standard formats, they offer total creative freedom and increase the visual impact of installations.

An ideal solution for personalized, distinctive scenography.



Unlocks creativity with **unique formats**

Adapts display to each space

Reinforces visual and narrative impact

## POSTER LED MODULAR LED SCREEN

Poster LED delivers a high-definition, uniform image that remains perfectly readable—even at close viewing distance.

Modular and synchronizable, it enables evolving scenographies adapted to the constraints of each space. Easy to install and move, it is a flexible LED solution to increase the visual impact of messages in events, retail, or showrooms.

Provides a **premium and uniform** LED image

Enables **modular and scalable** scenography

Simplifies deployment with an **autonomous solution**



## DYNAPRINT SEMI-DYNAMIC DISPLAY

Dynaprint combines printed media with light animation to bring visuals to life without using a screen.

This elegant, discreet approach energizes spaces while preserving a premium aesthetic.

Dynaprint is ideal for attracting attention in a subtle, rhythmic way.

Enhances print materials through animation

Creates soft visual attraction

Preserves an elegant and premium aesthetic



## PHYGIWALL INTERACTIVE WALL

This interactive projection solution disrupts traditional display. Creative and dynamic, your message will hold your audience's full attention.

A true presentation support tool, this communication medium enhances your image. Your content becomes more playful, memorable, and engaging.



Strengthens an **innovative brand image** with advanced technologies

Makes presentations easier by rendering concepts visually captivating

Reinforces sales arguments with a **dynamic demonstration**

## INTERACTIVE PLAYGROUND INTERACTIVE FLOOR

Interactive Playground transforms the floor into a play and interaction surface. By reacting to movement, it engages audiences in a fun, collective way.

Particularly suited to public events, it creates animation and encourages spontaneous engagement.

Engages audiences in a playful way

Encourages collective interaction

Energizes event spaces



## MAPPING TABLE PROJECTION

Table projection combines a physical support with digital content to deliver an educational, immersive experience.

It explains complex concepts clearly and visually while encouraging interaction around the table.

Facilitates understanding of messages

Strengthens engagement through interaction

Enhances product storytelling



## WINDOOH PHYGITALE SHOWCASE

Windooh transforms store windows into interactive expression surfaces visible from outside.

By combining digital content and interaction, it attracts passersby and extends the experience even before entering the store.

An ideal solution to increase attractiveness and in-store traffic.



Energizes windows in an immersive way

Attracts and engages passersby

Increases visibility and traffic

## PHYGIFOG MIST WALL

Phygifog projects content onto a curtain of mist to create an airy, immersive visual experience.

This technology delivers a spectacular, lightweight rendering ideal for making an impression at events or launches.

Phygifog transforms space without heavy physical constraints.

Creates an **immersive and spectacular** experience

Delivers an **unique and distinctive** visual rendering

Leaves a **lasting impression**



## 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.

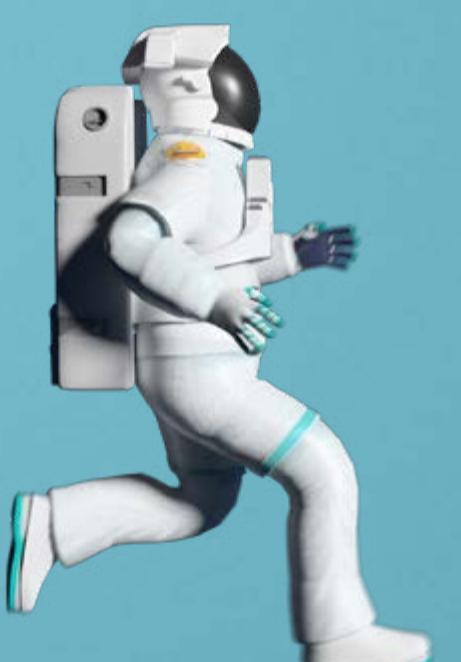
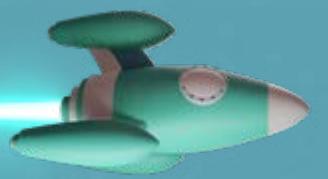
### **Deployment**

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

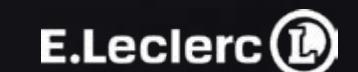
8.

### **Content update**

Internal debrief for project evolution and remote content update.



THEY TRUST US



LVMH



KENZO

BVLGARI

L'ORÉAL



Cartier



swatch+



REDSKINS

Optic 2000

Disney

LEERDAMMER

ASUS

GARMIN

logitech

CGI

cegid

sopraSisteria

accenture

ABB



IVECO



Winston

ploom



TE  
TotalEnergies

CNR

territoire  
d'énergie

MINISTÈRE  
DE L'ÉCONOMIE

Parlement européen

Métropole  
du Grand Paris

La Région  
Auvergne-Rhône-Alpes

VIPARIS

sanofi



INTUITIVE

PHONAK

sodastream

Medtronic

Hello  
Pharmacie

IMERYS

CMA CGM

DEWALT

EDFACOM

WÜRTH

Stressless

FDJ

PMU

EY

CBRE

EIFFAGE

« 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 officer

« 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  
Customer experience manager



« 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  
Head of communications

« 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  
Digital development manager

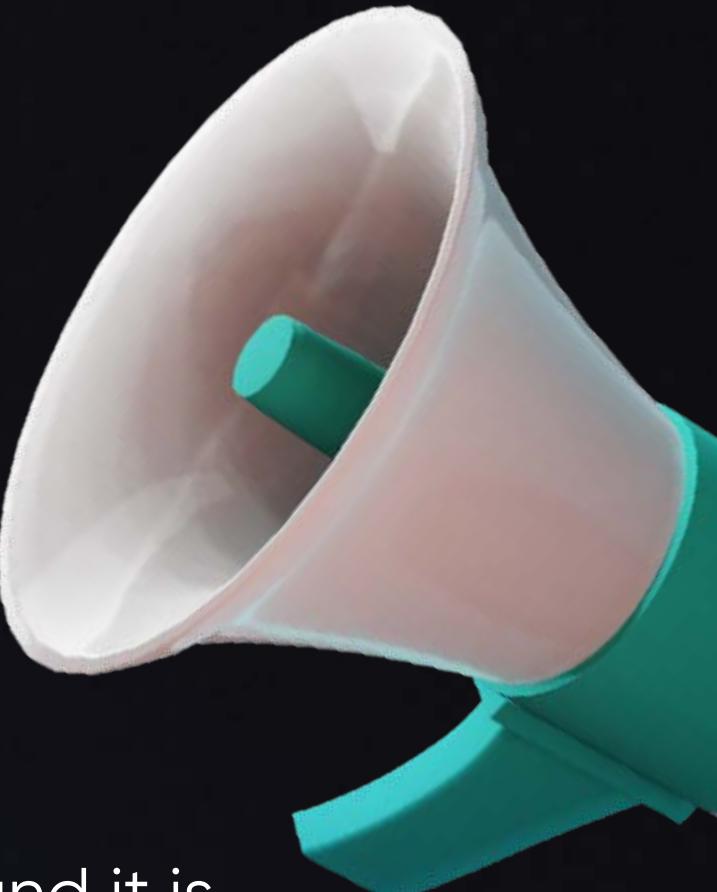
« After meeting Fosfor at Vivatech, we quickly started an innovative project. Fosfor proposed a unique solution that met current specific needs. A visionary, passionate team with an appreciation for technology.

Thank you again for your support, flexibility and dynamism. »

*Cartier*

Florian Compani  
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  
Marketing team manager

« We had the pleasure of working with Fosfor on the creation of an interactive display window designed to showcase our products at the airport. The result far exceeded our expectations: the animations are modern and immediately catch the eye. Their team demonstrated great professionalism, rigor, and above all, remarkable creativity. They are attentive, responsive, and always proactive with suggestions. Their innovative approach enabled us to offer our customers an original and impactful experience. We highly recommend their services! »



YOSR MONGALGI  
Brand Marketing Manager

« Discovered at VivaTech 2023, the Phygwall solution immediately won us over. Working with Cédric BESACIER and Romain JOUVE was a great experience—really listening to our needs and fully understanding our expectations. The result: a new experience that has been very well received at the Spot, allowing visitors by following a charming little robot—to assess their “digital hygiene” as either an individual or a business. We dreamed it, and Fosfor made it happen! Guaranteed success with our large and diverse audiences... Thank you to our contacts! »



« Fosfor is not just a hardware supplier (as there are many on the market...); it's a creative agency that brings PHYGITAL experiences to life. An innovative and distinctive retail and event experience. We worked with Cédric as our main point of contact from the very start of the relationship through to the completion of the project! A human-sized agency offering great advice, all delivered within very short timelines. Thanks to the whole team for this first activation with the Crystalman x PXP. »



Mickaël AUSTRUY  
Responsable E-commerce & Digital



Laura Aidelberg  
Retail & Gaming Director

« We had a great collaboration with Fosfor on an interactive playground project in our largest cinema. We've received only positive feedback about the installation. I hope we'll have the opportunity to work together again very soon. »



## 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.



## 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.

## 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



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