



D-BOX **MOTIONZONE**





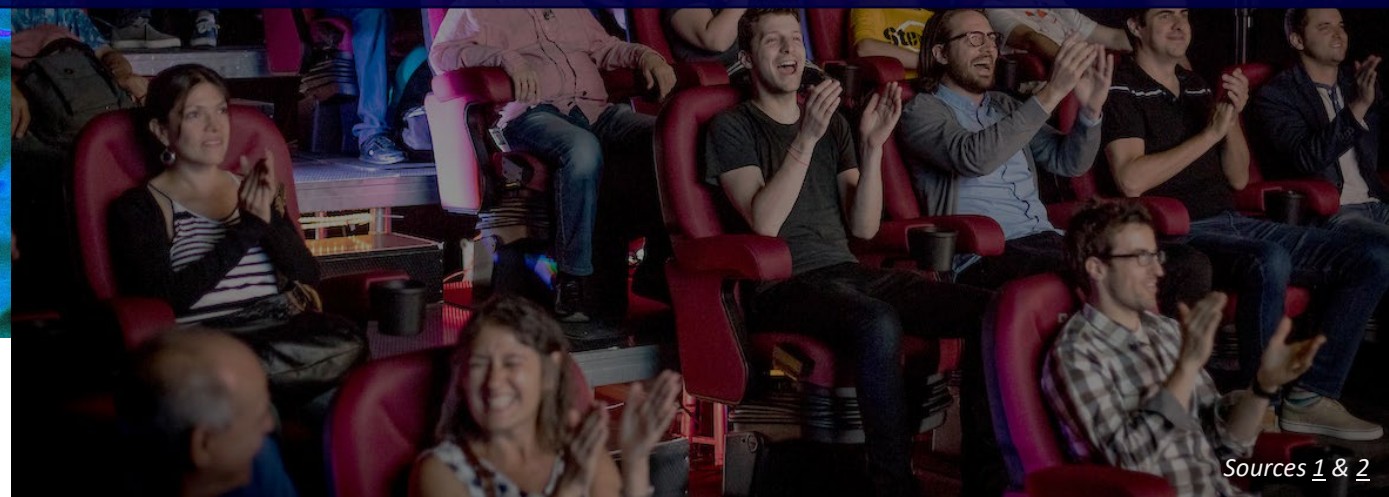
Experiential
marketing
is trending in a
major way



As the event and activation environment becomes increasingly cluttered, sponsors and brands are looking for powerful ways to **stand out** from their competitors.

79%

of brand respondents said they would execute **more experiential programs** this year compared to last.



DISCOVER D-BOX MOTION ZONE

AN INNOVATIVE EXPERIENTIAL MARKETING TOOL

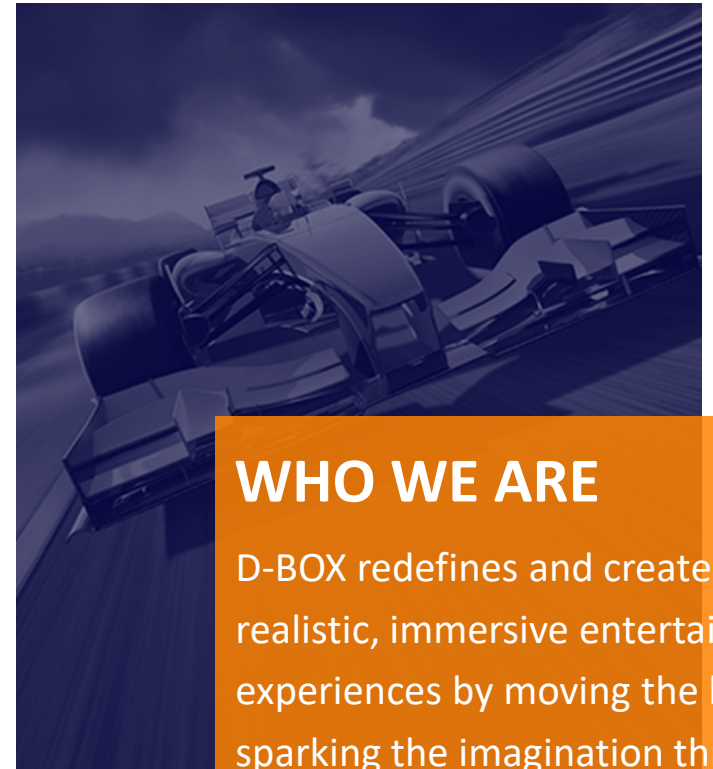
A **high throughput** event activation product designed to entertain guests in an interactive, immersive experience brought to life by the power of D-BOX motion.



Unparalleled immersion through **MOTION**. By stimulating every sense and generating an increased feeling of presence, content and messages will be amplified like never before.

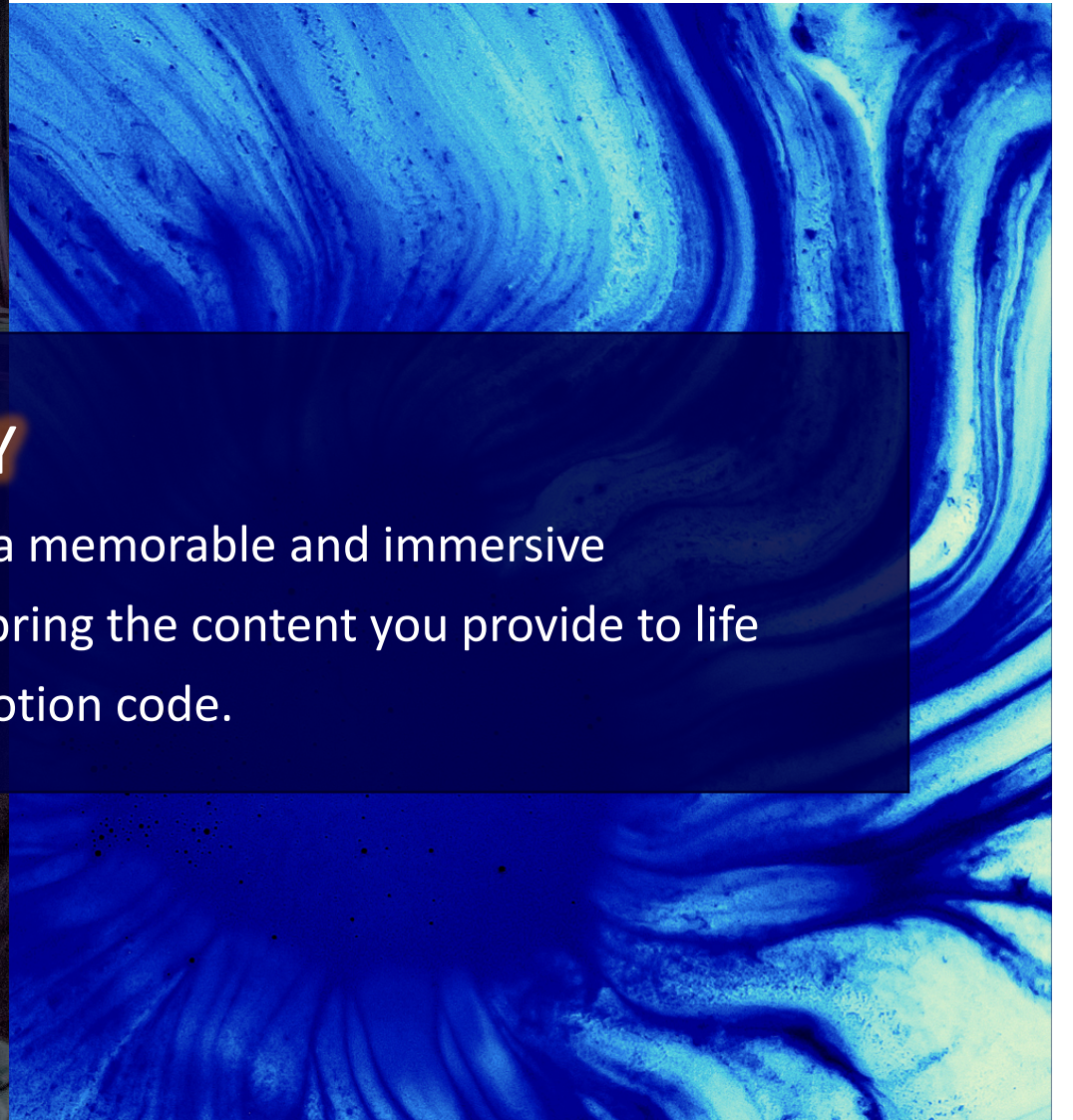


Available in multiple configurations and sizes, the **ZONE** itself is a scalable physical space featuring a series of D-BOX motion seats that are perfectly synchronized with the action and emotion on screen.



WHO WE ARE

D-BOX redefines and creates hyper-realistic, immersive entertainment experiences by moving the body and sparking the imagination through motion.



CONTENT IS KEY

as it will serve to amplify your message & create a memorable and immersive D-BOX Motion Zone experience. Our motion artists will bring the content you provide to life through meticulously crafted motion code.



BENEFITS FOR EVENT PLANNERS

A HIGH THROUGHPUT FAN EXPERIENCE



D-BOX
MOTIONZONE



- **Redefine the fan experience** - Experience content like never before in a truly innovative activation.
- **High throughput** - Ensure low wait times and entertain a maximum number of guests throughout the day.
- **Turnkey solution** – Fully operated and staffed by a team of experts for a rapidly deployed and seamless activation.
- **Scalable to your budget** – Custom experiences that can be tailored to your budget and needs.
- **Family-friendly & accessible** – Guests of all ages and backgrounds can enjoy a comfortable seated environment.
- **Revenue potential** - Bring in additional revenue through a content experience that can be fully customized and sponsored by a participating partner.

BENEFITS FOR BRANDS & SPONSORS

IMMERSIVE STORYTELLING AT ITS BEST



BLADE RUNNER
2049

D-BOX
MOTIONZONE

- **Tell a story like never before** – Using immersive motion to bring sounds and visuals to life, our unique media experience is the perfect setting to engage guests with your content and brand messages.
- **Stand out from the crowd** - Our resonant motion technology is guaranteed to amplify your message, entertain guests and provide an experience like never before. No other sponsor will even come close to matching the entertainment factor of this exceptional experience.
- **Create memories**- Our technology is scientifically proven to captivate and engage audiences through precise motion & mind-bending immersion. Event-goers will remember you.
- **Customize it any way you want**- Your brand is unique, allow fans to experience it fully in an intimate space that can become a showcase of your DNA. Physical displays, lighting, sound effects, customized seat covers, ambient fog... These are just some examples of experiential tools that can be used to enhance storytelling within the D-BOX Motion Zone.

CASE STUDY #1

WEC ACTIVATION

- **D-BOX Motion Zone** featured at the WEC 6 Hours of Spa-Francorchamps in Belgium.
- An **outdoor structure** deployed at the centre of the official fan zone
- Heart pounding and exclusive footage from 24 Hours of Le Mans, brought to life through **immersive motion**.
- **98%** of guests would recommend their experience and **83%** of guests said it stood out from other on-site activations. (on-site survey)



16

D-BOX SEATS



3

DAYS



4,000

GUESTS



CASE STUDY #2

FORMULA 1 DEPLOYMENT

- Large-scale structure temporarily setup on one of Montreal's busiest streets to entice fans during the **F1 Grand Prix weekend**.
- Bringing the **visceral thrill of Formula 1 driving** to fans in Montreal thanks to a dynamic montage of racing action in a high throughput seated viewing environment.
- Stunt : An audience watched **two F1 pilots** race live on simulators in a unique configuration that transferred all the thrills and adrenaline of the motion simulation to the spectator's seats creating a one-of-a-kind shared experience.



ZONE DE SIMULATION
D-BOX

VISION GRAND FORMAT
CONTENEURS
11,000
D-BOX MOTIONZONE

		
32	3	11,000
D-BOX SEATS	DAYS	GUESTS



CASE STUDY #3

PROMOTIONAL STUNT

- Oculus, Alcon Studios and acclaimed director Denis Villeneuve challenged D-BOX to create something **entirely new & unique** to promote the premiere of Blade Runner 2049.
- We co-created a one-of-a-kind **D-BOX Motion Zone** experience configured with VR headsets to deliver a totally immersive content piece.
- Temporary installation in a **fully integrated environment** featuring signage and props from the movie.



24

D-BOX SEATS



3

DAYS



8,000

GUESTS



PROJECT ONBOARDING

A COLLABORATIVE EFFORT



PROJECT SCOPE

Establish the operational parameters for the configuration and launch of the D-BOX Motion Zone.



ESTIMATE

We provide a detailed quote within 3 to 5 business days.



KICK-OFF

With contract in hand we get the ball rolling.



MARKETING SUPPORT

To support the activation, D-BOX offers copywriting and media resources.



CONTENT SELECTION

D-BOX to provide recommendations for content selection. Partner to provide media content.



MOTION CODING

D-BOX to create a precise motion code that is fully synchronized with the content to be shown on screen.



SET-UP

Prior to the event, our field operation partners will set up the D-BOX Motion Zone according to your requested specifications.



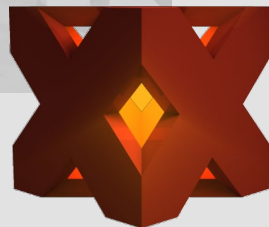
LIVE!

Through our mastery of motion, guests will experience an entertaining and captivating experience that will leave a long-lasting impression.



TRUSTED FIELD OPERATION PARTNER

BRINGING YOUR D-BOX MOTION ZONE TO LIFE



Excape Entertainment Group

With 26 years of experience Excape focuses on combining 360 video, virtual & augmented reality, state-of-the-art technologies and motivated millennial staff members to create and operate thrilling entertainment. Clients utilize our entertainment as a unique anchor for events, as a brand promotion platform or as the technological base for major sports (including eSports), music, film and/or industry events.

TRUSTED FIELD OPERATION PARTNER

BRINGING YOUR D-BOX MOTION ZONE TO LIFE



OPERATIONAL RANGE Europe,
Middle-East, Africa



COM'IN Sports

With 10 years of experience as an activation provider for event purposes, COM'In Sports long excelled in creating entertaining experiences for guests at world class events such as The 2012 Olympic Games in London and the Tour de France. The company specializes in mobile, high-tech and interactive activations such as racing simulators, football simulators and most recently, events featuring D-BOX Motion Zone.

MAIN PARTNERS AND CLIENTS

FEATURED IN MORE THAN 300 PRODUCTS IN 80 COUNTRIES



YOUR KEY CONTACTS

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**TRUSTED FIELD
OPERATION PARTNER**

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D-BOX

Feel it all



“People will forget what you
said, people will forget what
you did, but people will
never forget how you
MADE THEM FEEL”