



MAGICVIU
Visual Marketing & Events Technology

Technology For Automotive Marketing

Upgrade your marketing
Tools to the next level



MAGICVIU

MAGICVIU designs, engineers & supplies out of the box visual marketing technologies for various industries including automotive industry through authorized distributors worldwide.

With the increase in competition and the multiplicity of choices for customers, it has become imperative to think of modern, unconventional marketing tools that contribute to attracting the customer, and increase product awareness.



Profile



Video

Go Smart & Digital



Our Focus Areas



SHOWROOM



EVENTS

Technologies

01

Hologram
Displays

02

Smart
Glass Film

03

Rear/ Front
Projection
Films

04

Augmented
& Mixed
Reality

05

Multitouch
Solutions

06

Interactive
Surfaces

07

LCD & LED
Screens

01

HOLOGRAM DISPLAYS

3D Hologram showcases

Designed as portable hologram machines that feature 3D content as if it were floating in air. The holographic display showcase/cabinet is a 3D platform fully integrated that combines the most advanced technologies of processing of image with a modern showcase. This allow focus the attention on the product and show to your costumer in a unique way. There are not only models of hologram, but combination of real output with projections of holograms inside the case. Available in different sizes and different types of number of viewing angle.



Catalogue



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HOLOGRAM DISPLAYS

Applications

- Special car's feature display i.e. engine
- Limited edition cars display
- Classic cars display
- Rare cars display

70% of the dazzle expected from any show comes from the display content and not from the display tool. We design and develop 3D holographic content that catches the eye, turn heads and freezes the audience staring.

Where to use

- In-Showrooms
- Tradeshows & exhibitions



3D Hologram showcases



HOLOGRAM DISPLAYS

Onstage Large Hologram Projection



Video



Catalogue

HOLOGRAM DISPLAYS

Projection Gauze

Spectacular 3D hologram projections are created easier than ever using the ultra-lightweight and innovative projection gauze. Highly transparent and extra-wide metallic scrim for large scale 3D hologram effects. Looks so real that 3D objects appear to float in mid-air or surround a performer on stage. Projection gauze is extremely lightweight and foldable and therefore very easy to transport. It's the perfect holographic projection screen material and can be set up in no time.

Where to use

- Product's launching events

70% of the dazzle expected from any show comes from the display content and not from the display tool. We design and develop 3D holographic content that catches the eye, turn heads and freezes the audience staring.

Check below videos and see how some manufacturers use hologram projection



Video 1



Video 2

3D Hologram Projection Gauze



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Turn your showroom glass window
into a giant media screen



02

Smart Glass Film

SWITCHABLE PDLC SMART GLASS FILM

Polymer Dispersed Liquid Crystal (PDLC) switchable smart glass film consists of micron sized droplets of liquid crystal dispersed in an optically isotropic polymer matrix. By choosing appropriate combinations of liquid crystal and polymer material, the PDLC film can be electrically switched from a light-scattering or opaque “off state” to a non-scattering or transparent “on state”. In the “off state”, the PDLC film appears milky white due to the refractive index mismatch encountered by incoming light at the liquid crystal/polymer interface. Smart glass film can be used for offices, hospitals, homes, stores, rear projection video screen and even for yachts and private jets.

Watch our video to the end to see how smart glass film is used in automotive industry



Catalogue Video

Where to use?

1

Unveiling Event

Turn your showroom glass window into a giant media screen and unveil your new car in an innovative way

2

Off Working Hours

Add privacy to your showroom during off working hours and play your videos on a giant screen with your offers & advertisement

3

Automobiles upgrade

Upgrade your customers car and add smart glass film to sun-roof

03

Rear & front Projection Films



Rear & Front Projection films

Rear projection film is a paper-thin projection surface with integrated application adhesive for installation on glass and acrylic surfaces. All Screen Solutions rear projection films are designed to be projected onto with any projector type other technology that may be used as a projection source.

One of many **advantages of rear projection** is that you can stand in front of the **screen** without blocking the light from the **projector** and casting a shadow on the **screen**. This gives more options for stage and room layouts and provides a more professional presentation setup. Rear projection film has a better performance in high ambient light environments than front projection screen



Catalogue



Video



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Showroom

- Showroom windows
- In-Showroom on any transparent surface to create a video screen



- Ceiling mounted signage/screens
- Screens on any transparent surface

**In-Showroom/events
Signage/Screens**

Where to use?



Create a gesture e-catalogue from our rear projection film products for your autos and let your customers enjoy browsing it



Video



E-book system from MAGICVIU is a gesture holographic new way of **rear projection** to show off your book in bookstores, at conventions, and in shopping malls, as well as your products catalogue or video. The system uses a projector and computer which are placed on the floor. The projector reads the book or catalogue from the computer, and then displays it on a clear acrylic screen. This makes it an attractive and eye catching display that can bring in new audiences for your book or catalogue and increases both exposure and sales.

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Virtual Presenter

Our rear projection film contributes in making our virtual presenter that can act like your customers service agent, speaking and delivering messages 24/7 with no mistakes or greeting your visitors up on arrival



Catalogue

Augmented Reality- A technology that blurs the line between what's real and what's computer-generated by enhancing what we see and hear

MAGICVIU was born out of the same seed of thought, Visual Marketing!

“With our Augmented Reality, we have started our journey with a vision to connect people with products virtually by placing virtual products in the real world.

Check the video and how does VOLVO use A/M reality to sell their cars



Video

04

Augmented &
Mixed Reality

Automobile Virtual Expo

Hololens 2

Using Microsoft
Hololens 2



Video

1



3

3D Animation

We could create 3D
animation to show
how the car engine
works and its speed

Virtual Display

Using HoloLens
we could display
the cars/ automotive
parts in 3D

2

4

Customiz car

We can allow the user
to interact with the car
and customize it to
their needs such as
changing colors/wheels etc.

Automobile Virtual Expo

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✓ Interactive Solution

✓ No damages to goods

✓ Increased brand awareness

✓ Reduce Costs during expos

✓ Increased customer engagement

✓ Happy Customer

Item	Physical Expo	Augmented Reality Expo
Car Transportation	Yes	No
Damage	Yes	No
Multi-Division; Multi products	No	Yes
Digital Branding Awareness	No	Yes
Manpower Costs	Yes	No
Extra Space	Yes	No



METALLIC + NON-METALLIC





05

MULTITOUCH SOLUTIONS

Engage your Customers

Hardware & Software

Promultis multitouch solutions, bespoke interactive experience with limitless possibilities. High brightness, durable quality indoor and outdoor products for various business and advertising applications. The Promultis ultimate Suite with over 42 apps including presentation, creativity and productivity tools, as well as games and puzzles. Check our multitouch complete solutions



Video 1



Video 2



Video 3



Catalogue

Self-Service Sales Point



Object Recognition Touchscreen

What is object recognition?

The recognition of objects on large-scale touch screens utilizes the well-known principle of the cashier barcode scanning system and takes it to a new level: objects which are equipped with a special marker chip or printed code can be detected and processed from Multitouch displays in real-time.

The capacitive touch screen is activated by human touch, or in this case, conductive TAGS of **Object Recognition** which serve as an electrical conductor to stimulate the electrostatic field of the touch screen.

The object is recognized when the tags interfere with the electric field projected above the surface. This change in capacitance is detected by the controller which interprets the X and Y coordinates of the event.



[Video](#) [Catalogue](#)

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Object Recognition Touchscreen

Innovate your business with Promultis Object Recognition. This unique interactive solution has become increasingly popular in recent years and as such, Promultis has striven to create interactive object recognition solutions like no one else. The hands-on interaction makes for a truly memorable and engaging experience. Not even mentioning the added wow factor and data collection possibilities that Object Recognition can bring to your business!

Promultis Object Recognition allows you to place an object on screen and bring up any information you choose. Our all-new object recognition solution allows you to open information from a tiered menu system that follows the object. We can take this one step further and use the orientation of the object marker on screen to open specific information.



Automotive Application



-A car dealership could have models of their vehicles that when placed on a Promultis multi touch screen, could bring up technical specs of the car and play a video. The objects could even trigger an interactive specification builder allowing the customer to continue using the multitouch screen, specifying the options on that particular vehicle. Not stopping there, the customer could even 'swipe' the finished spec onto a larger screen or video wall and see the final vehicle to scale!

06

INTERACTIVE SURFACES



Use our rear projection film together with touch foil or IR frame and turn your showroom window into a sales opportunity during off-working hours.

Let your customer browse your website or app, book a driving test appointment, show interest in buying a car or get any information they are looking for.



Video 1

INTERACTIVE FLOOR LED

Interactive floor display is the ideal choice for brands or sellers to interact with customers. Among all the similar products, **I series** stands out with its unique competitive advantages. Extremely short response times, high stability and wide viewing angles enable I series to offer customers a truly amazing experience. With the load capacity exceeding 2000kg/sqm, with excellent load-bearing performance.



Video 1



Video 2
Load Test



Catalogue

Interactive Floor Display Super Strong Load-bearing Performance

Featured with point-to-face contact and support technology, its load capacity is over 2,000kg/sqm, so bearing the weight of a car is not a big deal for I series.

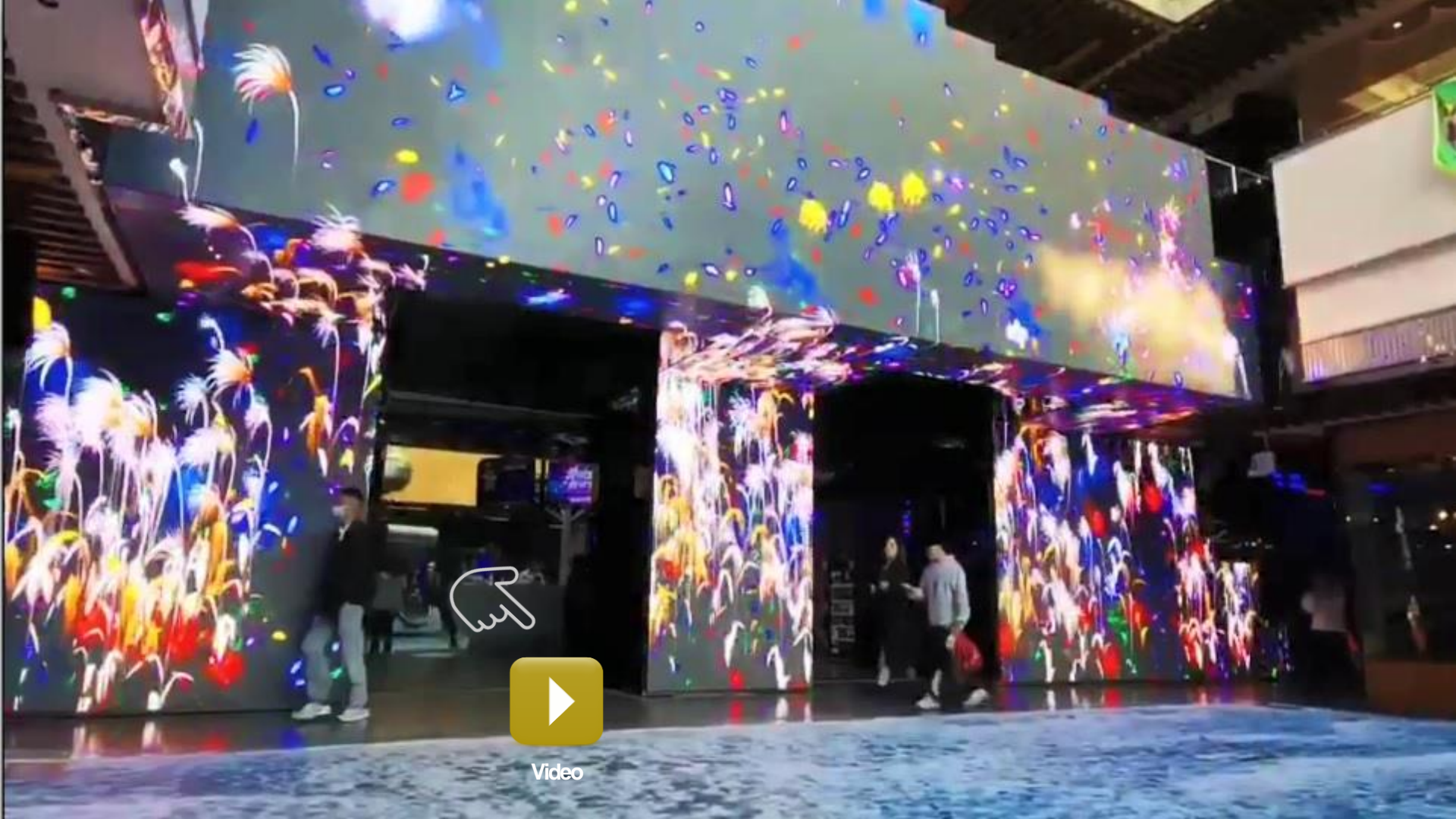


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07

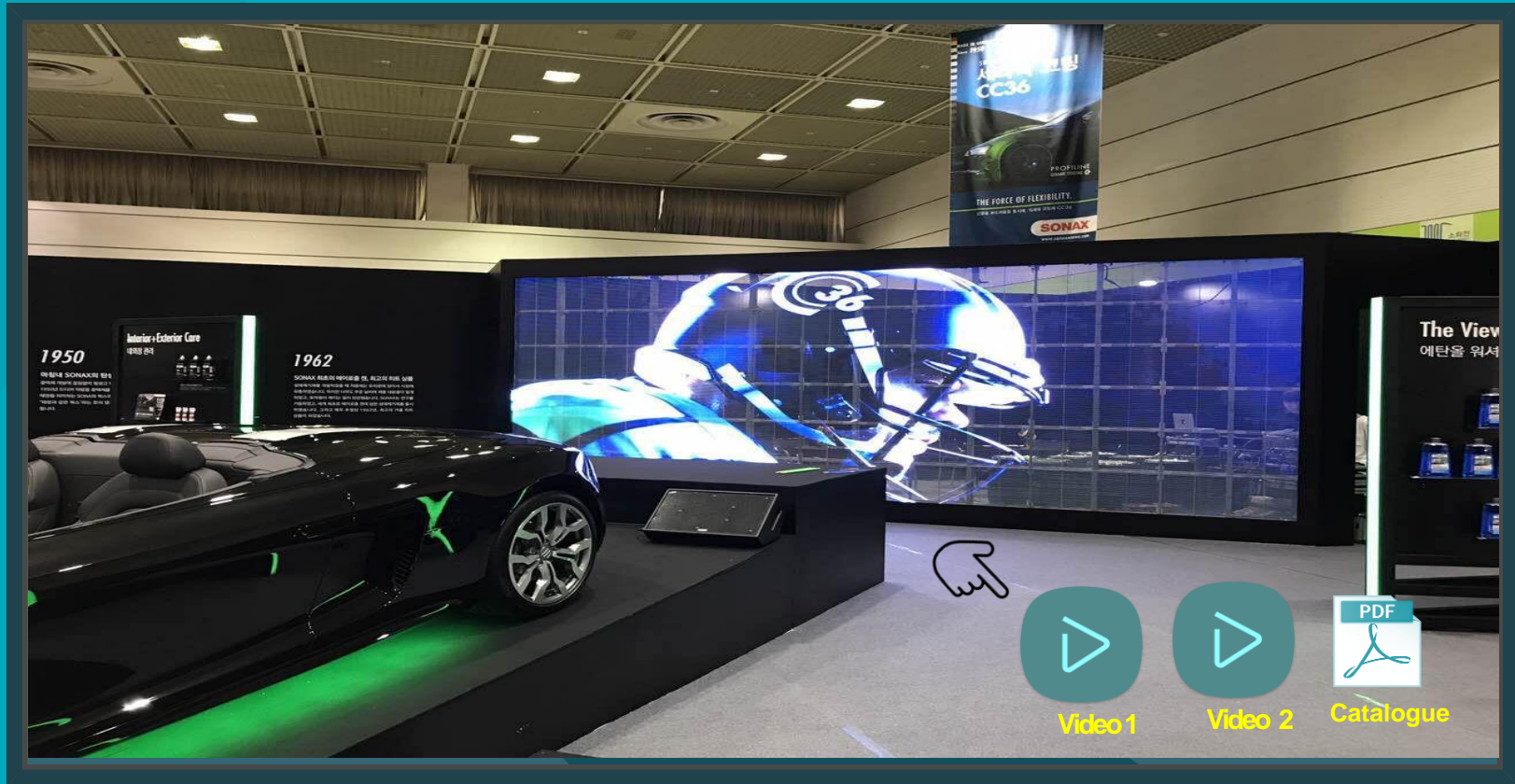
LCD & Led SCREENS





Video

TRANSPARENT LED GLASS & FAÇADE SCREENS



Connect with your Customers

LED & LCD Screens

MAGICVIU supplies a broad range of screens indoor & outdoor for various applications including:

- Indoor video walls
- Indoor LED screens
- Outdoor LED screens
- Windows transparent LED screens

Indoor LED Screen Windows LED Screen



Indoor Videowall



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Video 1



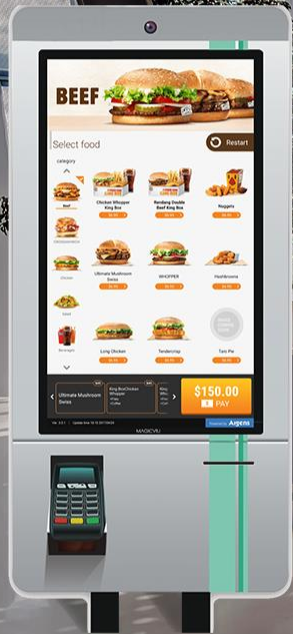
Video 2



Catalogue 1



Catalogue 2





Time to go
Hi-Tech
With
MAGICVIU
Technology

MAGICVIU

Hologram Displays LCD & LED Displays Projection & Smart Films
Interactive Surfaces Virtual & Augmented Reality Projection Mapping