

Bring your **event** to **life**
with a **Versatile** media
enabled event structure



 versatile

the possibilities people

“ It was unique, it was as simple as that. It was a whole new product, nothing on the market like it. ”

Jeremy Lance – Owner of the Showman’s Show.

“ It was the perfect backdrop for us to showcase modern healthcare architecture. ”

Moritz Spellenberg – Associate for Llewelyn Davies

Benefits:

-  **Inexpensive and easy to use**
-  **Increased engagement**
-  **Distinctive and memorable structures**
-  **Easily deployed and cost effective**
-  **High tech and futuristic image**
-  **Give your brand the wow factor!**

Creating world-class events

We understand how hard it is in today's busy World to get attention. We help our clients make memorable connections and lasting impressions with UNIQUE interactive, beautiful and vibrant displays. From exhibitions and concerts to brand-new product launches and pop-up shops or an impressive hospitality solution our modular and container-based media structures form the perfect event structure for our clients.

Our 99.7% transparent media-enabled event structures are the only event solution you will need to create an impact. You'll be able to create fun experiences on the exterior of your glass walls with dynamic artwork that can pulse in time to music, or mimic the movement of your audience - perfect for festivals or live events - or even play bespoke games on your glass.

Let us take the stress out of event planning, with a service that can include consultation, project management, production, installation and support.

Our products are going to make your event really stand out.

BRANDS THAT TRUST US



Modular Media Structures

Choose from our customisable media glass products and then pick the right structure for your indoor or outdoor event. This WORLD-FIRST modular system makes incorporating the technology into smaller and difficult to access areas equally as possible. Create a wall of transparent glass in which you can display moving and eye-catching graphics. We can also build into exhibition stands, shell schemes and other temporary structures.

All Modular Product Panels

- 12 bit colour depth
- Weight 23kg
- Lifetime of 100,000 hours

Product specifications

- P40 Colour
- Colour LED
- LED arrangement: 24x24 per square metre
- Pixel - 576 per square metre
- Pixel pitch - 42 [mm]
- Brightness - 82 nt



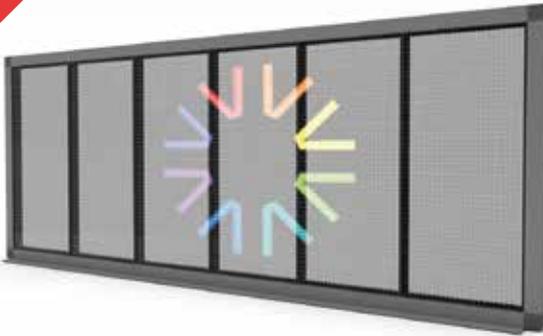
A



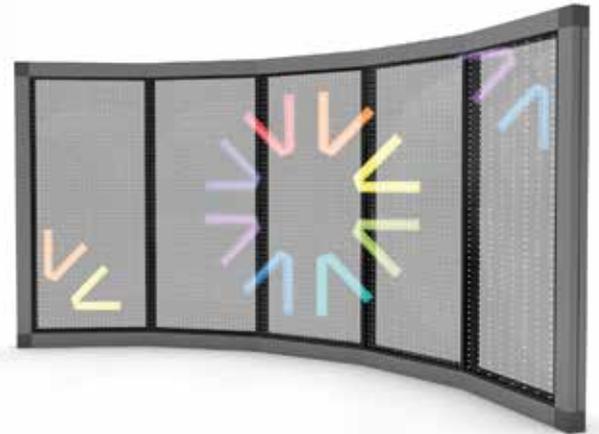
Application

Indoor and outdoor

B



D



C



- A** 10x Panes **Tunnel**
- B** 6x Panes **Freestand**
- C** 8x Panes **L Shape**
- D** 5x Panes **Curved**

Indicative costs based on 3 live days *

MODULAR SYSTEM	NEC	Excel, Olympia, Battersea Park & Tobacco Dock	Manchester Central	Amsterdam Rai	Messe Frankfurt	Messe Berlin	Fira Barcelona
◆ 10x Panes Arch/Tunnel	£16,080.05	£16,486.93	£16,571.71	£27,996.97	£27,657.98	£30,912.09	£32,633.41
◆ 6x Panes Freestand	£11,172.35	£11,579.23	£11,664.01	£21,514.27	£22,750.28	£22,644.39	£24,365.71
◆ 8x Panes L Shaped	£12,119.45	£12,526.33	£12,611.11	£22,461.37	£23,697.38	£23,591.49	£25,312.81
◆ 5x Panes Curved	£10,971.80	£11,378.68	£11,463.46	£21,313.72	£22,549.73	£22,443.84	£24,165.16

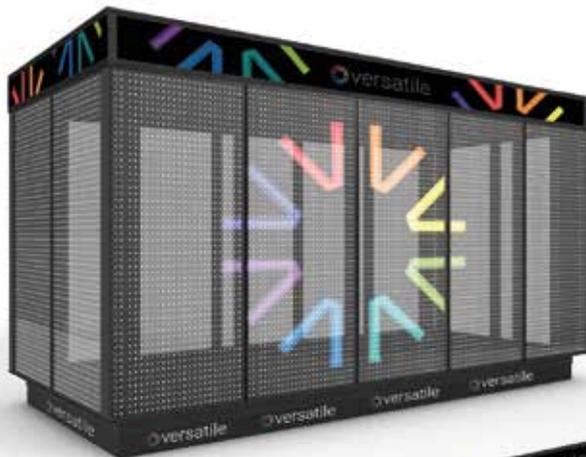
Excluding: Electrics & Mains, Platform & Floor Covering, Onsite Lifting & Loading, Media Content, Furniture, Air Con or Heating

*E&OE

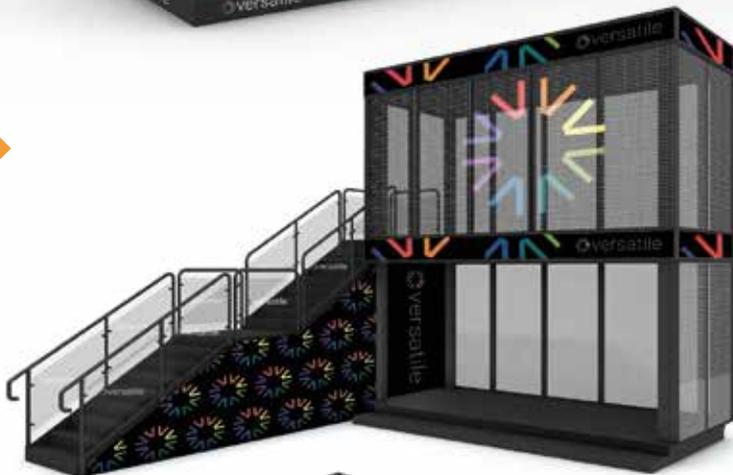
Container-based Media Structures

Choose a Versatile container-based media structure that can be fully adapted and branded to meet your needs. Until now nothing like it has been available in Europe.

A



B



C



The **Media Structure** can be customised to whatever you need and combines an interior space with a space to build interaction with your brand. It is a must-have if you want to truly grab attention and maximise the space you have available.

- Nett internal floor space of approx. 10sqm
- 1x single container dimension H 2644mm x W 5082mm x D 2538mm
- 1x single glass panel dimension H 2250mm x W 1000 D 125mm
- Weight 5 Tonnes
- Up to 30sqm of screen area

ACCESSORIES

We can also provide accessories for your **Media Structure** structure to further help give the wow factor:



Bar



Balcony



Wi-Fi



Heating/air con



Additional lighting

D



F



E



Application

Indoor and outdoor

- A** 1x **Single** Media Structure
- B** 2x **Double** Media Structure with **Staircase**
- C** 3x **Double Media** Structure with **Terrace**
- D** 4x **Single Cube** Media Structure
- E** 6x **Single** Media Structure
- F** 8x **Double** Cube Media Structure with **Staircase**

Indicative costs based on 3 live days *

MEDIA STRUCTURE CONFIGURATION	NEC	Excel, Olympia, Battersea Park & Tobacco Dock	Manchester Central	Amsterdam Rai	Messe Frankfurt	Messe Berlin	Fira Barcelona
◆ 1x Single Media Structure	£13,286.00	£13,519.10	£13,668.73	£15,777.13	£21,255.08	£21,968.19	£22,870.51
◆ 2x Double Media Structure with Staircase	£27,582.25	£27,716.13	£27,865.75	£29,974.15	£38,812.11	£39,525.21	£40,427.53
◆ 3x Double Media Structure with Terrace	£39,460.93	£39,831.05	£40,065.46	£43,298.62	£55,409.59	£56,835.80	£58,640.44
◆ 4x Single Cube Media Structure	£27,087.20	£27,457.33	£27,691.74	£30,924.90	£43,035.86	£44,462.08	£46,266.71
◆ 6x Single Media Structure	£32,866.40	£33,370.40	£33,689.60	£37,785.02	£50,596.49	£52,735.81	£55,442.77
◆ 8x Double Cube Media Structure with Staircase	£43,434.65	£44,072.53	£44,476.51	£49,696.69	£62,946.17	£65,798.60	£69,407.87

Excluding: Electrics & Mains, Platform & Floor Covering, Onsite Lifting & Loading, Media Content, Furniture, Air Con or Heating

*E&OE

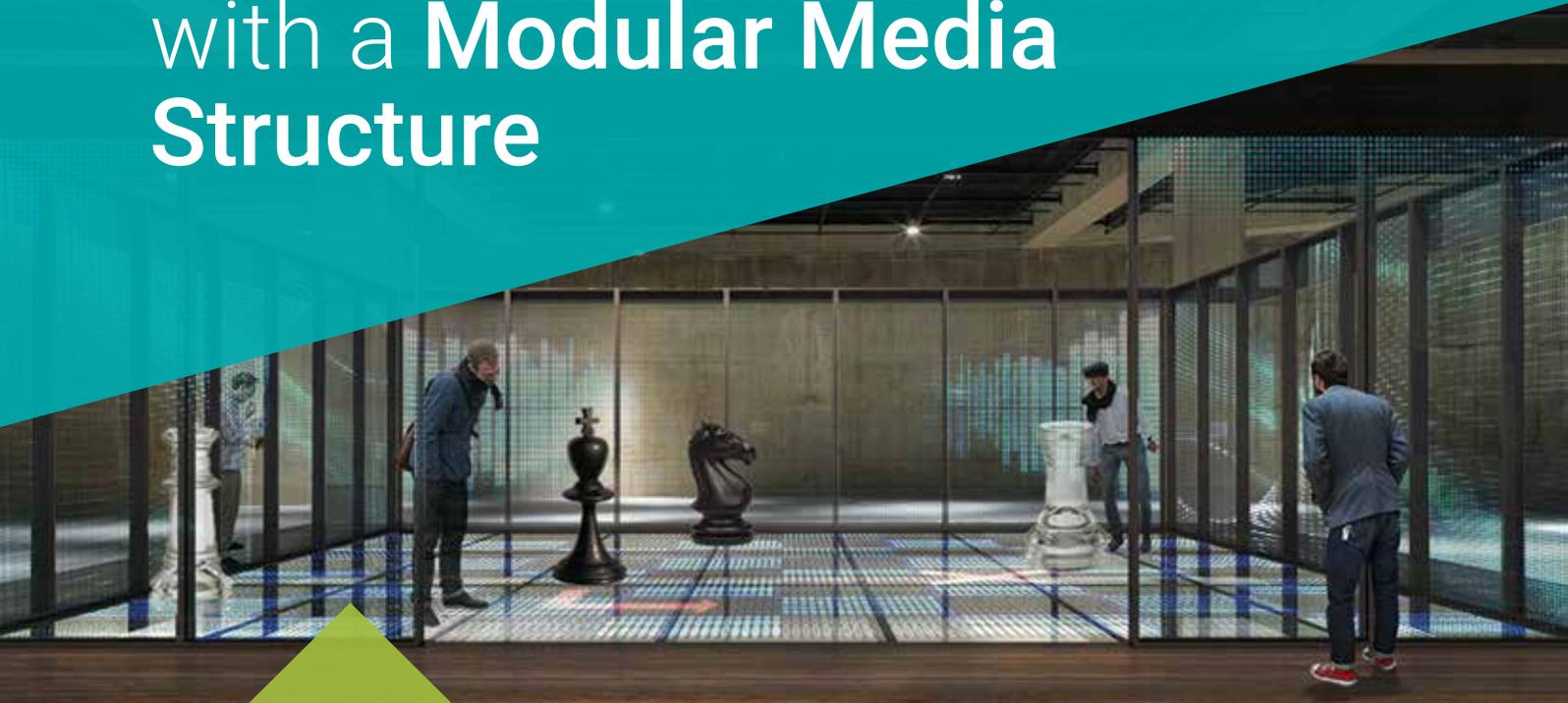
Surprise and delight with a Modular Media Structure

*Illuminate
Your Message*

Turn heads at your event with beautiful and interactive displays. Create eye-catching dynamic art or use it to advertise your brand.

Modular-based media structures are great for:

- Shop fronts
- Office/meeting room partitions
- Festivals
- Exhibitions
- Signage
- Advertising
- Promotional offer campaigns
- Product launches
- Hospitality



Reinforced Durability

The laminated nature of **Versatile** media glass leads to high strength and multiple applications.



Fully Interactive

Surpass expectations with a powerful LED screen that can interact with people by mimicking their movements.



Your **container**-based complete event solution

Interior Space

Our **Media Structures** are insulated against noise so you'll find that they also make a great room for interviews!

Show Stopping

You no longer have to wait for the public to come to you. You can project a high tech and futuristic image and use your structure to really stand out and engage your audience.

99.7% Transparent

Versatile Media glass is so transparent it looks like standard laminated glass when not in use. However, in use it can display dynamic artwork, pulse in time to music and much more.

Container-based media structures are great for:

- Exhibitions
- Pop-up shops
- Product launches
- Commercial development
- Advertising
- Festivals
- Hospitality

Media Production Pricing

Our clients are welcome to produce their own media content. If you need our support we offer the packages below:

Media Package A One single looping (up to) 60 second animation using client supplied assets and content for the use on one media glass panel	£1,500
Media Package B Two (up to) 60 second animation using client supplied assets and content for the use on one media glass panel	£2,750
Media Package C One (up to) 60 second animation based on written brief only without client supplied assets and/or content	£3,750
Media Package D Bespoke - we can create any animation, interactive content, Audio linked footage etc. you wish. These projects are quoted on an individual brief basis.	P.A.O

All the above include

- No2 amends following initial production from brief
- Use of royalty free stock footage

NB:

- Further amends charged at £750 unless specified otherwise
- Each subsequent screen charged at £750/screen
- All prices exclude VAT

Works to begin only on receipt of:

1. full written brief and/or script
2. receipt of ALL high resolution assets
3. a signed briefing sheet detailing the former

Media production costs exceeding initial quoted rates are payable prior to event installation

Animations will be delivered in 7 working days from receipt of signed briefing documents, the same goes for any updates and we cannot guarantee production if these timescales lapse.

Any updates and amendments so adequate time must be allowed in advance of events.

Bringing your **graphics** to life

It's really simple to bring your graphics to life. Through a simple control software provided by us you can rapidly arrange, schedule and play content on your Versatile Media Glass. If you don't have your own media team, we can also help you by creating beautiful and relevant graphics.

Transporting and installation

Our products are transported from our centrally based UK warehouse using either a forklift truck and lorry or a Hiab truck*. Our project management team will work with you to find the best, most cost effective, transport solution for your event taking into consideration all the venue access requirements.

* Or in flight cases in the case of a modular structure

Versatile media **glass guidelines**

Resolution

What is this Resolution?

LED pitch + size of screen
+ viewing distance = viewable resolution

There is a difference between media resolution and viewable resolution.

Importance of Size

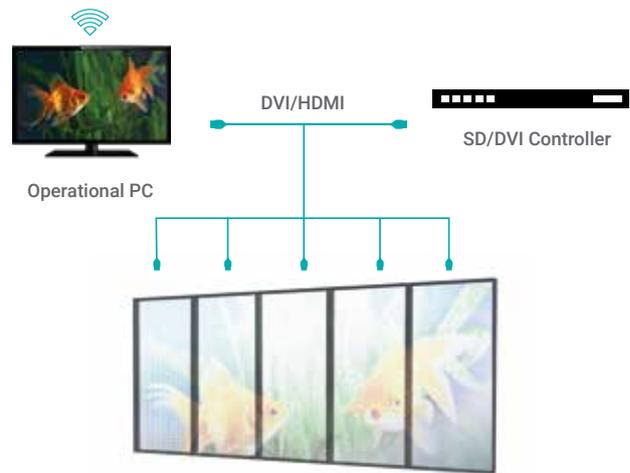
It is of the utmost importance that the media which is going to be played on your implementation is rendered out at the correct resolution.

The Message

Ask yourself

It is important that your message to your project is clear as day.

Ask yourself what your top three aims with your implementation are. Media will dictate what you are trying to achieve and how well you will achieve it.



The time it takes to install will depend on your bespoke structure. However, all our products are easy to maintain, assemble and install.

Use of Black

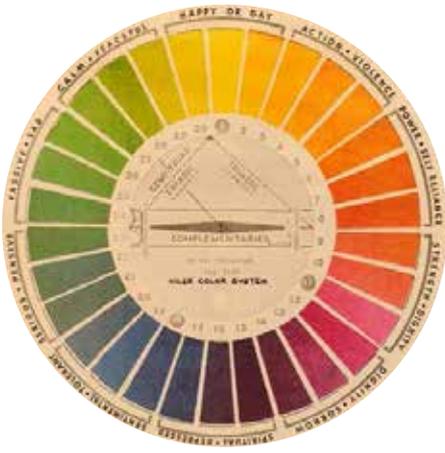
Black

The colour Versatile Media Glass uses RGBW LEDs. If there is any black on the media this will turn off the LED.

Any colour which is used which is not #000000 will dim the W part of the LED. Colours which are close to black won't be as impactful compared to using pure black as the glass will use W to control off colours.

This is a great tool to promote focus on either text or objects you can use black to make objects more obvious.





Colour Theory

RGBW

The current generation of colour Versatile Media Glass supports Red, Green, Blue and White. This gives you plenty of play with colours.

Single row

When working with creating content for either product you have a limit of visual resolution. You are working with resolutions of what a dot matrix printer can output. The challenge is to make what you are trying to communicate as simple as possible via scale and colour.

Contrast of colour

The best result is yielded through using contrast from objects which are within the media and the background.

Typefaces

Fonts

You can use any font you want for the for the Versatile Media Glass. Some fonts will look nicer than others.

San Serif and Serif

With the current Versatile Media Glass generation, the LEDs are in a grid layout. The general rule of thumb is that sans serif fonts look crisper than serif fonts. Serif fonts would need to be larger in point scale to be viewable.

Export file formats

Video export format:

H264 video file compression.

Recommend MP4 files for file size and ease of playback.

High Bitrate.

Video resolution is x6 the Versatile Media Glass screen resolution area.

Untick "Audio" if no audio is needed.

Video supported formats:

AVI, WMV, MPEG, MPG, MP4, FLV, MKV

Still image supported formats:

JPG, PNG, DMP, TIFF, TGA, PCX

Video image supported formats:

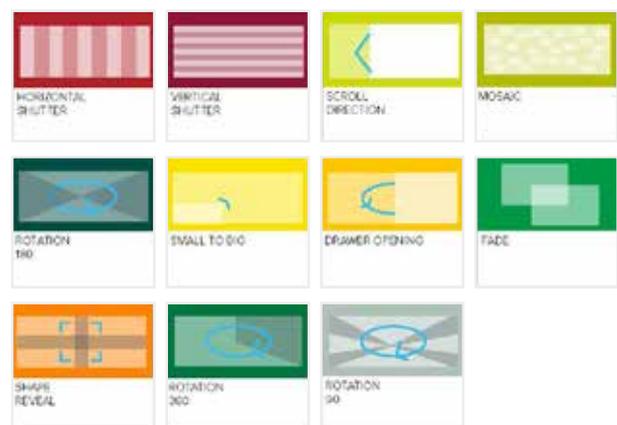
GIF (not JIF)

Media transitions

49 Transitions

Transitions are used to change between media content. There is a plethora of transitions, mostly very cheesy.

A simple fade is most visually engaging.



Frequently asked questions

How can you play rich media on the glass?

It's remarkably straightforward. We play MPEG files directly through the PC via a DVI controller, which is connected to the glass.

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How long does it take to install your event products?

This will depend on the size of your installation, but our products have been designed to be quick to install and easy to maintain. For our Container solution, we will also install and leave you with the operational structure fitted and tested.

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How much do your products cost?

As our product is bespoke to requirements, we will provide you with an estimate according to your requirements and site conditions.

What site considerations do you need to take into account?

We will need to look at the access requirements, ground conditions, measurement at the installation site, surrounding environment, power supply elements (for example: availability of power and wiring), visibility after installation and line of sight to the product.

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How visible is the product in daytime?

Our Media is visible during daytime but will be impacted if there is strong sunlight. It is particularly striking when it's overcast and in the evening.

Is the light projected in both directions?

Lighting is one way, however the reflection can be seen from the rear side. The reflectivity of the cover glass may vary but it is typically 7.5% backwards and not distracting.

Can I purchase your event products?

You have the option to purchase or to hire our Modular Glass System and Media Structure products. Simply get in touch with us and we'll be able to discuss your options in more detail.

How many people will I be able to fit in a Media Structure?

You will be able to fit approx 10 people standing in each Media Structure and approx 6 - 8 people seated.

Can you lock the Media Structure?

Yes, it is possible to lock our Media Structure.

Can you integrate your products with existing shipping containers?

It is possible but it would involve custom engineering. We would always recommend only using certified Versatile products.

How much heat does it emit when playing a video?

Our product is never warmer than your hand.

Get in **touch**

World-leading brands and their agencies trust us to deliver in style, again and again, whatever the stakes.

Tell us your goal and we'll take it from there. Contact us today to discuss your next event or to arrange to view our media glass structures and event vehicles in action.

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