



CONCEPT DECK 2025

ALTERED REALITY, MEET AUGMENTED REALITY!

Video content has undeniably become an essential part of the day-to-day human experience. But beyond the sheer volume of videos being watched, there's a deeper layer to how consumers feel about video, especially when it's used by event organizers.

- 44% of event attendees agree that technology that makes consuming events easier is one of the most important event experience elements. (*Freeman, 2024*)
- 64% of attendees say immersive experiences are the most important event experience element. (*Freeman, 2024*)
- 68.7% of event professionals agree that using technology to improve the attendee experience is a trend with staying power. (*Knowland, 2022*)

We take pride in offering innovative, cutting-edge content experiences that are easy-to-use for audiences of all ages. Our ability to activate any visual image as well as to create 3D immersive interactive activations in real-time environments creates a broad spectrum of possibilities. We're here to provide a fun and rewarding experience for clients and fans alike.

AR-QR Codes

Our industry-first AR-codes unlock Augmented Reality video content in seconds without the need to download a mobile app. Simply point your mobile device camera at the code and click the on-screen instructions. Our AR-codes can also trigger selection menus which allow the user to upload their own content, unlock private video messages, view content based on the date, location, and more.



Our 4D Mailers allow you the opportunity to include a video message to your convention visitors, it can also include a call-to-action button that offers the following options:

- URL (examples include pre-registration forms, web-based discount codes, sign ups for additional photo ops, autographs etc.)
- Your social media pages (Facebook, Instagram, X, Youtube etc.)
- Map links with directions to the Convention Center, or even specific hotel or parking directions.



TEST THE QR CODE HERE

All the excitement of 3D with the added surprise of Augmented Reality, our 5D Laminates allow your visitors to view day to day updates, special notifications, instant discounts or VIP exclusives, and much more from the convenience of their laminate.

With a quick email to our Interactive team you can send us the video you want available to your visitors. Our team is available from 7am to 7pm ET every day!



I6 | 4D ACRYLIC MAGNETS

Want to turn your acrylic collectors magnet into a personal advertising & marketing billboard?

Our 4D acrylic magnets offer you a simple solution to stay connected to your loyal visitors by offering monthly, quarterly or bi-annual video messages right to their refrigerator!!

With a quick email to our Interactive team you can send us the video you want to upload to your existing QR code.



I6 | 4D CELEBRITY PHOTO CARDS

Fans love getting to meet their favorite celebrity and getting a signed photo, we all know this.

Now imagine if they could upload an actual video of that magic moment and have it embedded forever in their prized possession, to share with friends and family!

**TEST THE QR
CODE HERE**



With i6 4D Photocards we provide you with:

- A stunning high quality archival print that you can sell to the celebrity's management team at fraction of the cost of a regular photo headshot.
- Once signed the fan can upload a user created video of that meeting and upload it to their signed photo!
- This not only acts as a great memory but also provides a unique provenance to prove it was signed for them.
- Our unique system only uses a single QR code across as many photocards as you order and our software does the rest to ensure the fan only sees their own video.
- Our background analytics will be able to capture any details you require from the fan before uploading i.e. name, email, city, state etc.

I6 | 4D MIRROR FOIL POSTERS



TEST THE QR
CODE HERE

Our 4D posters allow you to upload your post show video so that every poster can share memories of the weekend with your fans.

4D posters can be printed with all our usual substrates including:

- Mirror, Rainbow and Swirl foil
- 80lb Mohawk Textured
- Glow-in-the-Dark
- 130lb Tango Smooth
- Clear Edge

Want to make those autograph lines less tedious and more entertaining for your visitors?

Our 4D Scan-Me™ Queue Signs will add an extra Dimension to the fans waiting in line to meet their Idols, we can customize content based on what you Or the celebrity wants to be seen.

Whether it's footage from previous comic con panels, excerpts from their most popular movies, interviews, fan greetings or even your own content like:

- Videos of your event merch
- Vendor or sponsor ads
- Early sign-ups for your next event

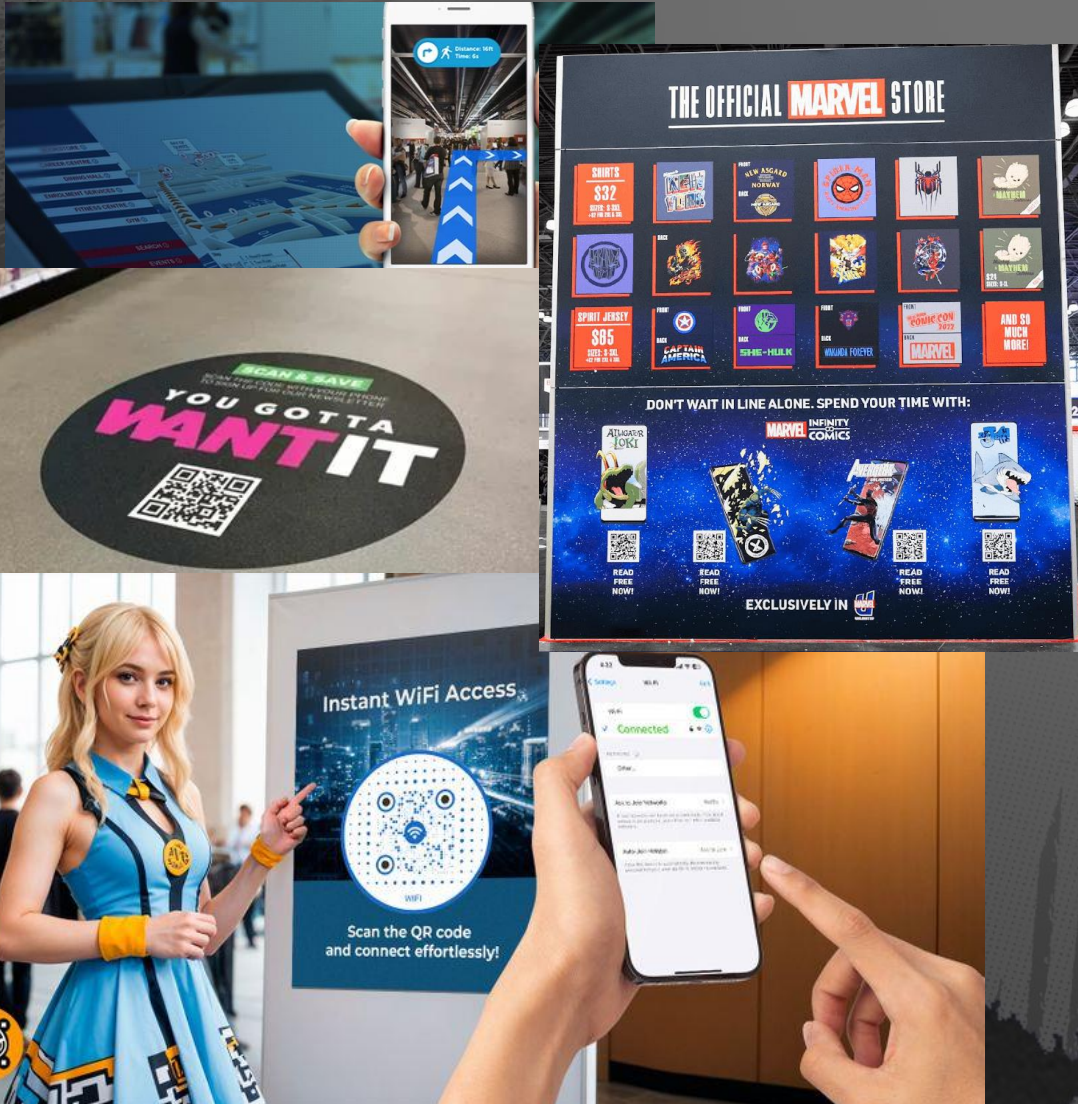
All videos can be appended with sponsor ads and/or branding



I6 | 4D EVENT SIGNAGE

From wayfinding signs to external window clings and vinyl banners, i6 can not only produce everything you need for your event signage but all of them can be enabled for augmented reality with our simple and adaptable i6|4D™ solution.

- Wall & Window Decals
- Room Wraps and Photo Backdrops
- Wayfinding solutions inc. signs, banners, floor decals, pole signs and more
- Large vinyl banners
- Informational Signage inc. table tents, display graphics, standees, podium signs and more
- Vendor signs with QR codes for vendor generated linking.





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ALTERED REALITY

ENTERTAINMENT

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