



4D
TECHNOLOGY

360°

SOCIAL MEDIA SHARING

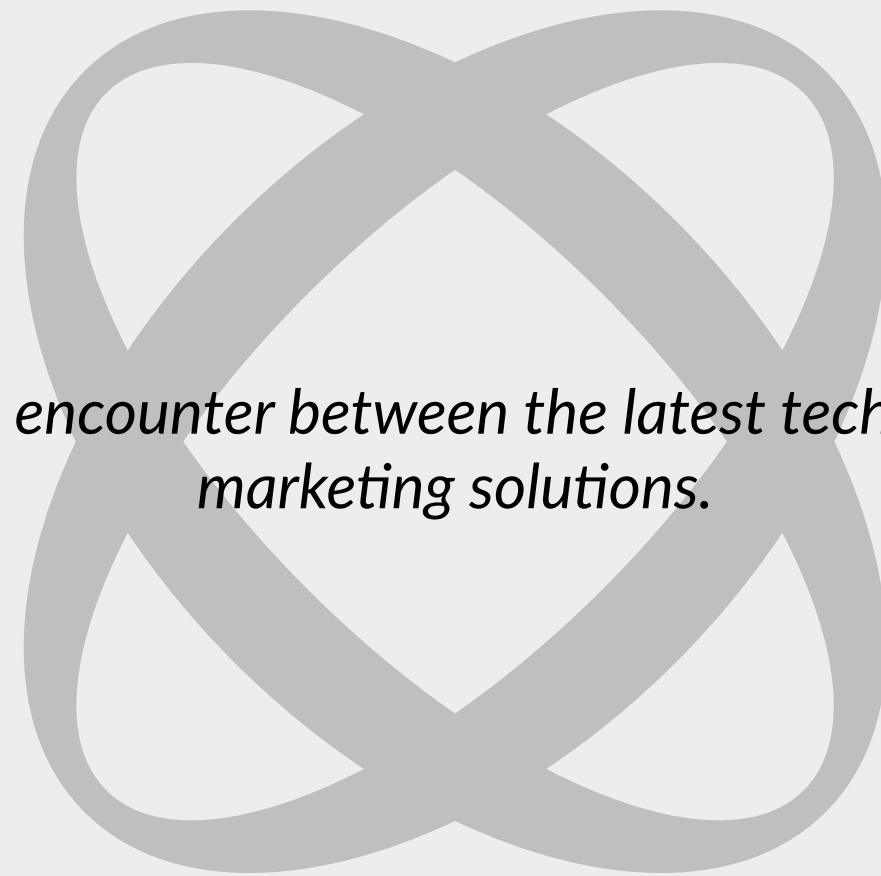
PORTABLE



THE THEATRICAL VR
by momentum7



*The magic encounter between the latest technology and
marketing solutions.*





WHEN INNOVATION MEETS EMOTION

DISCOVER A NEW ERA

Experience a new world. A world of total immersion, where each product tells its own story. A world of sensations where you understand a brand through your feelings. A world that you want to share and will never forget.

Discover moveo, the new media that brings innovation and emotion to reveal your product uniqueness.



4D
TECHNOLOGY



A UNIQUE APPROACH WHERE THE MAGIC BEGINS

With state of the art Virtual Reality (VR) technology and filming techniques, moveo reinvents the event industry into a smart integrated solution. What was before a simple product launching event is now transformed

3 UNVEILING TIMES - 3 AUDIENCES - 3 COMMUNICATION LINES - 1 CONTENT

A FULL INTEGRATED SOLUTION



THE 4DVR THEATRE

Unveil your product with the latest immersive 4DVR technology. Held in the moveo portable venue, your most exclusive audience is attending a theatrical show while discovering your latest product features.



THE RENDEZ-VOUS SET

Tailor made, this all in one luxury box contains everything to enjoy the exclusive VR video of your product. From the VR glasses to the gourmet dinner set, your privileged VIP have a rendez-vous with a delightful moment.



THE 360 ONLINE EXPERIENCE

Reveal online your new product to the mass audience. Using WeChat H5 format, the unveiling video is now available to everyone on 360°.





THE 4DVR THEATRE A TOTAL IMMERSION

Immerse yourself into a theatrical sensorial experience
where everything becomes possible.
Let the moveo alchemy transforms the invisible into sensory exaltation.
Find yourself surrounded by the most impressive performances. Be
captivated by the limitless inspiration of virtual reality.



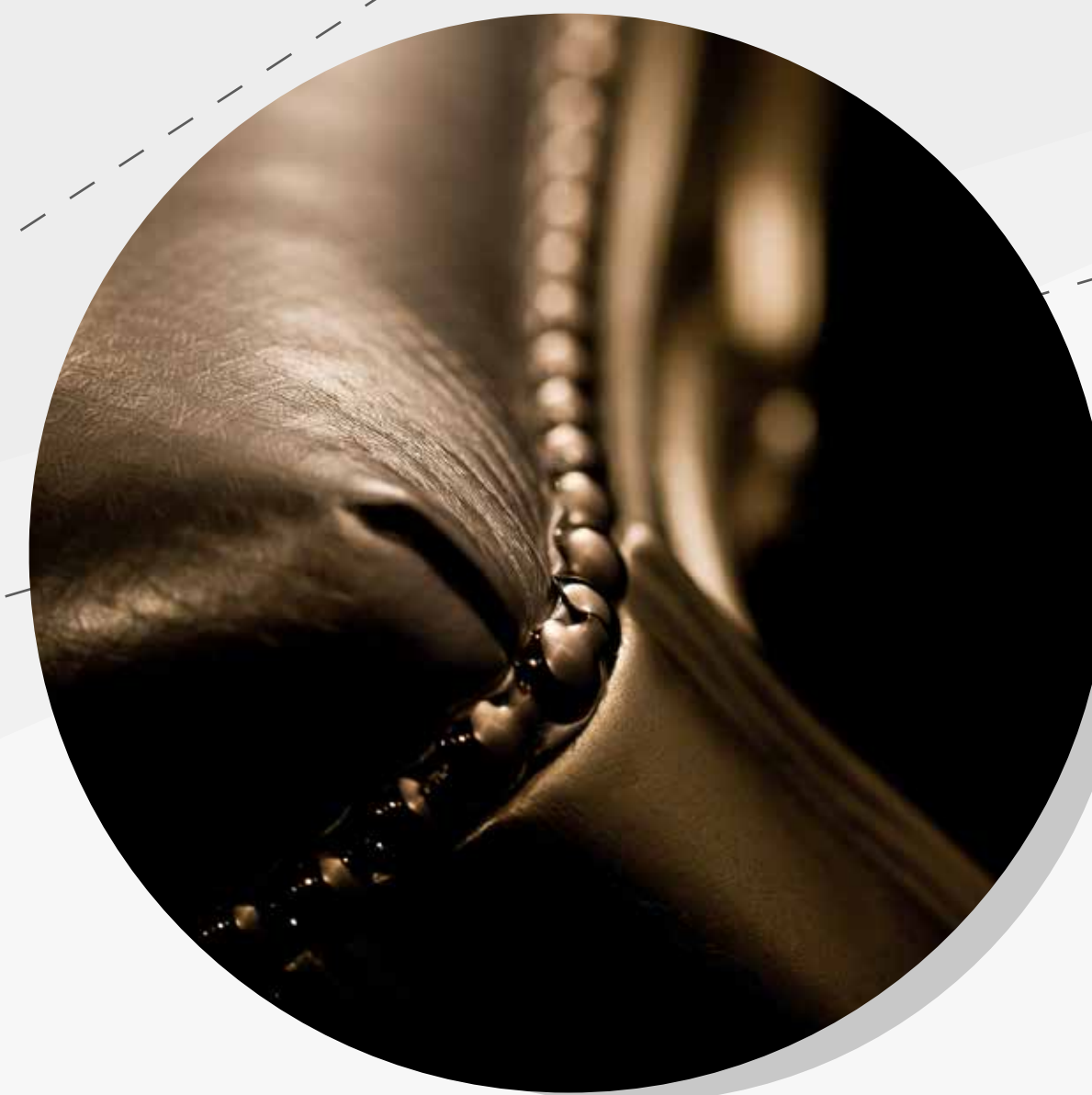
AS YOU WERE THE ONLY SPECTATOR FEEL UNIQUE

- Let the magic of moveo transport you in an enchanting journey. Stand at the scene forefront as you were the only spectator. Feel the privilege to be the unique viewer of an extraordinary performance.
- The VR technology allows you to enjoy the exact same experience than any other viewer. Wherever seated in the theatre, every spectator is the privileged intermediary of the brand.



FROM THE INFINITY SMALL TO THE FULL PRODUCT EXPERIENCE A NEW VISION

- Let your product unveil its mystery. Feel the charm of a perfect finishing. The VR technology is beautifully displaying every details of your product as no other.
- Customers feel closer to the brand and have an irresistible desire to experience the product for real.



A SENSORIAL PRODUCT DISCOVERY

THE 4D TECHNOLOGY

- In synchronization with the unveiling product film, the 4D technology uses 6 complementary physical effects for an intense sensorial immersion.
- Trigger the spectator senses to highlight the different features of your product.

4D
TECHNOLOGY



motion



vibration



water



air



wind



scent





A SENSORIAL PRODUCT DISCOVERY

THE 4D TECHNOLOGY

- Feel the speed of the latest car engine with the smart merger of motion, vibration and air display. Enjoy the high quality of the car interior and feel the exquisite leather-wood fragrance with the wind and scent display.
- Imagine that you can actually live the manufacturing secret behind the new fragrance of the latest perfume. Picking flowers under sunny fields, feeling the exhilaration of an exquisite scent.



Performance



Extern environment



Sport



Food & Beverage



Travel



Fashion



Nature



Luxury



AN UNFORGETTABLE EXPERIENCE A 4DVR CUTTING EDGE TECHNOLOGY



Embed the product into the
whole brand environment



Highlight the product
features through sensations



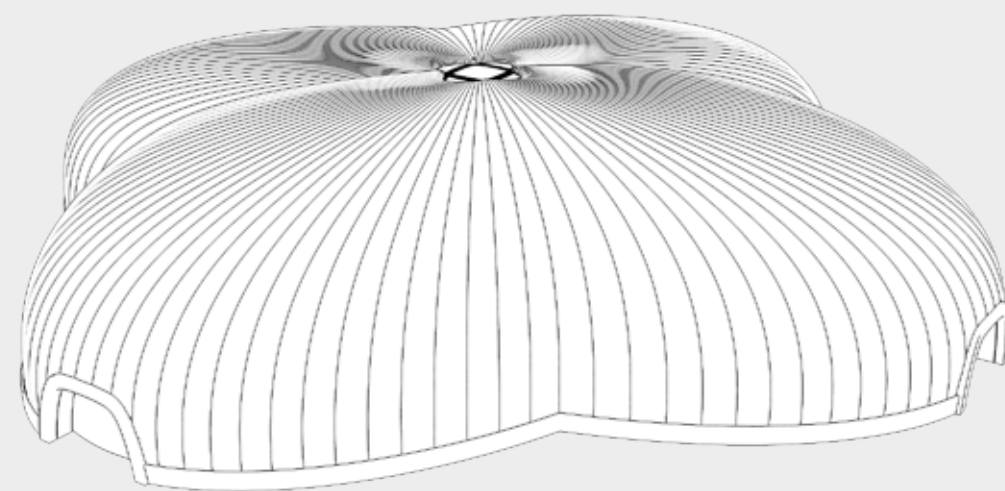
Trigger unique emotions for
long lasting memories





THE INNOVATIVE VENUE FEATURES A NEW EVENT CONCEPT

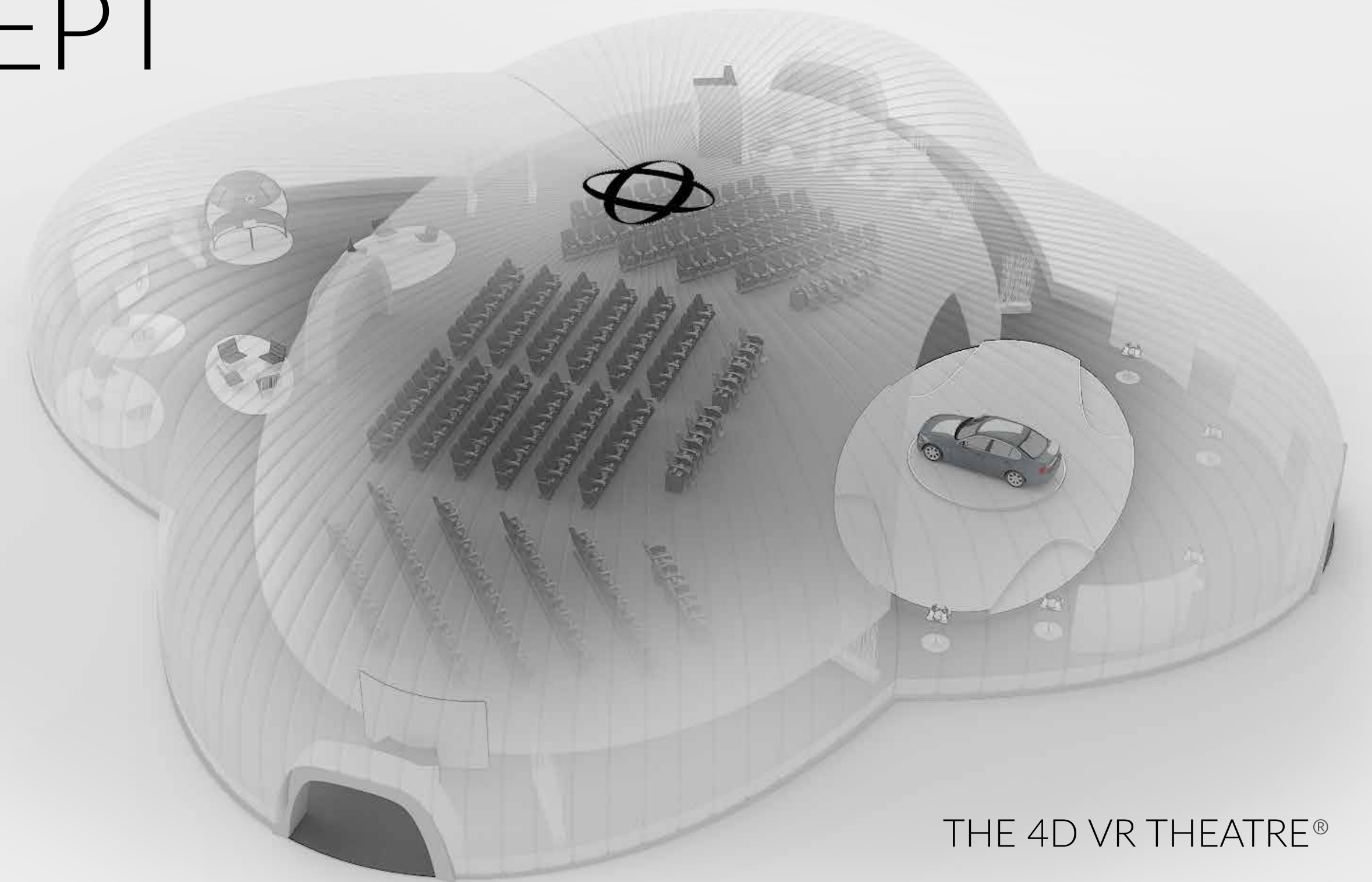
- The smart design of its event venue makes it portable, easy to set up and dismantle.
- Thanks to its environmental and compact properties, moveo innovative structure combines cost-effectiveness and elegance all at once.



bird view

ADVANTAGES

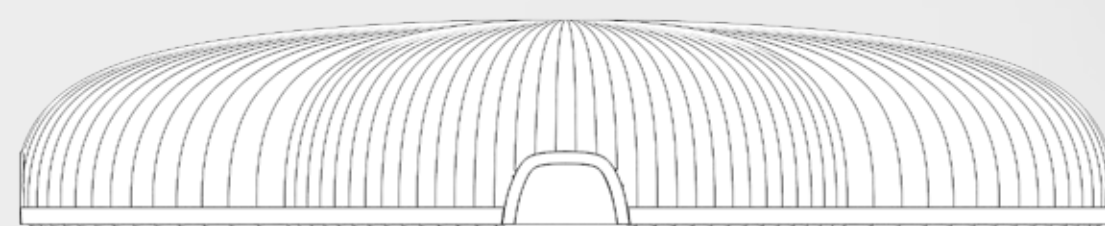
- ✓ Several event per day
- ✓ Compact storage
- ✓ Transportable
- ✓ Customizable



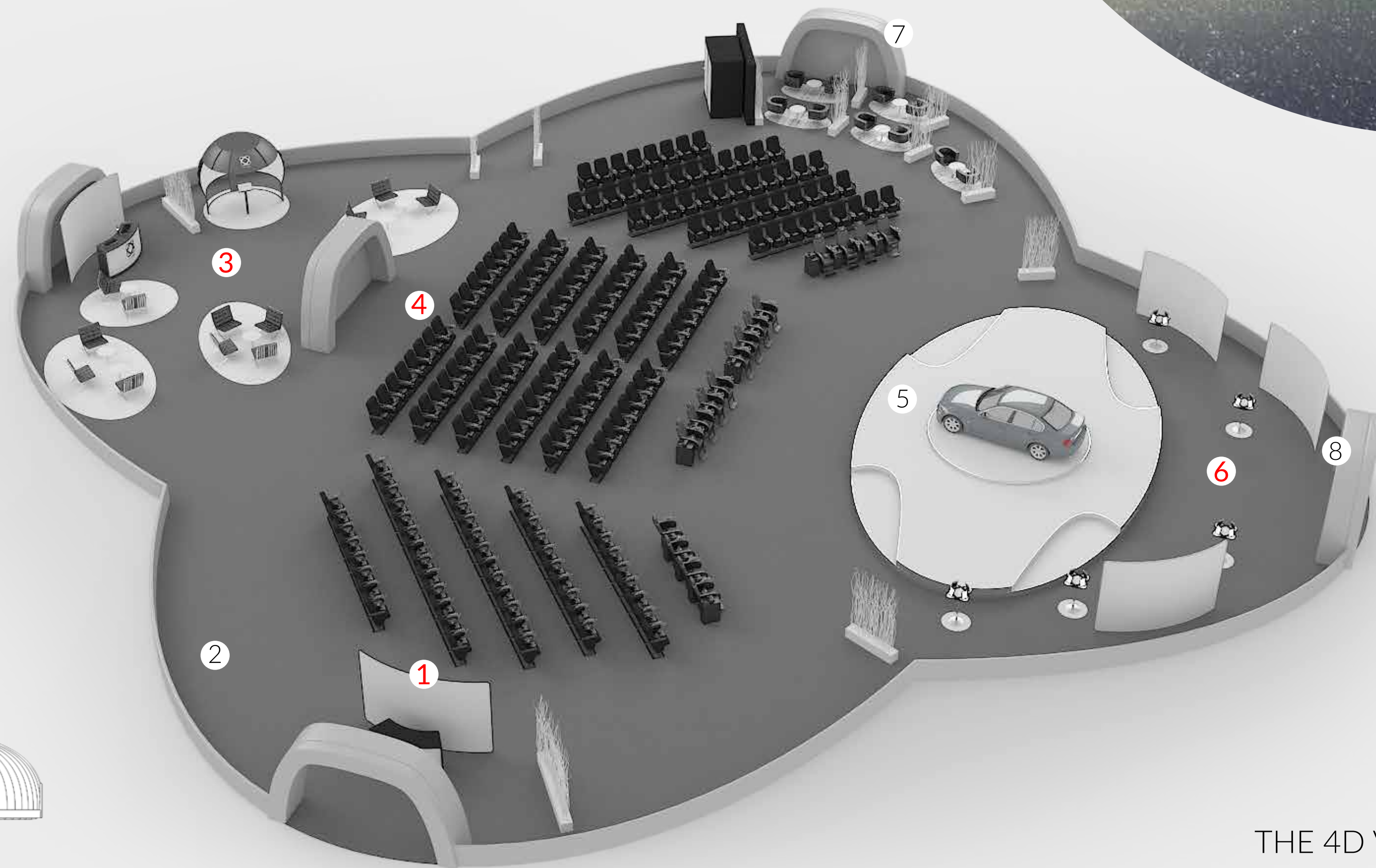
THE 4D VR THEATRE®

VENUE OVERVIEW

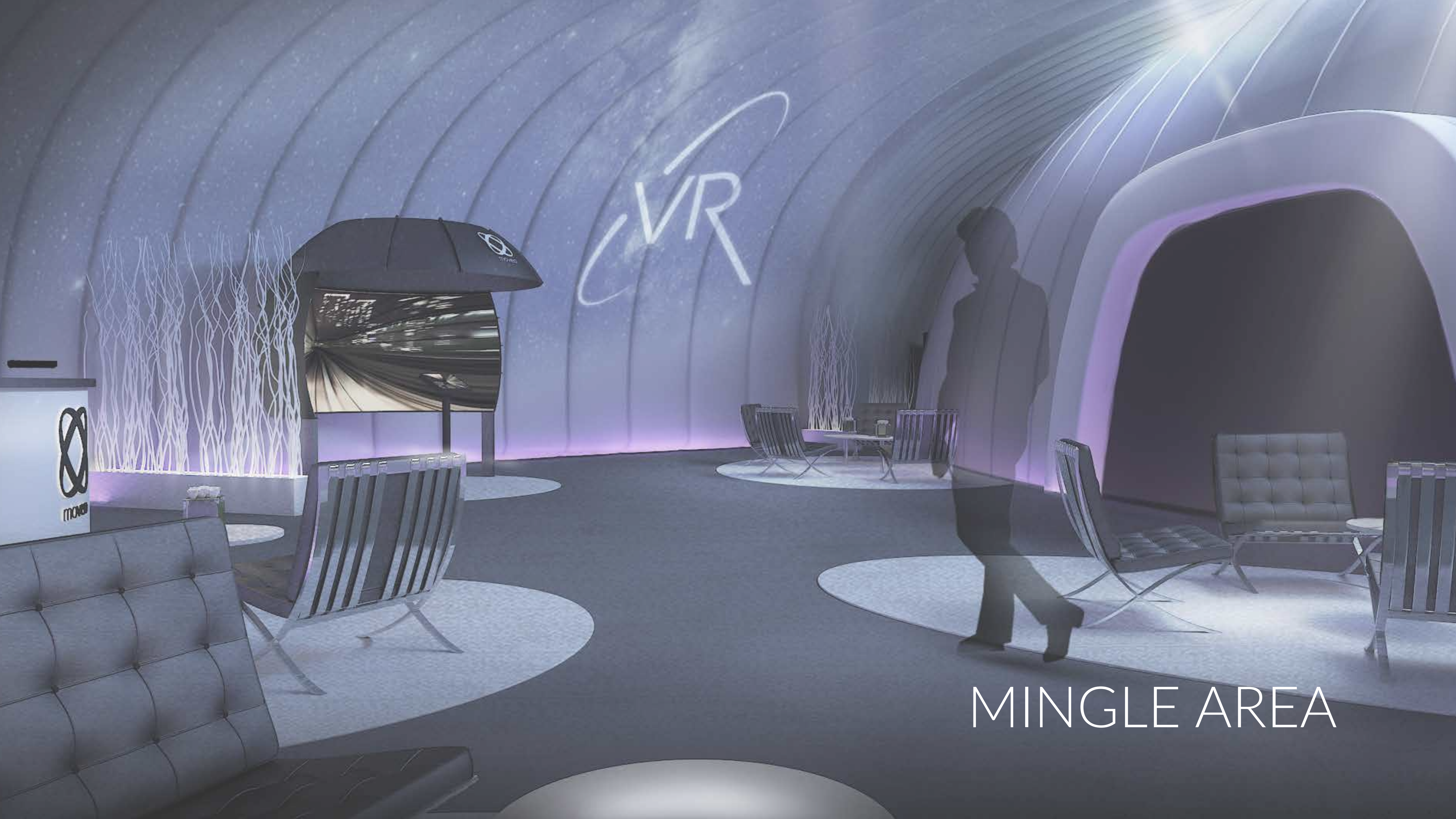
- 1) Reception
- 2) Immersive Tunnel
- 3) Mingle Area
- 4) 4DVR Theatre
- 5) Stage Area
- 6) Product Displays
- 7) Private Meeting Room
- 8) Exit



side view



THE 4D VR THEATRE®



MINGLE AREA



VIP SPEECH



VR

UNVEILING



PRODUCT DISPLAYS



THE RENDEZ-VOUS SET
AN UNEXPECTED
EVENT BROUGHT TO YOU

The unexpected rendez-vous for a delightful break during your day.
Receive directly at your office the Rendez-Vous Set and live a unique
event with an high-class delivery service.

THE RENDEZ-VOUS SET

AN EXCLUSIVE SERVICE

- You have a rendez-vous for a pleasant journey. Delivered by a dedicated service, the exclusive **Rendez-Vous Set**® reproduces the immersive unveiling experience for your VIP clients.
- It includes everything needed to enjoy the VR unveiling in a luxurious environment.



- 1) VR Glasses
- 2) Headphones
- 3) Miniature Champagne Bottle
- 4) Champagne Flute Glass
- 5) Gourmet Dinner Set
- 6) Napkin
- 7) Chopsticks
- 8) Brand Booklet





Plunge into VR
Experience the 360°
Art of performance



I am on board!

THE 360 ONLINE EXPERIENCE SHARE THE UNFORGETTABLE

Extend the immersive moveo experience on social media. Using the H5 format on We-Chat, moveo is offering you a tailor made platform for mass communication.

Pique the curiosity of the viewer,
collect their personal data and unveil your latest product through an immersive 360 video.

Make your potential customers get closer to your
brand and experience the product's delicate details with a direct access to purchase.



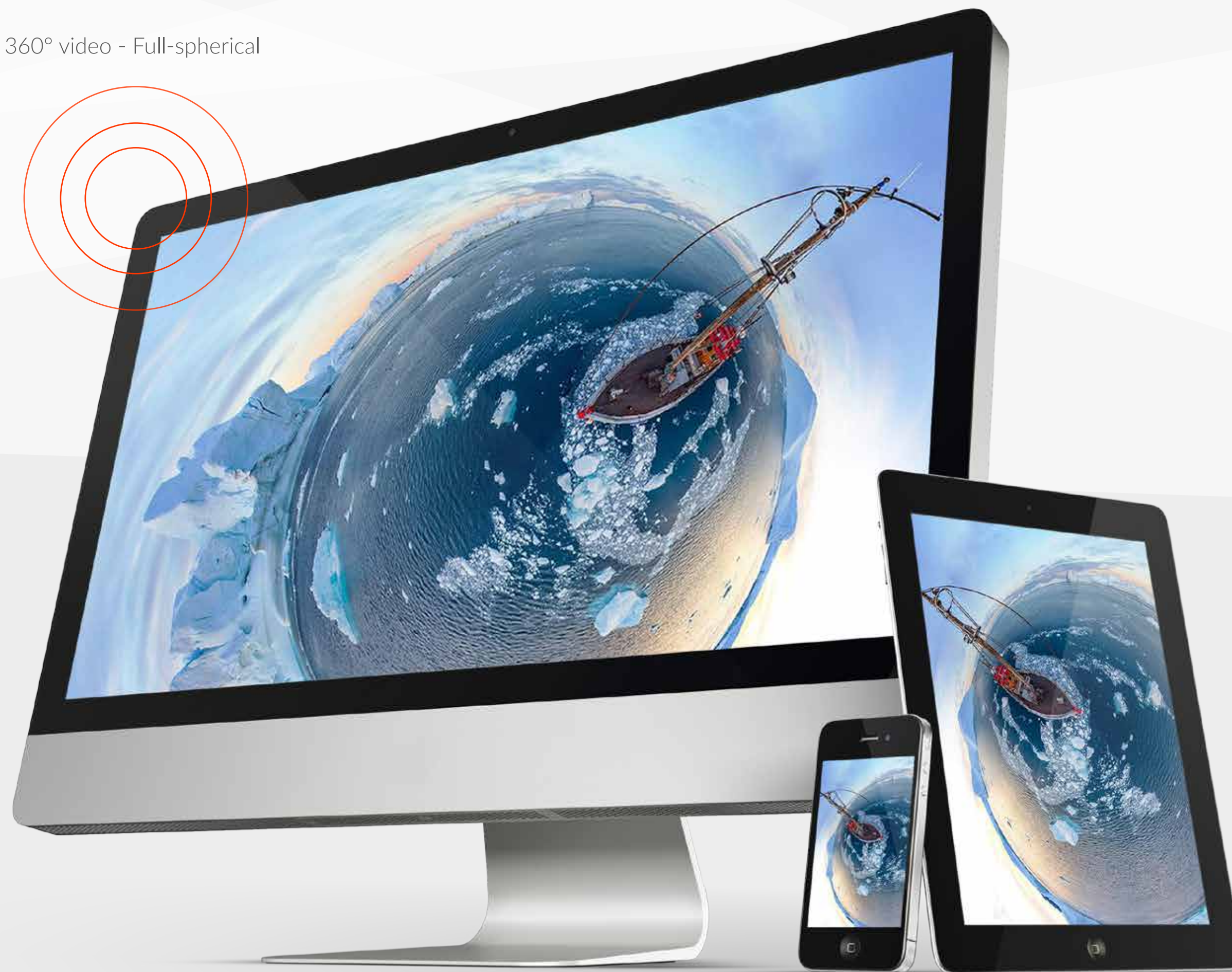
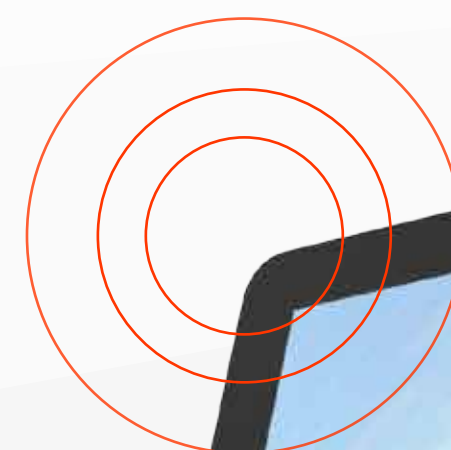
moveo

THEATRICAL VR



360°

360° video - Full-spherical



THE INTERACTIVE H5 ON WECHAT

SHARE THE UNFORGETTABLE



Navigation Structure

- 1 - Video Teaser - Pique curiosity
- 2 - Registration - Collect data
- 3 - Full Unveiling 360 Video - Stay in people mind
- 4 - Product Closeup - Provide customizable options
- 5 - Online Booking - Enable to book appointments with retailers
- 6 - Purchase directly - Link to online purchase and nearest stores

* Example based on a car launch event

A high-angle, top-down view of a large crowd of people holding open umbrellas. The majority of the umbrellas are dark, appearing as a dense field of black and dark grey. On the right side of the frame, a single, vibrant red umbrella stands out prominently, creating a strong visual contrast. The umbrellas are packed closely together, filling the entire background. A semi-transparent, light grey circular graphic is overlaid on the left side of the image, serving as a backdrop for the text.

MOVEO KEY STRENGTHS STAND OUT FROM WALK-ON ROLE

Become the lead role in today's competitive market. Moveo all in one solution reinvents the event industry.

Speak to customers on a one-to-one level and increase your brand charisma. Gather data and optimize your offer.

MOVEO KEY STRENGTHS

STAND OUT FROM WALK-ON ROLE



Innovative

- 4DVR cutting-edge technology
- Purchase directly the product
- Compact and portable event venue



Cost-efficient

- A transportable venue
- Several event per day
- A unique content - 3 communication lines



Tailor made

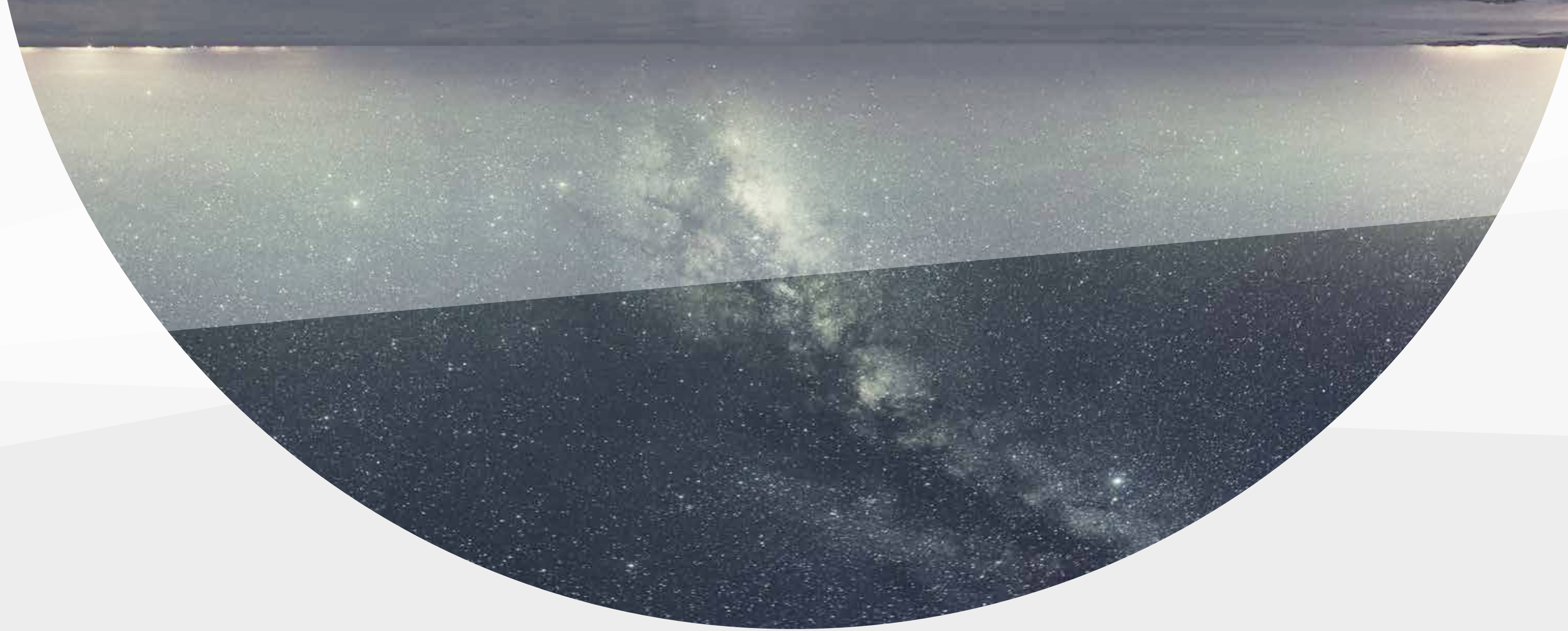
- Bespoke VR and 360 video
- Special H5 on WeChat



Measurable

- A data collection





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