Catalog

2019 presentation

TECHNOLOGY
BASEDMAGIC

Any sufficiently advanced technology is indistinguishable from magic

———

Arthur C. Clarke

Table of Content

TECHNOLOGY BASEDMAGIC

ABOUT US

"Creating a balance between technology, content and artistic design".

Technology Based Magic is a creative, solution-based communication company, that goes FAR BEYOND the limits of the digital world. We create v**isual** and **interactive experiences** for companies, museums, showrooms, and venues. We try to find the perfect balance between technology, content and artistic design.

We create Technology Based **MAGIC**.

Our adventure started as a 3D animation company (after having worked on visual effects for "**The MATRIX**" films, "Alexander" by Oliver Stone and other feature films) but has steadily evolved in response to our clients' needs.

By not only focusing on what is on the screen, but also what surrounds it, we manage to create an immersive experience for you and your clients. So simply said:

"You dream it. We create and visualize it.
      Imagination is the only limit."

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Infotainment
CONCEPT

Information is important. Sharing information even more so but getting people to be interested in your message and pay attention to it, can be a real challenge!
Therefore, we focus mainly on finding a balance between content and fun.

It is no surprise that people prefer to discover things, play and interact instead of reading long texts and content. This is why we create **INFOTAINMENT** (the balance between information and entertainment).

gamification of learning

Interactive model - TOTAL

SUEZ / Smartcity Barcelona

Engie / VIVATECH

With our creations, we stimulate the curiosity of your audience and make them **EXPERIENCE** your information/message. This is not only a fun way of learning, but it is also a very effective way of learning.

As Benjamin Franklin once said:

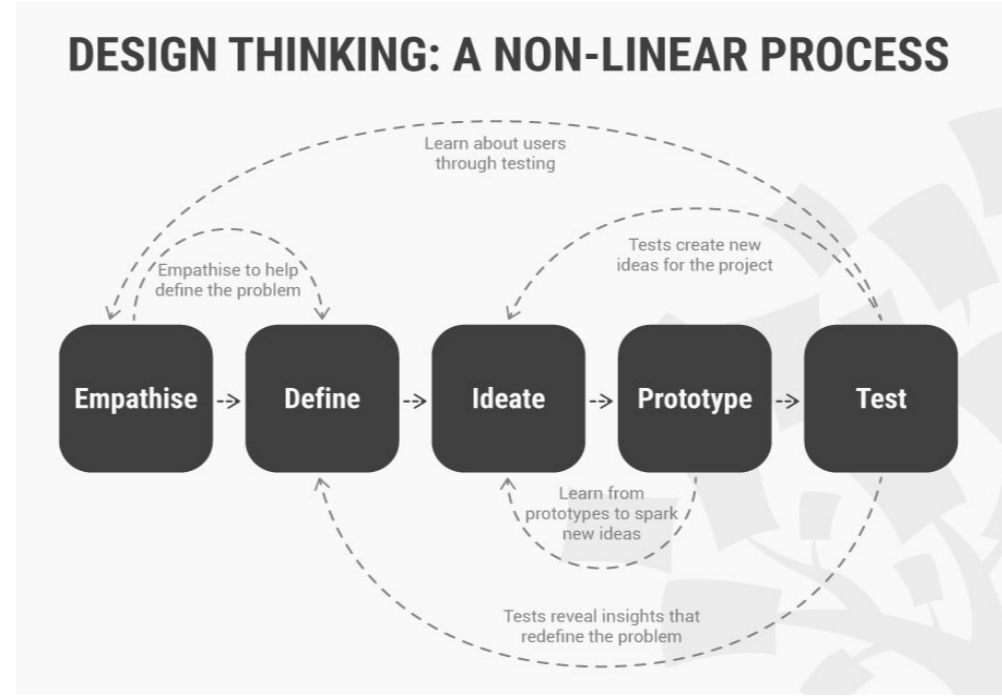*"Tell me and I forget, teach me and I may remember, involve me and I learn."*

This is **INFOTAINMENT**... and this is what we do.
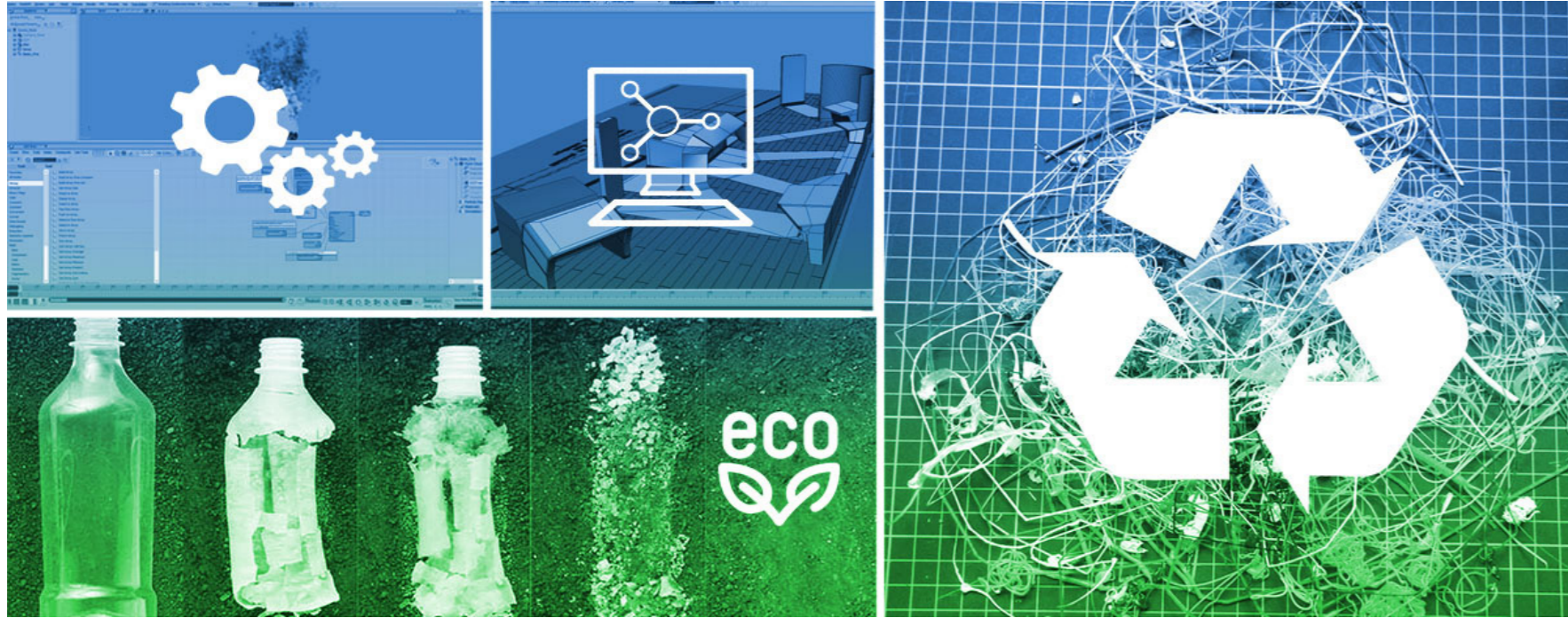
Green Tech
good tech

Technology Based Magic has made a conscious choice to try and better our environment. We only use bio-degradable PLA for our 3D printed models, make conscious choices when choosing the materials for our consoles, regulate our energy use within our company and recycle as much as we can.

But we are trying to take a step further, by promoting the environmental policies of our clients. We can't change their policies (and we know that), but we can focus on the positive feedback they get from THEIR clients when they interact with our consoles. We try to give our clients a feeling of pride when they show-off their environmental policies through our consoles and hope this stimulates them to do more.

DESIGN THINKING: A NON-LINEAR PROCESS

Learn about users through testing

Empathise to help define the problem

Tests create new ideas for the project

Empathise → Define → Ideate → Prototype → Test

Learn from prototypes to spark new ideas

Tests reveal insights that redefine the problem

Design Thinking
creating a project

Our creative process is based on "**design thinking**". Our main goal is to create and design a product that is a perfect balance between ART, TECHNOLOGY and FUNCTIONALITY. For us there is no difference between the creative process of animation, interactive menus, designing objects or even a whole showroom.

We start with concepts and designs that match the defined goals of our client. This is then followed by simple prototypes and storyboards, that slowly develop into a usable, verifiable prototype which we test, modify and enhance. Only then can we create a final product that matches our standards.

met 'n tweede verdieping… WitG


Nicegrid

the Matrix

Engie

Film & Animation
creating content

With over 20 years of experience in film and animation, we can create and deliver a wide range of products, each adapted to the client's needs, budget and targeted audience. We manage and create our content through film shoots on location, drones, special effects, animation (2D and 3D) and if you want something more immersive, we can do it all in 360 degrees.

At "Technology Based Magic", we understand our clients wishes and needs and offer the possibility to create everything from just a simple film to a full campaign… Starting from creating concepts and storyboards to a finished product.
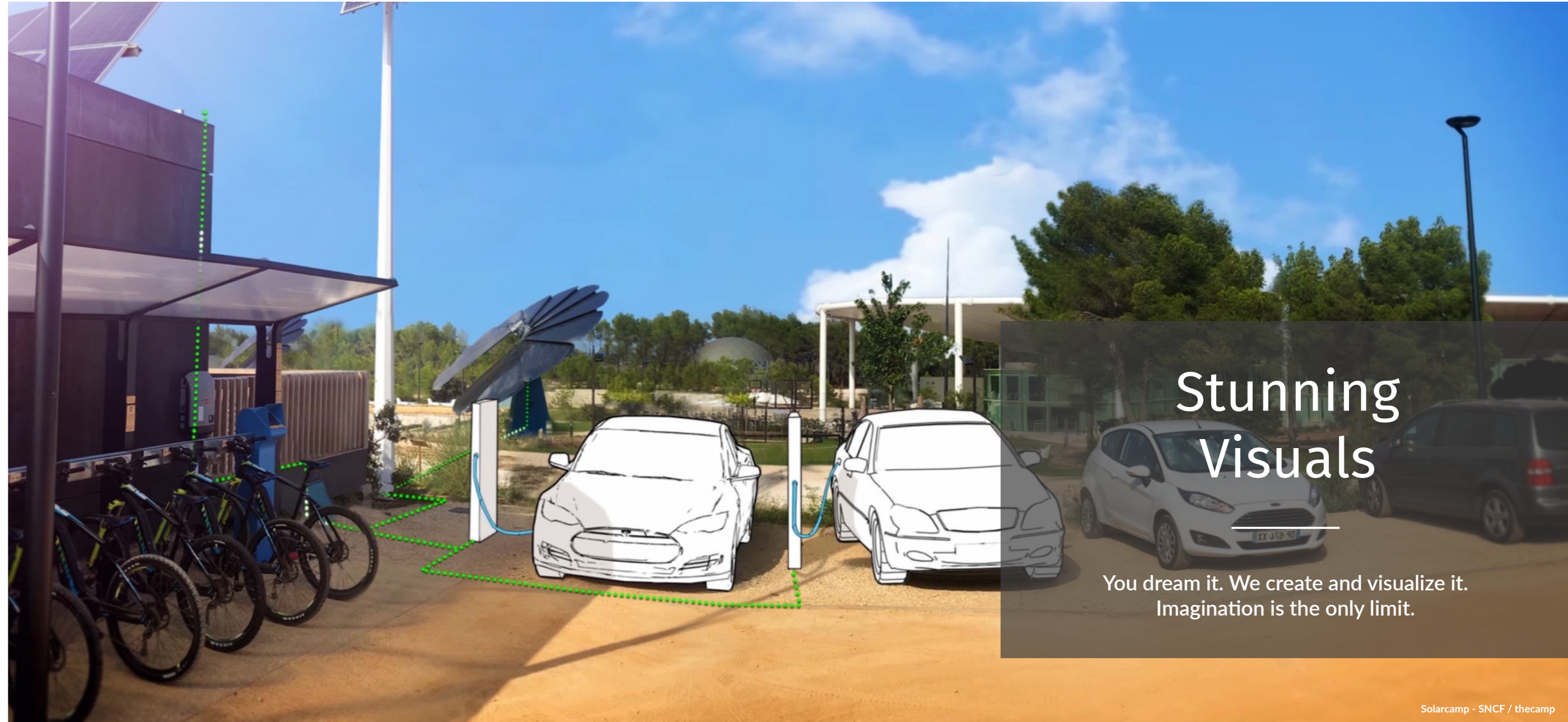
Stunning Visuals

You dream it. We create and visualize it.
Imagination is the only limit.

Solarcamp - SNCF / thecamp

Echo - Davidoff

Solarcamp - SNCF

Nicegrid - ENEDIS

Engie

Film and effects

We can film on location or work with previously shot material and add effects like text, graphics, 3D models and virtual environments.

Technology Based Magic offers a **full in-house production pipeline** from storyboard to the final product.
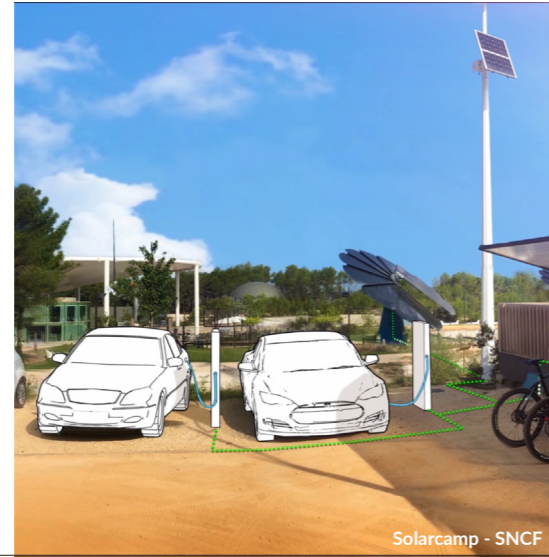
3D animation

The world of animation gives us the liberty to virtually create anything. From commercials to animated television shows, we have done it all.

It is a very good and fun way to attract the attention of your audience and it has almost **limitless possibilities** to present your message, show your product or make your brand stand out.

VR - AR

Virtual and augmented reality allows us to see and immerse ourselves in a "brand" new world.

We at "Technology Based Magic" strive to give your audience an unforgettable experience through virtual rides and interactive locations.

We don't see VR/AR as a gimmick to attract audience, but as an **immersive tool to tell your story.**

Interactive film and Animation

With the possibility of touchscreens, motion tracking and other interactive inputs, we at "Technology Based Magic" have created a flexible development platform that allows us to create and transform any **visual experience into an interactive experience...**

The user can decide how and in what way they would like to visit the content and therefore create a **more immersive and personalized experience** with your product or brand.

Drone shot

From simple flyover shot to immersive rides, drones can produce breathtaking images. We work with skilled drone pilots and a specialized drone cameraman who work together to give our clients the **best and most fluid shots.** These then can be **enhanced, stabilized, edited or have special effects added to them**.

Our drone service also includes taking care of the flight licenses and local site permissions needed for professional drone flights.

360 Degrees

Any content we create can be created in 180 or even 360 degrees. This content can then be used in VR glasses, tablet with 360 degrees presentations and tours, touchscreens, rides, and even 360-degrees dome projection.

Giving your clients the feel of being fully immersed in your universe.

Holograms
more than an illusion

There are many ways to create the illusion of holograms, but our main goal at 'Technology Based Magic" is to create an experience that is more than the illusion of a floating image. We create custom build holographic displays that fade the line between illusion and interactive reality.
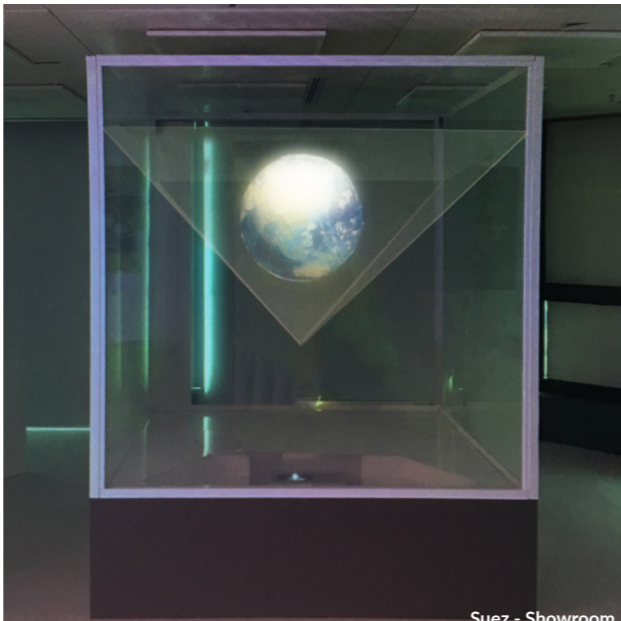
We offer a personalized experience for your message or brand through, for example reflection holograms, rear projections, and interactive smoke screens...
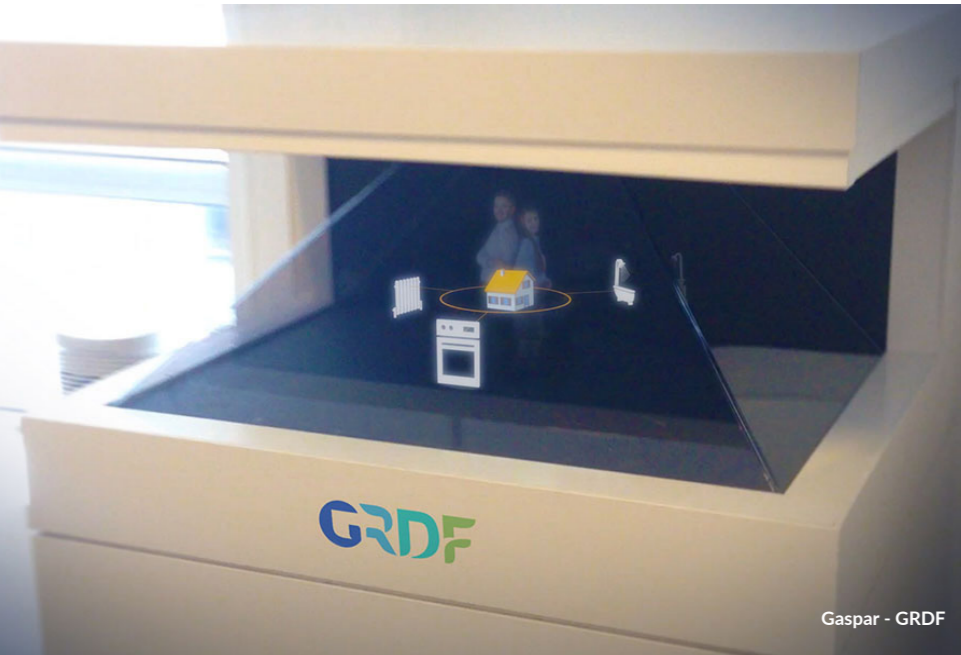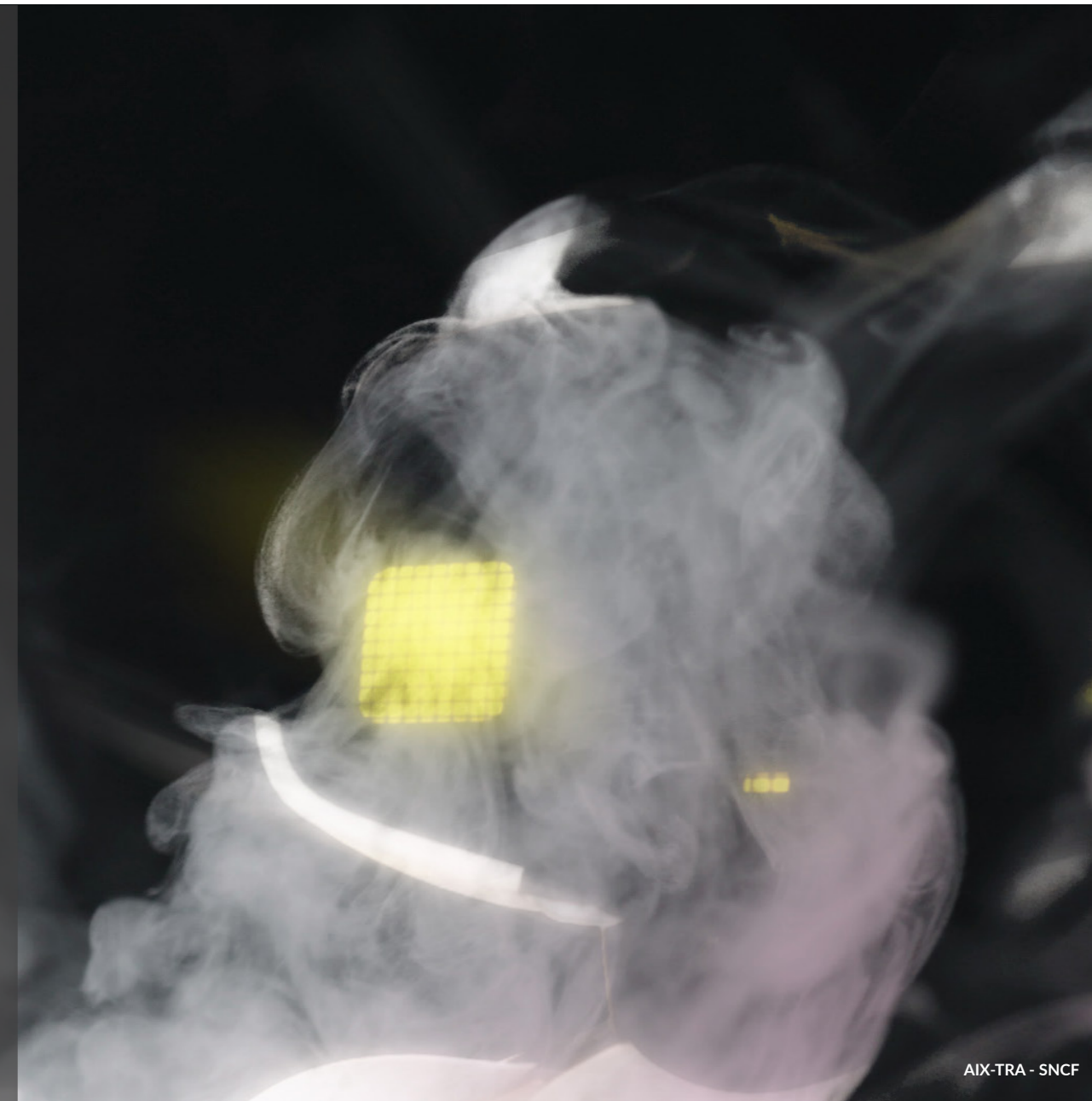

Gaspar - GRDF
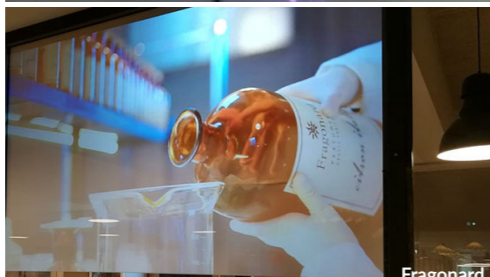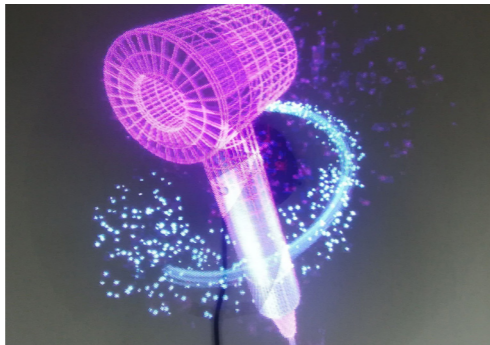
Fragonard

Suez - Showroom

Touch the illusion

___

modern magic

AIX-TRA - SNCF

TBM

SNCF

Oxboard

AIX-TRA - SNCF

Fragonard

Pyramid hologram

The most seen hologram, these days, is the "pyramid" hologram. This hologram can be viewed from 3-4 sides and is generally used as a display case for small virtual objects and messages.

We created the possibility to interact with the content of the pyramid through touch screen and gestures.
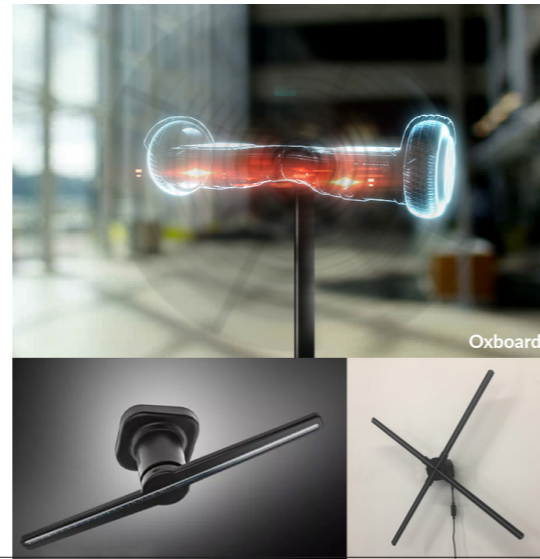
Tunnel/window hologram

Similar to the pyramid, this reflective hologram is most often used as a virtual display case. Although limited by only 1 viewing angle (instead of 3-4 angles), this holographic display can show objects at a larger scale.

This display can also be extended with a second screen in the back for more content, descriptions and more animations.
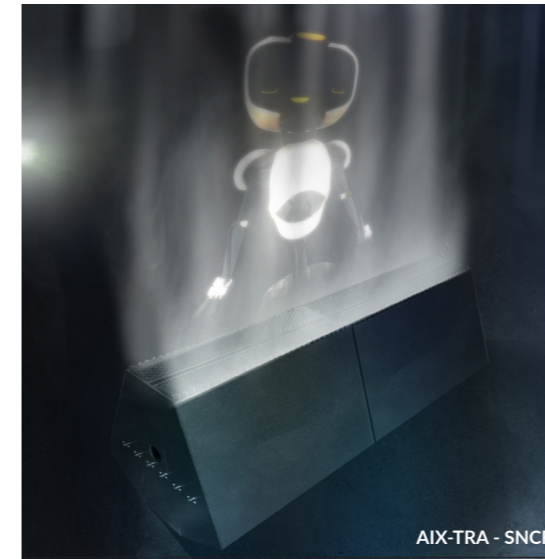
Holo fan

One of the more fashionable objects is the HOLO-FAN, a fun and easy to install fan with extremely rapidly changing LEDs mounted on their blades. We not only deliver a large range of fans, but we can also create its content.

A HOLO-FAN can be installed as a single unit or as a synchronized grid expanding the holographic illusion over a much larger area.

Vapor projection

These units create an upward airflow with "atomized" water particles on which we can rear-project interactive movies and objects. With the help of movement tracking or a tactile frame the user can interact with the mist and the movie on it.

There is no physical display and the vapor particles only light up in the projected beam. This gives the closest illusion of a true hologram.

Retro projection

With the help of a special film, we can transform any transparent surface into a screen, by projecting on it from the rear.

This can be used for windows, tables, and even mirrors, (nd by adding sensors, we can even transform this into a touchscreen.

Holo host

We also create holographic hosts. These are custom built, laser cut, transparent silhouettes, on which we rear project (by ultra-short throw laser LED projectors) an interactive film of a host.

Through touchscreen or motion sensor, this life-size host can then interact with the visitors and provide them with information.

INTERACTIVE
consoles

There are many ways to display your message. A simple screen can play videos on loop, but wouldn't it be more attractive to have more interaction with your potential clients ? At "Technology Based Magic" we believe that with a good design and clever engineering, we can blur the line between content and its environment.

For a convention, showroom or in-store use, we create high-quality consoles that can be permanently installed or transported from site to site.

Every console created by us has been tailor-made and designed to not only serve your present needs but also to evolve with you.

AIXPLORATION - SNCF

SUEZ

TOTAL
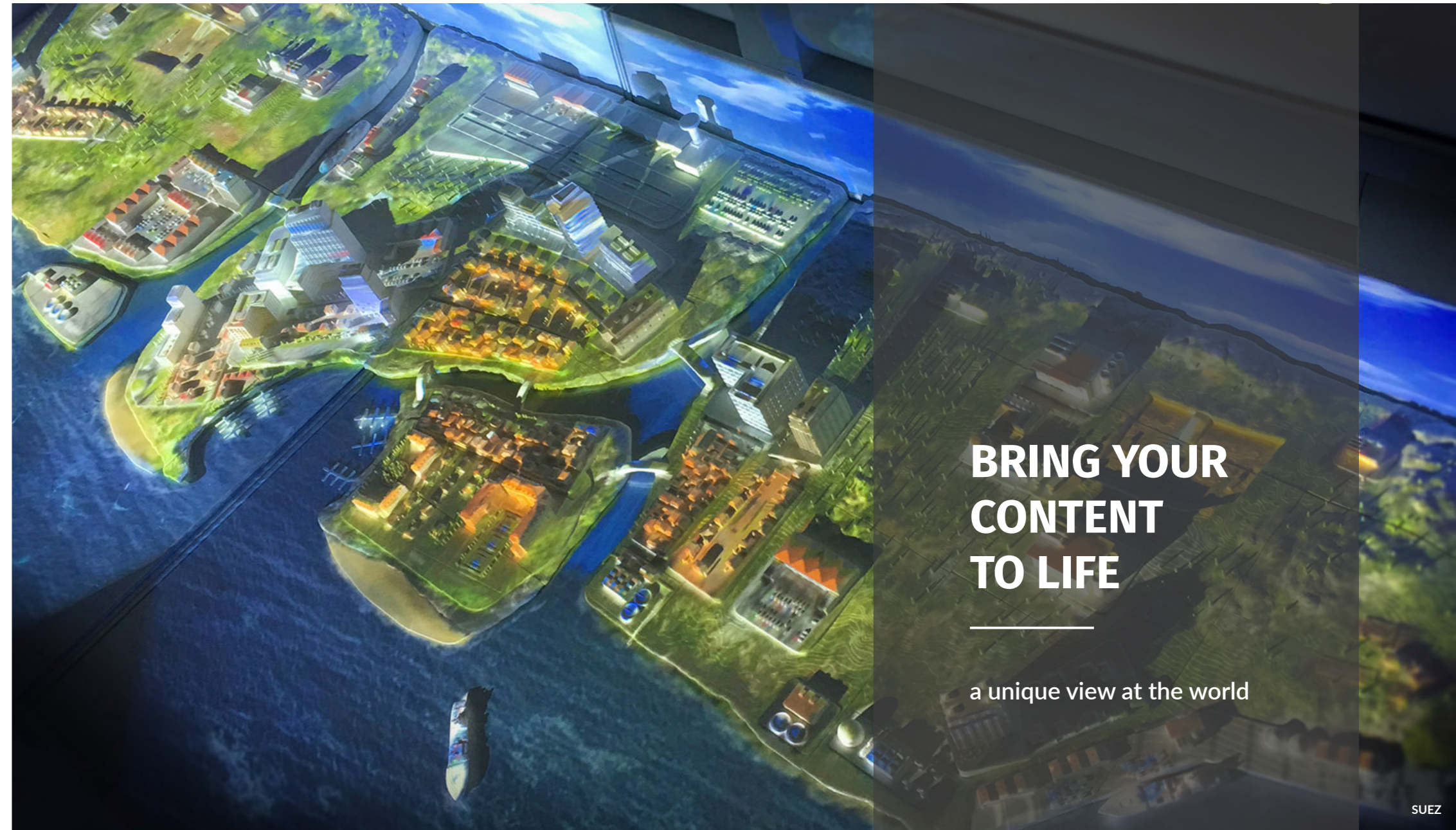
BRING YOUR CONTENT TO LIFE

a unique view at the world

SUEZ

DESIGN
From concept to fabrication

INTERACTIVE CONTENT
From graphics to coding

Every project starts with a concept, a design and a goal. We create content that is interactive, multi-layered and easy to use. Not only by an ergonomic interface, but also by blending it with its environment.

From tablets to interactive tables and columns with touchscreens.

We create interactive consoles to fit your esthetics and needs. With a large choice in materials, we try to create something unique and personalized to your company, your message or your brand

Consoles
touchscreens and tablets

Information console - SNCF

360 degree menu - Primagaz

Interactive 3D MAP - SNCF

TOUCH
AND
LEARN

Information at a single touch

Virtual Tour - Engie

MAGIC MODELS
immersive worlds

Sometimes an animation or a movie is not enough. And you want something eye-catching, something different. Why not try our custom-made 3D printed, miniature models? Our models are made of high quality, durable and biodegradable PLA. Each model is built in our 3D software and printed in our in-house 3D printing farm.

We can enhance each model with LED lights, gears and motors to give them motion and movement.

Or... we can take it a step further, and project animated textures on the miniature models. This gives the illusion of true life.

ENGIE

ENGIE

SUEZ
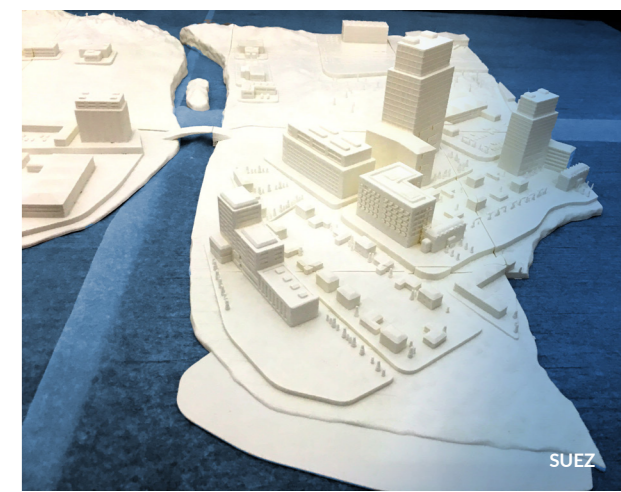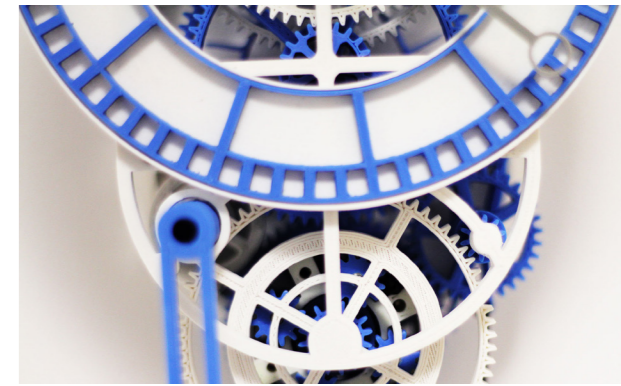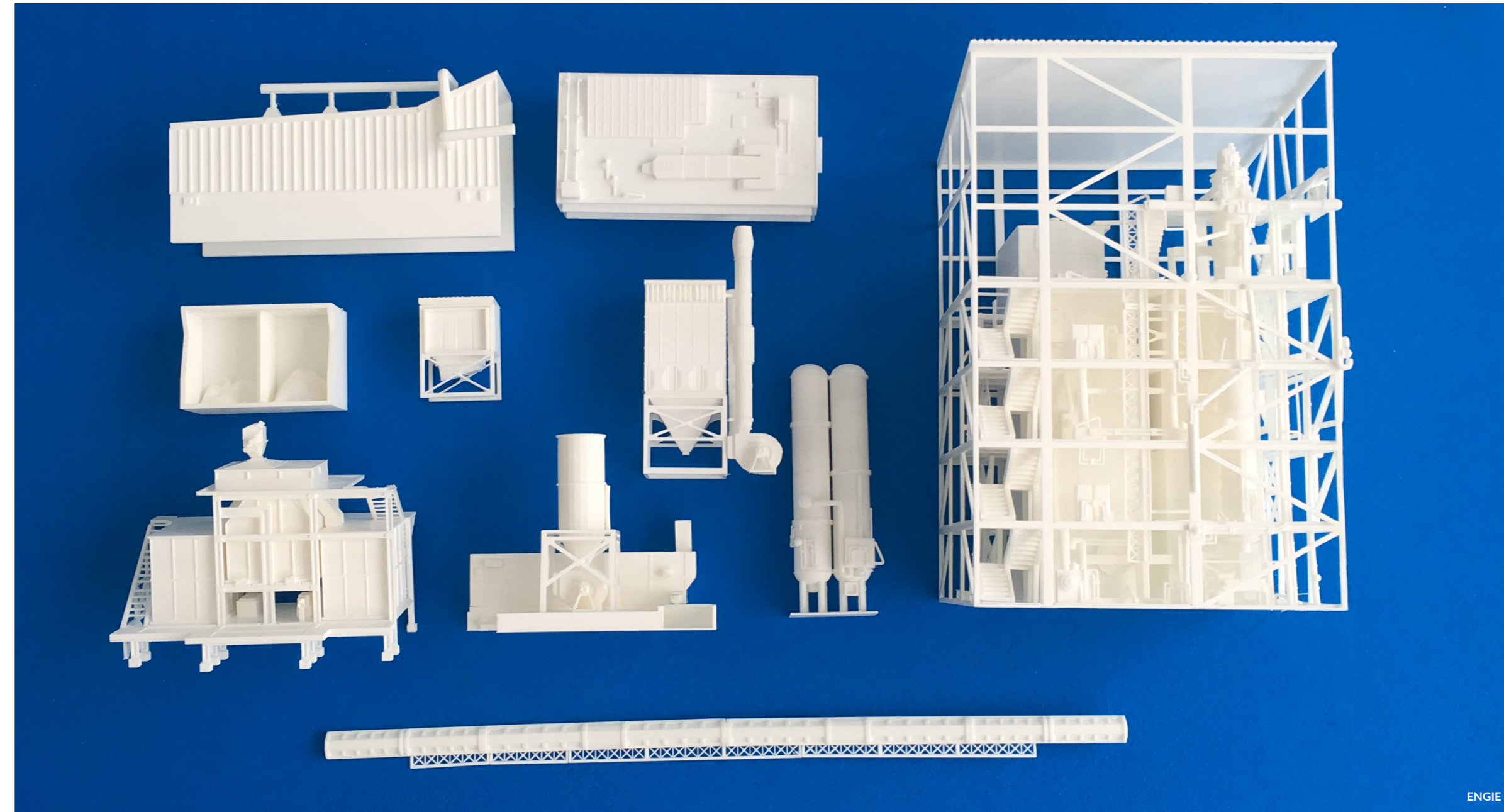
DESIGN
From concept to fabrication

INTERACTIVE CONTENT
From graphics to coding

Magic Consoles

These consoles are the perfect balance between function and form.

We create a blend of different technics (for example 3D mapped miniature models, touch screens, holograms, 360 degrees film, and interactive content) and harness it in a beautifully designed console. Simple to install, simple to use and with a maximum impact.

The hardest thing is to design something that is intuitive to use and yet takes care of all our clients' needs.

All our consoles are within the public security norms and are built to last. We use high-quality materials that are durable, aesthetically pleasing and easy to clean.

In the case of mobile consoles, each console comes with its protective transportation box.

TOTAL

SUEZ

ENEDIS

TOTAL

ENGIE

SUEZ
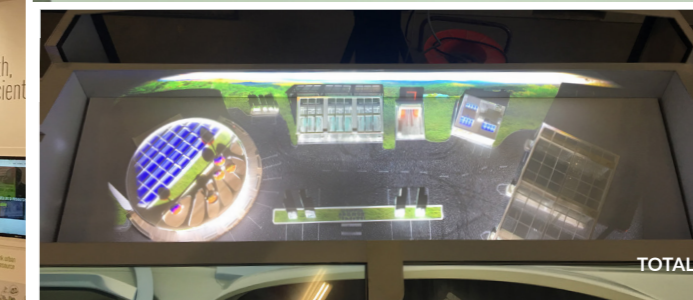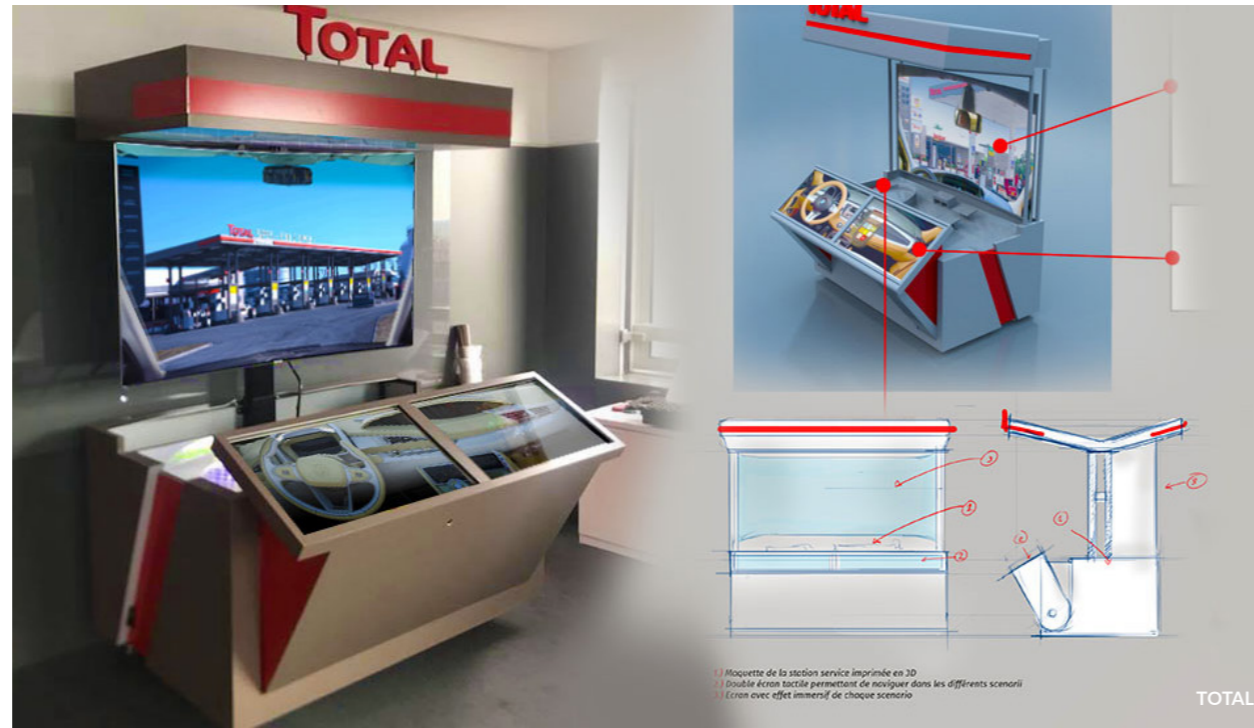
ANIMATRONICS
the human factor

Technology Based Magic has developed an interactive animatronic that serves as an ambassador. Greeting and interacting with your visitors, setting the mood for fun and excitement and sharing information. (the definition of "INFOTAINMENT").

The potential of the animatronic is **limitless,** and we are currently developing new features like interactive conversations, multiple languages and interchangeable skins to match our clients' mascots or house style.
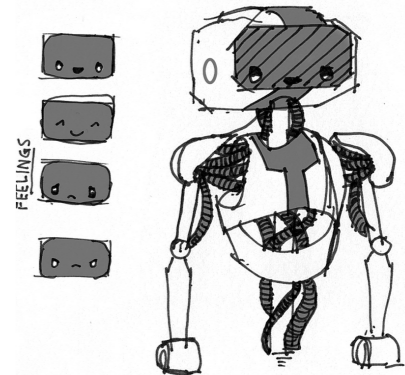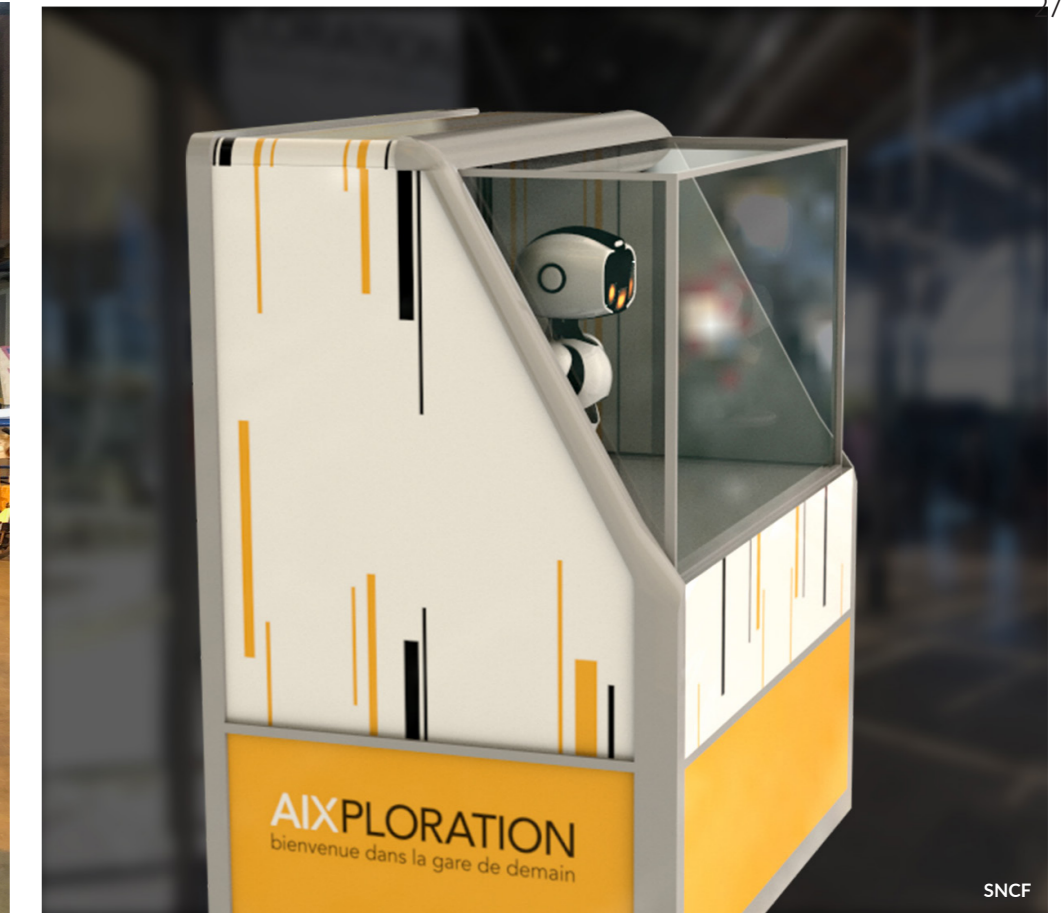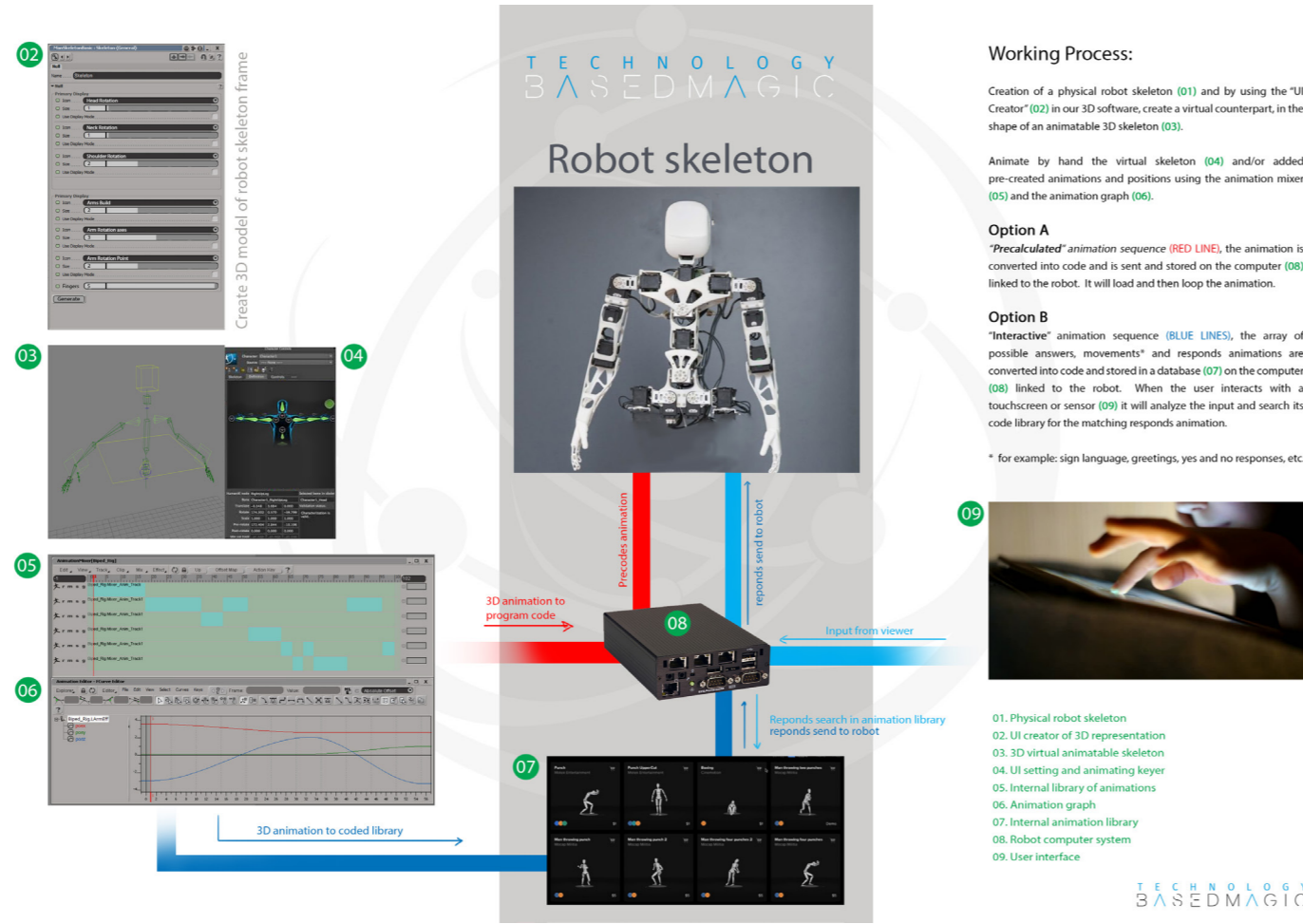
The feature we are the proudest of is **SIGNLANGUAGES** , an exciting and interactive way to communicate.

We are currently developing an integrated ecosystem for cross-platform animation and programming for front and back end use.

Create 3D model of robot skeleton frame

TECHNOLOGY BASEDMAGIC

Robot skeleton

Precodes animation

reponds send to robot

3D animation to program code

Input from viewer

Reponds search in animation library reponds send to robot

3D animation to coded library

Working Process:

Creation of a physical robot skeleton (01) and by using the "UI Creator" (02) in our 3D software, create a virtual counterpart, in the shape of an animatable 3D skeleton (03).

Animate by hand the virtual skeleton (04) and/or added pre-created animations and positions using the animation mixer (05) and the animation graph (06).

Option A
'Precalculated' animation sequence (RED LINE), the animation is converted into code and is sent and stored on the computer (08) linked to the robot. It will load and then loop the animation.

Option B
'Interactive' animation sequence (BLUE LINES), the array of possible answers, movements* and responds animations are converted into code and stored in a database (07) on the computer (08) linked to the robot. When the user interacts with a touchscreen or sensor (09) it will analyze the input and search its code library for the matching responds animation.

* for example: sign language, greetings, yes and no responses, etc.

01. Physical robot skeleton
02. UI creator of 3D representation
03. 3D virtual animatable skeleton
04. UI setting and animating keyer
05. Internal library of animations
06. Animation graph
07. Internal animation library
08. Robot computer system
09. User interface

TECHNOLOGY BASEDMAGIC

AIXPLORATION
Bienvenue dans la gare de demain
SNCF

AIXPLORATION
bienvenue dans la gare de demain
SNCF

DESIGN CONCEPT
"AIX-TRA" the ambasador at the SNCF trainstation in AIX

INTERACTION
Reacts to movement

FEELINGS

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