



# SENSAPE

Interactive AI Experiences.

Turning visitors into fans.



**The challenge  
is not more content  
- it's engagement**

People see thousands of  
messages every day.

**ATTENTION**  
is scarce

**Participation**  
is rare

**Memorable moments**  
create impact

What if visitors didn't just watch — but participated?

**SENSAPE**  
Interactive Infotainment



Engage, Experience, Connect

**Great brands don't just  
show content — they  
create moments.**

Excitement, Emotions, Loyalty



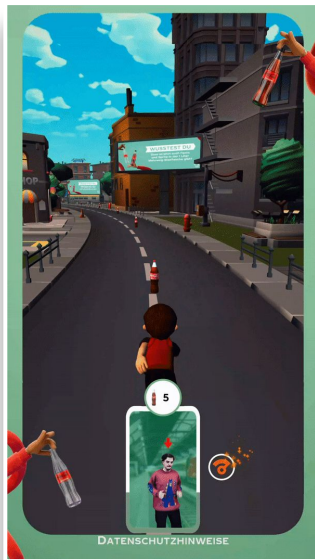
# Interactive campaigns for every objective



Fan Engagement



Immersion



Gamification



Promotions



Tryon

# Make the user part of your campaign

## SENSAPE device

### 1. Approach

The display detects people passing by and reacts.

### 2. Step in

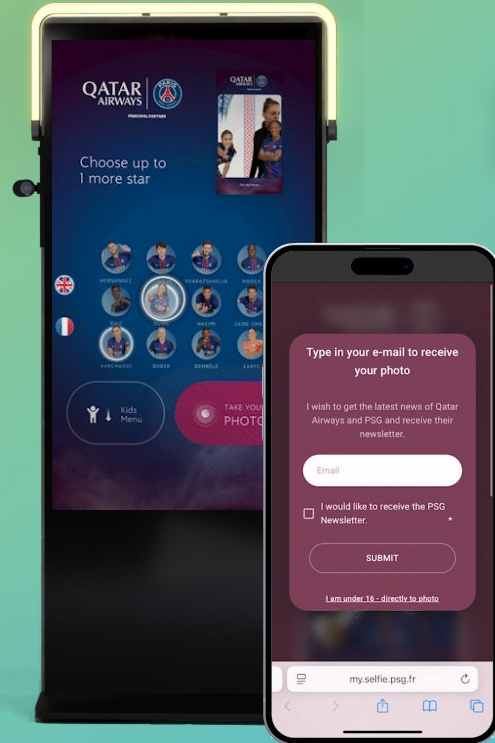
Visitors see themselves inside the brand experience.

### 3. Interact

They become part of a dynamic AR scene.

### 4. Capture the moment

Photos or videos are created instantly.



## User's device (landingpage)

### 5. Share

Visitors can easily access their photo via scanning a QR Code leading them to the landing page.

**6. Share the photo** Share content to any app on your phone via one button.

### 7. Subscribe to Newsletter

Easy subscription over popup.

### 8. Promotional Content, Raffles & Leaderboard

**9. Alternatively get photo into loyalty app**

Integrate in your setup or use Plug & Play systems.  
Also works in the web.

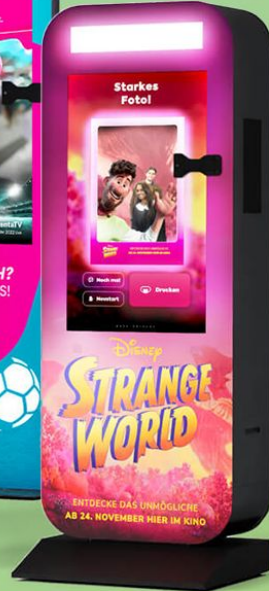
**SENSAPE**  
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Integration Kit



Plug & Play



Web AR

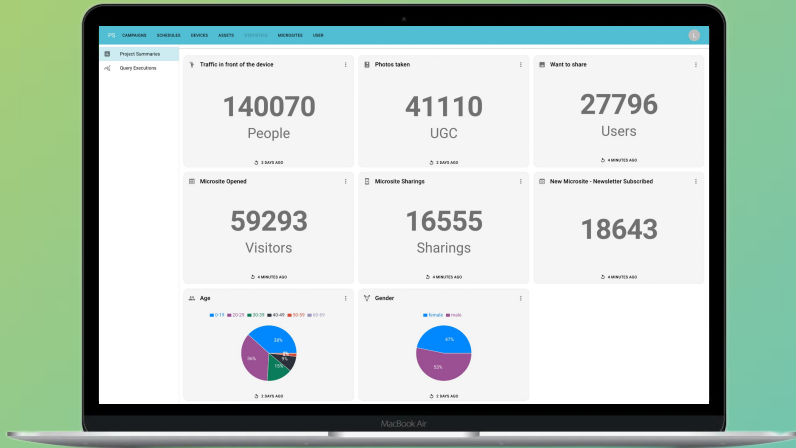
# Manage and measure your campaigns

**SENSAPE**  
Interactive Infotainment

**Cloud Content Management System.**

**Remote Fleet Management System.**

**Measure your performance in real-time.**



With Phantastic Studio, you have access to all important KPI's of your campaigns.

# Tailored Interactive Solutions for Every Marketing Goal

## Retail & Flagship Stores



- Attract foot traffic
- Provide experience in store
- Convert engagement to CRM
- Connect user with offering

## Events & Trade Fairs



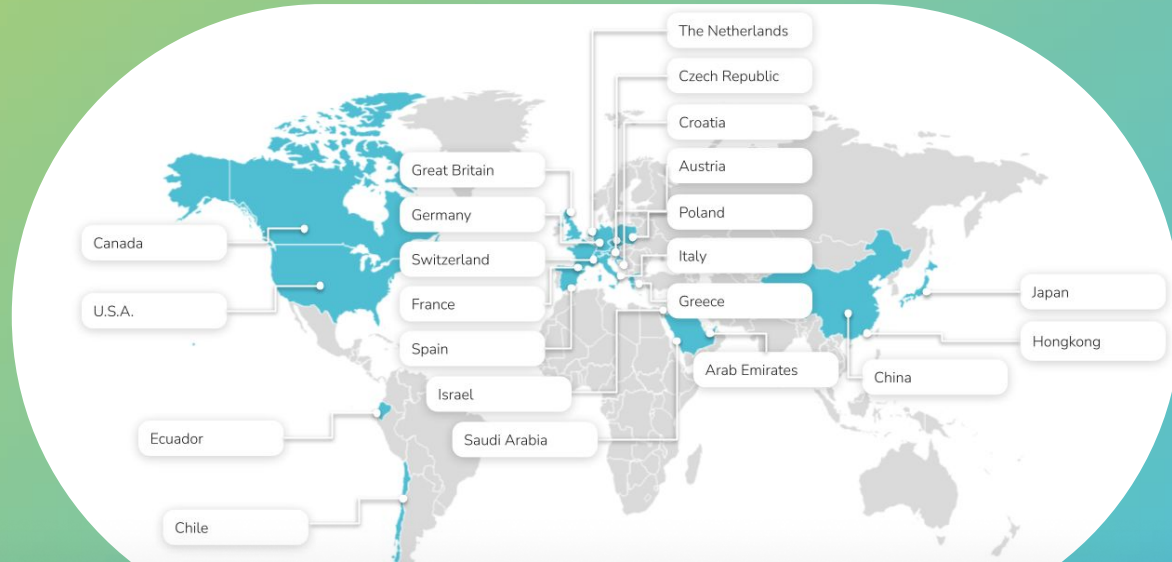
- Attract larger crowds
- Instant ice-breaking
- Shareable viral content
- Generate leads

## Sports & Fan Engagement



- Memorable fan moments
- Activate sponsorship media
- Drive repeat venue visits
- Pull photos on stadium screen

# International Roll-Out Experience



## **Speed:**

4-6 weeks from design to delivery.

## **Setup:**

Plug-and-play devices. Setup takes <5 minutes.

## **Logistics:**

Nationwide/  
International shipping managed by SENSAPÉ.

## **Support:**

Full maintenance and remote optimization.



**SENSAPE Sports & Stores**  
Interactive Infotainment





## SENSAPE Promotions

Interactive Infotainment





## SENSAPE Fairs & Events

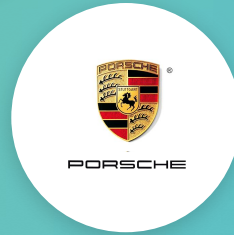
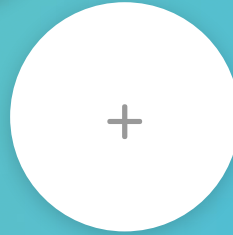
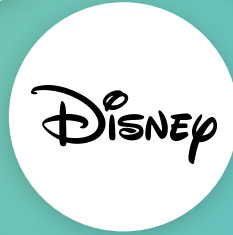
Interactive Infotainment



**Recommended by the German  
Football League (DFL)**

[See here](#)





Selected companies who work with Sensape.

# What this means for your brand - long term installation

## Drive engagement

Interactive experiences increase dwell time and visitor satisfaction.

## Turn engagement into contacts

Convert moments into newsletter sign-ups and loyalty registrations.

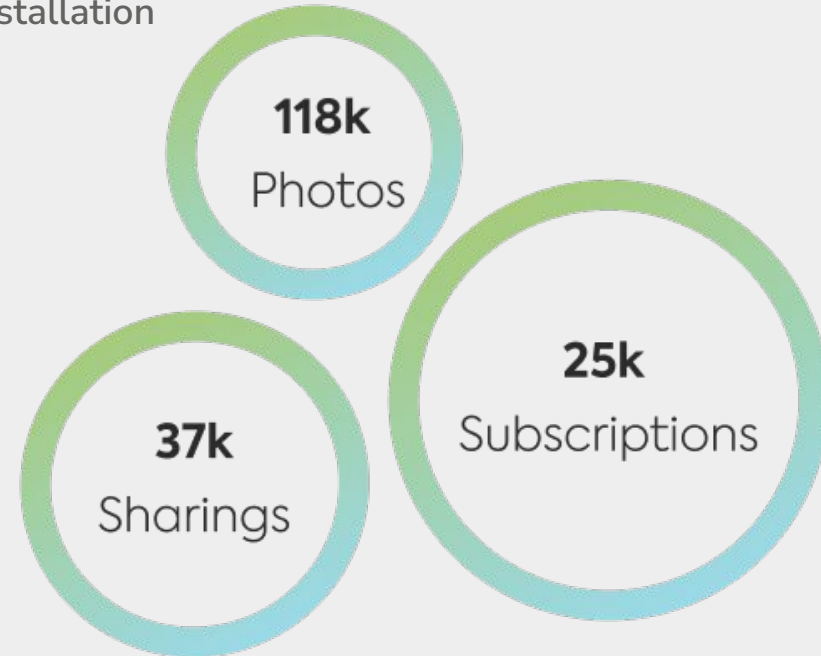
## Amplify reach organically

Visitors share their experiences on social and messaging platforms.

## Unlock sponsor value

Interactive activations generate measurable media value and first-party data.

Example results from a single installation



12 months of data from a single device.

**125T€ annual value from subscriptions alone**

With a CPA of 5€/subscriber

# What this means for your brand - short term event

Create an **unforgettable & personalized** experience



**Break the ice** with visitors in no time

Get **more traffic & attention** for your event



Use dynamic and **individual product recommendations**

Bring **AI & Innovation** to your booth



Gain insights in **customer's preferences** and **data** about your event



# Activation Packages for Every Scale

Typical experiential activations cost €10k–€250k.  
Sensape campaigns start at €4k.

## Starter

### Pilot campaigns & single locations

- 1 Sensape promoter
- Standard AR experience
- QR sharing & landing page
- Short-term rent < 1 month

Investment from  
**€4k – €6k**

## Engagement

★ MOST POPULAR

### Retail, fan zones & brand activations

- 1 Sensape promoter system
- Interactive game / experience
- Photo sharing & gallery
- Newsletter capture
- Analytics dashboard

Investment from  
**€6k – €25k**

## Flagship

### Large campaigns & sponsors

- Multiple systems
- Custom AR experiences
- Leaderboard & sweepstakes
- Sponsor integrations
- Integration of Newsletter API
- Connection to custom Screens (LED Wall, Holo Screen etc.)
- Multiple years timespan

Investment from  
**€25k+**

# Don't miss the participation revolution!

1. Choose the experience concept
2. Select activation package
3. Launch within 4 weeks

