

Portfolio & Credentials

Think Tank marketing

2026

> 01 <

ABOUT US

Who we are, what we do, what we did,
what we can offer

Who we are

An Experiential marketing agency for events and brand activation created in Riyadh in 2018.



Experiential marketing agency.

Our work is characterized by human-centered and technology-infused solutions to create meaningful experiences.



Technology-infused solutions.

We're specialists in the simplification of complex problems in order to create solutions which bring value to brands and end users.



Simplification of complex problems.

Scope of work



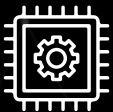
Experiential Marketing



Employees Open Day
Event



Product Launches



Custom Made Hardware



Event Management



Booth Production



Immersive & Digital
Experiences



Custom Made Software



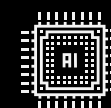
Brand Activation



Roadshows & Pop-Ups

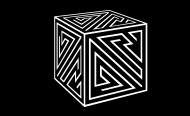
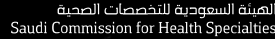
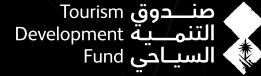


AR/VR & Phygital
Solutions



AI Experiences

Collaborations



How we work

Ready made products

We have developed a set of ready made-products that are faster to adapt and deploy at your event.



Conceptualization

We conceptualize and deliver custom made solutions for your specific brand/brief our scope of work includes and is not limited to (providing AV solutions, producing, providing the team, monitoring, reporting etc,...)

Execution

Have an idea in mind? Or found an interesting reference to what you want? Share it with us so we can create it for you.

> 02 <

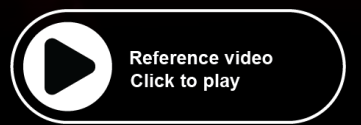
EVENT MANAGEMENT

We manage your events from start to finish, ensuring an unforgettable experience. Here's a few examples.



Stranger Things

NETFLIX

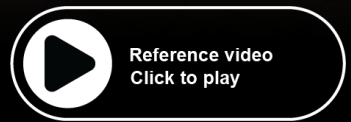




Saudi Airlines



السعودية
Saudia





Squid Game
(Season 3)

NETFLIX

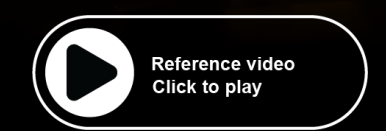




Saudi Airlines



السعودية
Saudia






muvi
SUITES

muvi
CINEMAS

4AG

Squid Game
(Season 2)

NETFLIX

 Reference video
Click to play

cher Shop & GRILL

دابوتشر شوبد شریل

WING•STOP

الفسفور العجیب

WINGS • FRIES • FLAVOUR

The
Dutcher Shop
&
GRILL

LIVE PERFORMANCE

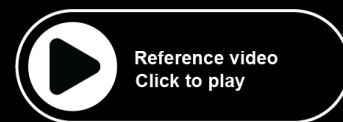
Wingstop





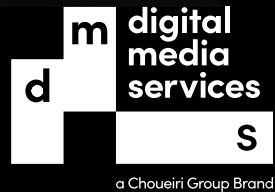
The Fastest

NETFLIX





DMS Day Riyadh 2025





Sweet Girl

NETFLIX

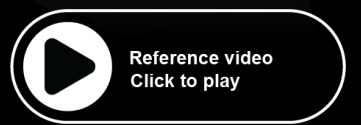




**Al-Faris
International
School**



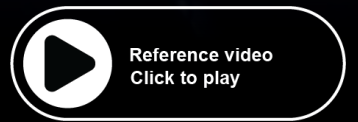
مدارس الفارس العالمية
Al FARIS International School



SAVVY

GAMES GROUP

SAVVY X Alhilal

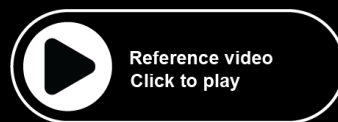




Adidas X Sivvi



سِيْوِي
SIVVI

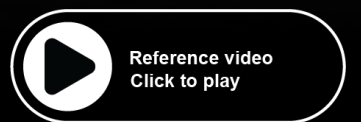


NETFLIX

تمكين المرأة في قطاع الترفيه

Empowering
Women Event

NETFLIX



> 03 <

TECH SOLUTIONS

We craft cutting-edge interactive experiences, from virtual metaverses and 3D holograms to immersive games and innovative displays.

03 > OUR PRODUCTS

INTERACTIVE MACHINES

01

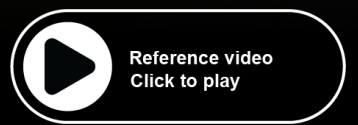
Vending Machines

Imagine a vending machine that doesn't just dispense gifts—it *creates experiences*. This multipurpose activation unit transforms traditional vending into an interactive engagement hub, capable of adapting to any campaign, event, or brand story.



Quiz Vending machine

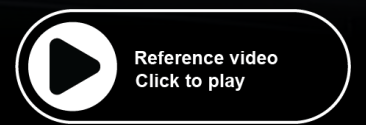
Guests answer a set of quick questions. If they get them right, the vending machine dispenses a gift for them.





Motion Game Machine

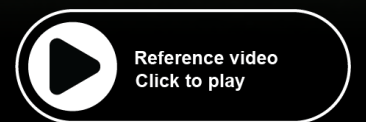
Our interactive Vending Machine can be integrated with any motion game of your choice. Participants play, and when they win, the machine automatically dispenses a reward, adding excitement and instant gratification to the experience.





Swipe Game Vending Machine

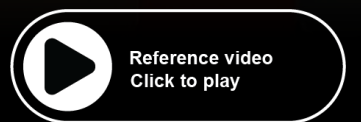
A gesture-based swipe challenge where players use their hand to match the two halves of the image on screen. A correct match triggers the machine to dispense a gift.





Photobooth Vending Machine

Guests start the photobooth by touching the screen. After the photo is taken and printed, the vending machine dispenses a gift for them.





FIND YOUR FLAVOR
اكتشف نكهتك

SCREAM FOR
نكته

ATOMIC

MANGO
HABANERO

ORIGINAL
HOT

SPICY KOREAN

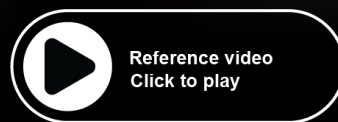
BRAZILLIAN
CITRUS PEPPER

LOUISIANA
JON

PHIRIMY
PROKEN
PEB

Scream Booth

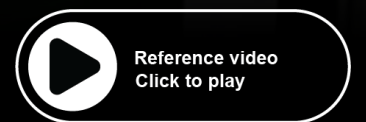
Step into the Scream Booth and test your energy levels. Shout into the mic to raise the on-screen meter—hit the target and win, making for a fun, high-energy challenge that draws in the crowd.





Coffee Machine

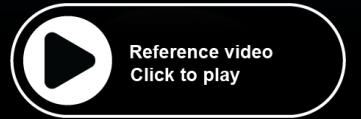
Similar to our vending machine, our coffee machine can also be paired with a game or quiz—once participants complete the experience, the machine freshly prepares and dispenses a cup of coffee as their reward.





Locker Box

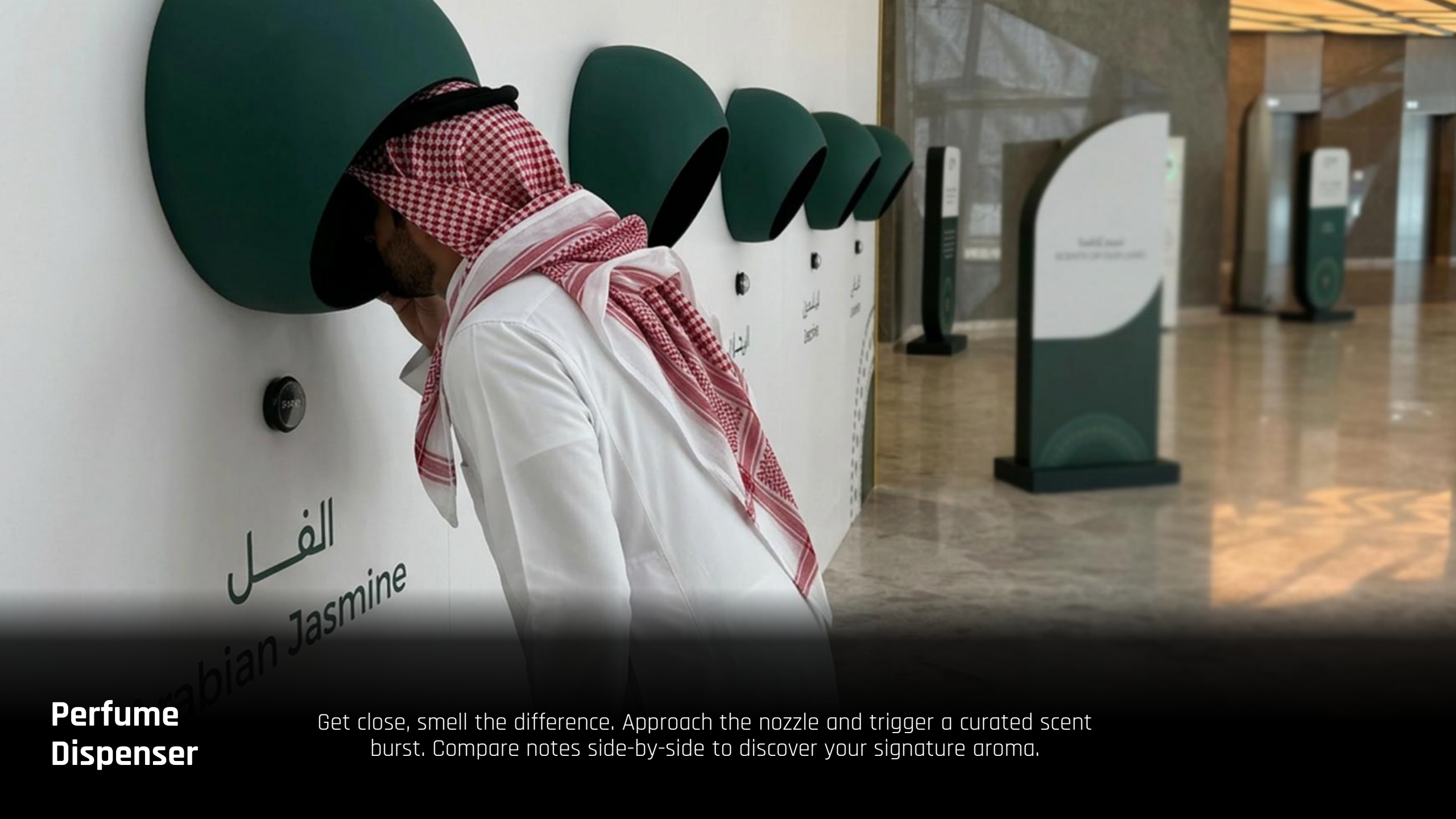
Unlock the fun with our 14-locker photobooth! Snap a photo, print it, and watch a locker pop open with a special gift inside.





Card Dispenser Machine

We offer a card dispenser that can be integrated with any of our motion games of your choice. Similar to our vending machine system, once a participant wins the game, the machine automatically dispenses a card as a reward.



Perfume Dispenser

Get close, smell the difference. Approach the nozzle and trigger a curated scent burst. Compare notes side-by-side to discover your signature aroma.

اليوم الوطني السعودي 95
SAUDI NATIONAL DAY 95

العودة على الإنسان
RETURN ON HUMAN



الملك عبدالعزيز بن عبد الرحمن آل سعود
King Abdulaziz bin Abdulrahman Al Saud
1832 - 1932



الملك سعود بن عبدالعزيز آل سعود
King Saud bin Abdulaziz Al Saud
1932 - 1964



الملك فيصل بن عبد العزيز آل سعود
King Faisal bin Abdulaziz Al Saud
1964 - 1975



الملك خالد بن عبد العزيز آل سعود
King Khalid bin Abdulaziz Al Saud
1975 - 2003



الملك فهد بن عبد العزيز آل سعود
King Fahd bin Abdulaziz Al Saud
1982 - 2005



الملك
King



الملك سلمان بن عبد العزيز آل سعود
King Salman bin Abdulaziz Al Saud
2015 - Present



رسائل مسموعة
AUDIBLE MESSAGES

With wisdom to guide us, we recognize our strengths, learn with humility, and grow with integrity in serving Saudi Arabia.



Telephone Booth

Listen to personalities from the past. Step inside and pick a handset to hear recorded stories and voices. Ambient sound design transports you to their era.



Soft Drink Dispenser

Play a game for the machine to dispense a gift. Use motion or buttons to beat a quick challenge. Win to unlock a chilled drink or branded surprise.



Q&A Sweets Dispenser

Guests answer the Q&A session on the touchscreen for the machine to dispense a sweet reward.

02

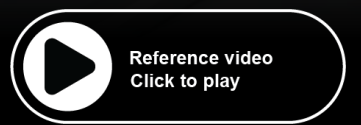
Interactive Sports Machines

We integrate a variety of sport equipment—such as bicycles, treadmills and ellipticals—into our setups to elevate engagement and create more dynamic, immersive experiences.



Digital Bicycle Game

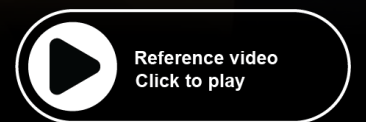
An interactive Bicycle Game where participants pedal in real-time to move through a virtual environment on screen—cycle faster to go further, explore the surroundings, and turn physical effort into an engaging digital adventure.





Bicycle Blender

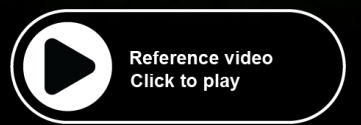
A playful pedal-powered station where guests ride the bike to blend their juice. More speed means a smoother mix, turning every pedal into pure blending power.





Bicycle Track Racing

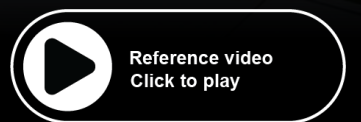
An exciting Bicycle Racing Game where participants pedal to power their cars on a track in front of them—cycle faster to speed ahead, compete with others, and race your way to the finish line.





Interactive Bicycle Lights

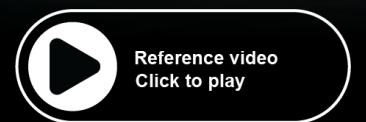
Participants pedal stationary bicycles to generate energy and light up interactive icons on the wall. The more they pedal, the more icons illuminate, creating a fun and engaging challenge.





Interactive Rowing Machine

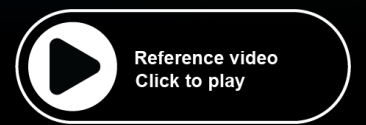
Participants use rowing machines to power their speedboats on screen, racing against others in a fast-paced challenge. The harder and faster they row, the quicker their boat moves toward the finish line.





Interactive Elliptical Racing

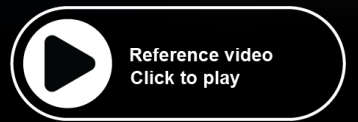
Participants use elliptical machines to power their on-screen character, racing along the track in a high-energy challenge. The faster they pedal, the quicker their character moves toward the finish line.





Interactive Treadmill

Participants run on a treadmill to beat the on-screen record within a set time. The faster they run, the higher their chances of topping the leaderboard and winning the challenge.



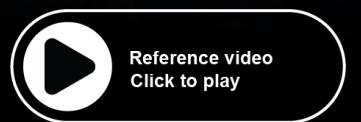
03 > OUR PRODUCTS

DIGITAL EXPERIENCES



Immersive Room

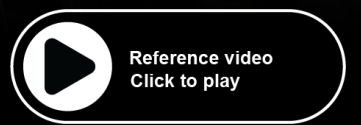
Step into an immersive room that transforms around you with multiple environments. Using 360° video, the space brings specific locations to life, surrounding you with realistic visuals for a fully engaging and transportive experience.





Digital Post-it

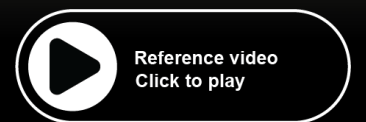
Event attendees can write or draw on a digital post-it using our touchscreen and send it instantly. All sent messages appear on a separate display, coming together to form a larger, fully customizable visual message.





Digital Slingshot

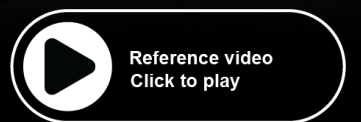
A fun selfie-and-message experience where guests capture a photo, share their thoughts on the digital slingshot, and launch it onto the digital display.





Digital Mosaic

Capture a photo at the photobooth and watch it appear on the big screen. All photos combine to form a digital mosaic that gradually reveals the final image.



03 > OUR PRODUCTS

INTERACTIVE GAMES

01

Motion Games

Our custom-made motion game has gained popularity over the past few years. It allows participants to interact with your brand by fully immersing themselves in custom-made graphics. Video examples are available on the next slide.



يوم التأسيس
Saudi Founding Day



الوزارة
الوطنية
التربية
والتعليم
السعودية
Ministry of Education
Saudi Arabia



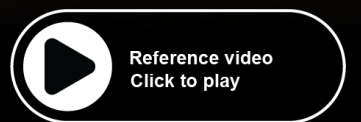
يوم التأسيس
Saudi Founding Day



الوزارة
الوطنية
التربية
والتعليم
السعودية
Ministry of Education
Saudi Arabia

Old Town Runner (Motion Game)

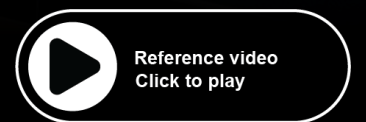
Players move left or right in front of the screen to guide their on-screen character through the old-town path. They collect emblems and dodge obstacles, aiming for the highest score.

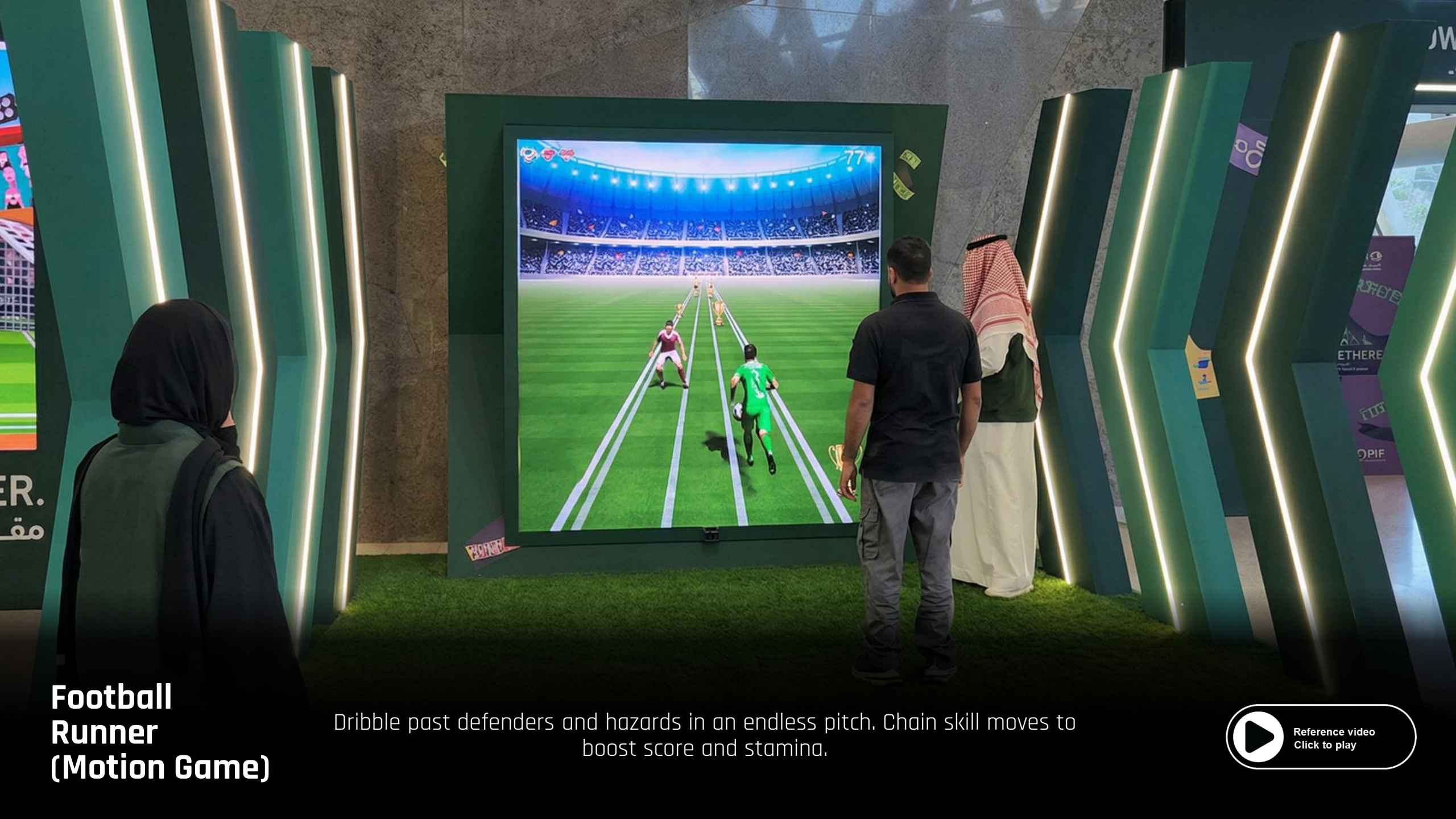




Pizza Delivery Bike Game (Motion Game)

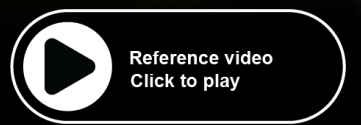
Race the clock to navigate streets and deliver hot pies.
Balance speed, route choices, and obstacles to keep tips high.





Football Runner (Motion Game)

Dribble past defenders and hazards in an endless pitch. Chain skill moves to boost score and stamina.



The Anghami logo, consisting of a circular icon with three vertical bars of varying heights and the word "anghami" in a lowercase, sans-serif font, is displayed in white on a dark purple background.

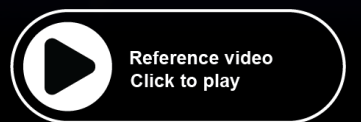
anghami

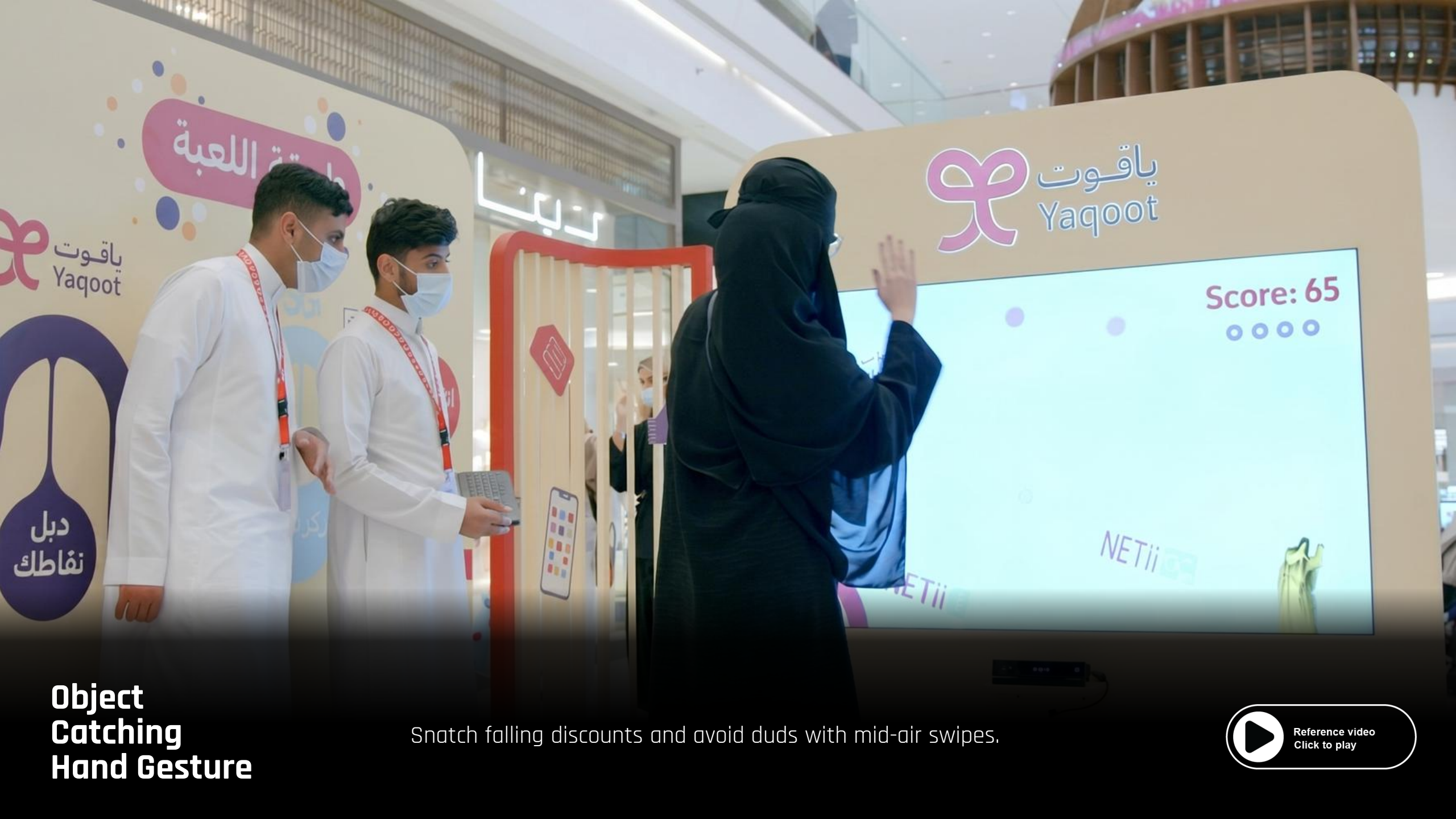
The Anghami logo is displayed on a large screen. The screen shows a split image of a man's face (left, dark hair) and a woman's face (right, blonde hair). A hand gesture icon is visible in the bottom right corner of the screen.

anghami

Match Game Hand Gesture

A gesture-based swipe challenge where players use hand movements to match the two halves of the image on screen.





طريقة اللعبة

ياقوت
Yaqoot

دبل
نفاطك

ياقوت
Yaqoot

Score: 65
●●●●

NETii

Object Catching Hand Gesture

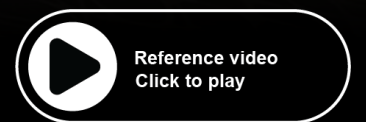
Snatch falling discounts and avoid duds with mid-air swipes.





Slash Game Hand Gesture

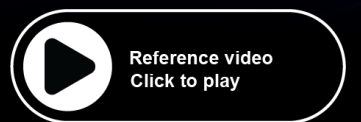
Slice flying items with swift arm motions. Build combos and dodge bombs for peak points.





Feet Tracking Games

Step into a foot-controlled gaming experience where your movements drive the action. Use your feet to tap, step, and interact with the game, creating a fun, active, and engaging challenge for all participants.



02

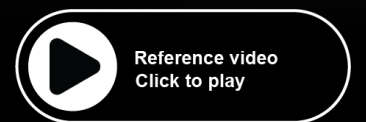
Custom Made Phygital Games

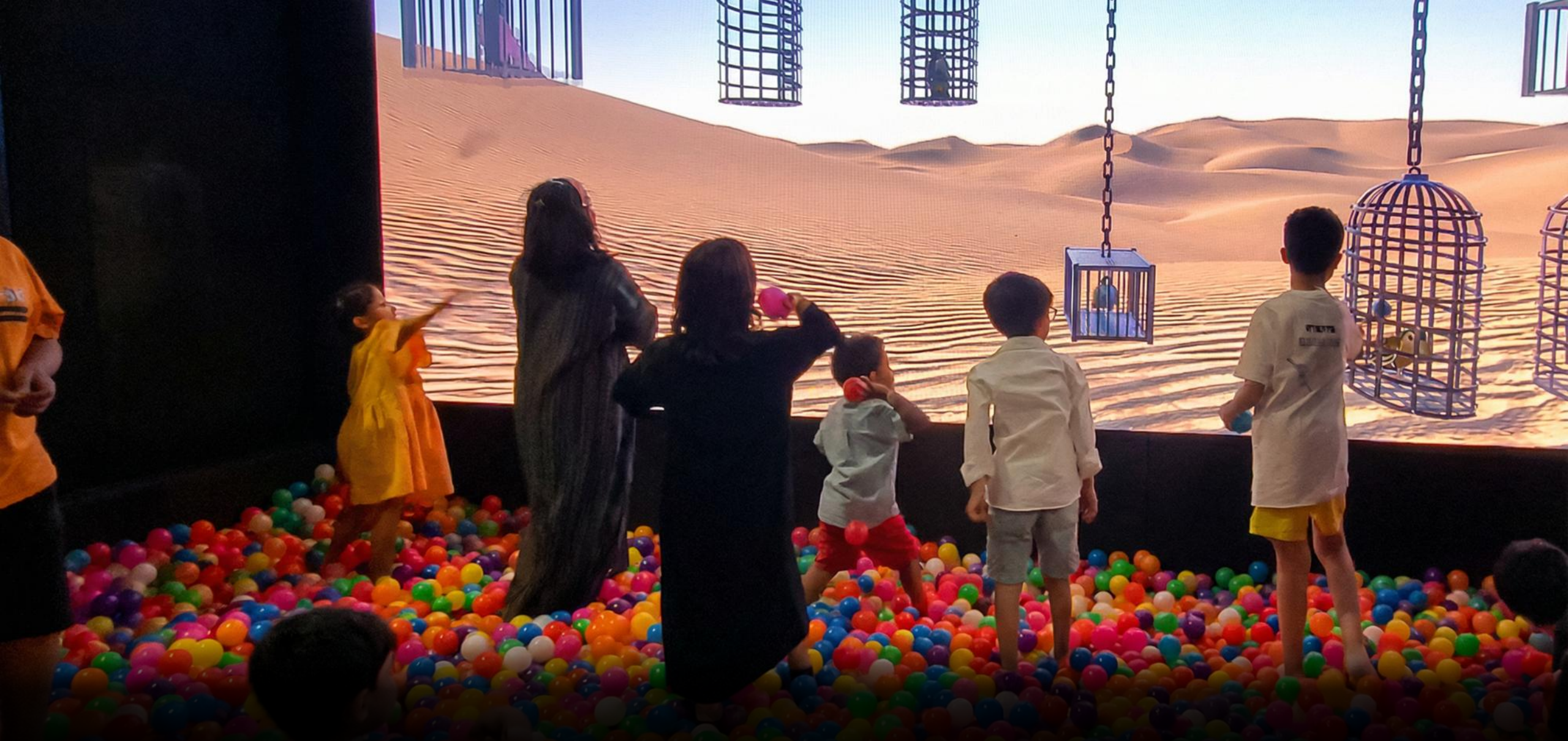
We build custom setups for both digital and physical games, including reaction walls and fully bespoke arcade experiences.



Stepping Challenge

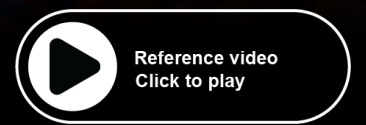
Step up to the challenge with four stepping pads, each linked to a game on a monitor. Race to step the fastest and reach the objective to win. Let the fun begin!





Ball Throwing Game

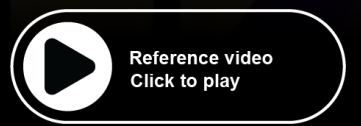
Picture throwing tiny balls at a screen to hit targets. Each successful throw triggers fun animations and boosts your score. It's a playful and engaging way to aim and score!





Interactive Trampoline

Imagine a trampoline linked to a screen where you play a runner game. Every jump makes your character leap over obstacles. Two players face off, each with three lives, in a fast-paced, interactive challenge.



SAVVY GAMES GROUP

Player 1 - Player 2



بنك الرياض

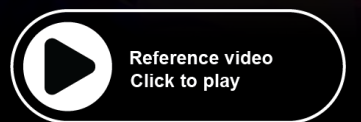


ALHILAL
الهلال

SAVVY
GAMES GROUP

Interactive XO Football Game

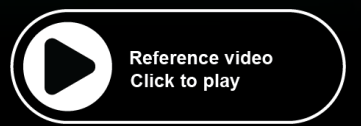
Experience an exciting twist on the classic XO game! Two players take turns shooting a football ball at the screen. Each successful hit marks their spot, and the first to align three in a row wins. It's a fun, active way to engage in friendly competition!





Interactive XO Tennis Game

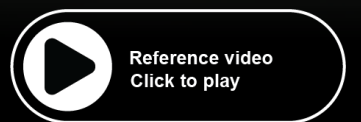
Experience an exciting twist on the classic XO game! Two players take turns shooting a tennis ball at the screen. Each successful hit marks their spot, and the first to align three in a row wins. It's a fun, active way to engage in friendly competition!

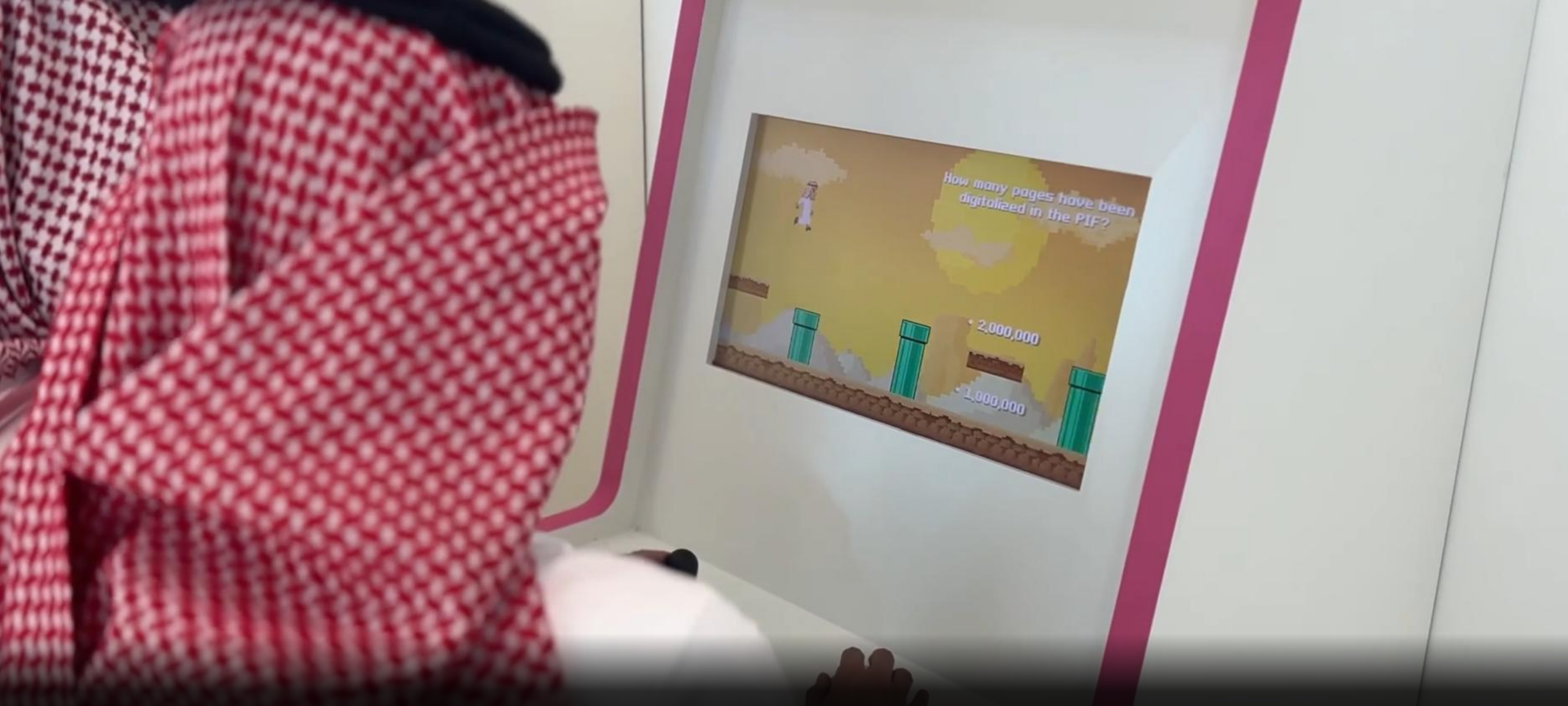




Reflex Machine

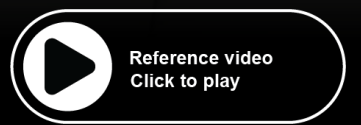
Tap the balls as soon as they light up. Physical pods flash randomly across a wall or rig. Tap fast to rack up hits and beat the leaderboard.





Custom Arcade Games

We design and develop bespoke arcade games, played using classic joystick and button controls – from Super Mario-style Q&A adventures to custom Pac-Man games and many more based on client requests.





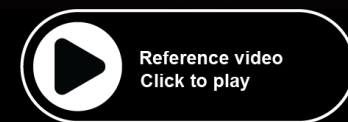
**BRING THE
FLAVOUR**

READY?

**TAP ON THE
BUTT TO START**

Flappy You

Inspired by Flappy Bird, you as the main character. Your face or avatar flaps through gaps with simple taps. Dynamic obstacles and power-ups keep runs fresh.

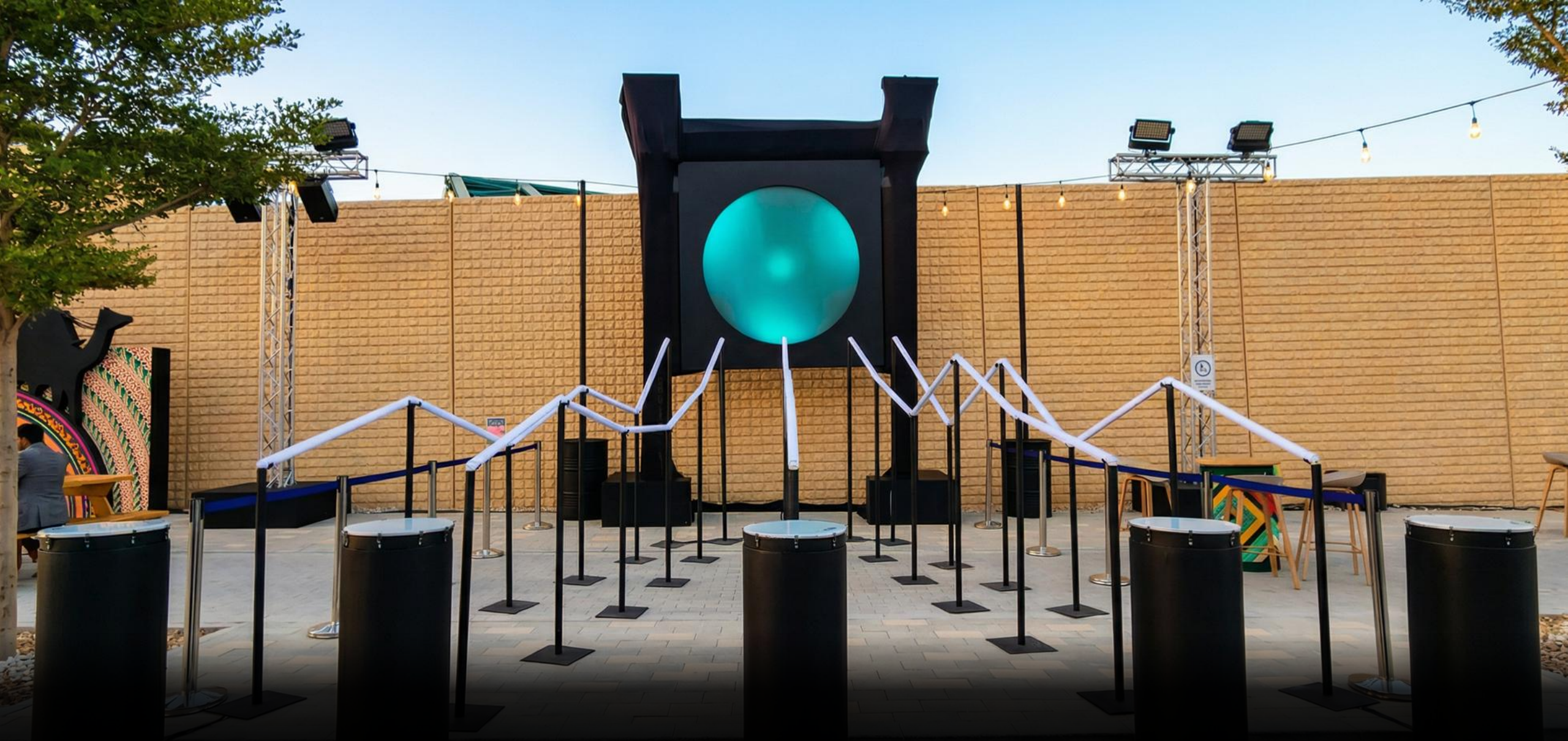




Avatar Race

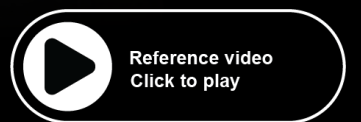
camel, falcon, horse, or your choice. Sprint alongside a giant on-screen avatar in real time. Sensors map your movement to speed and lane changes.





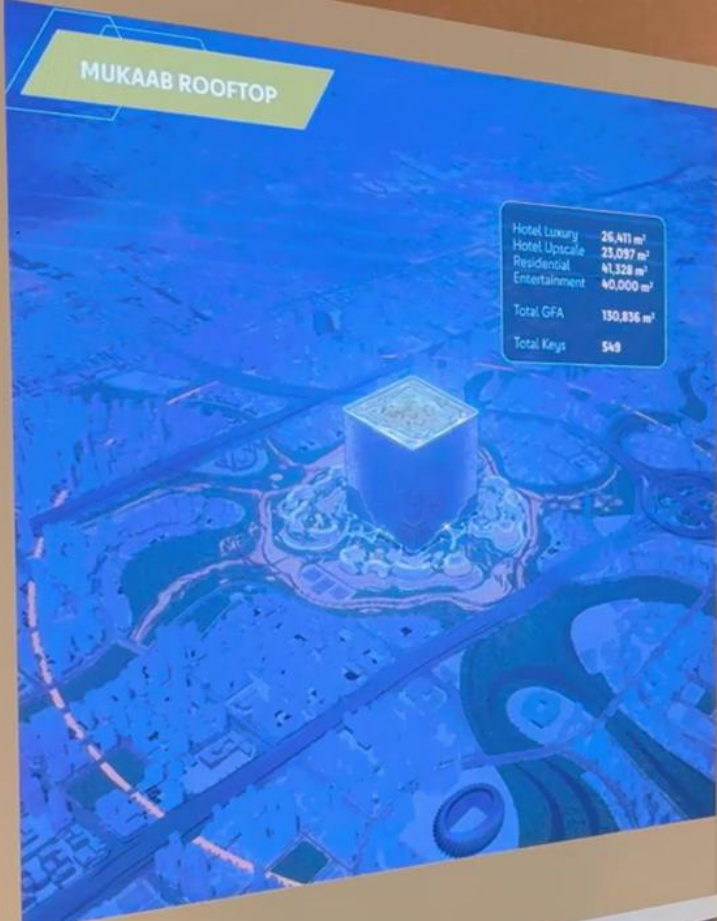
Musical Art

With every drumbeat, a shooting-star effect races through the LED strip and bursts into an animation on the main screen, creating a rhythmic visual show.



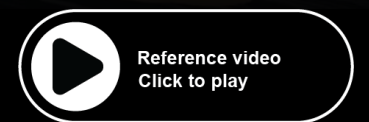
03 > OUR PRODUCTS

EXPLAINERS



Printed Sensors

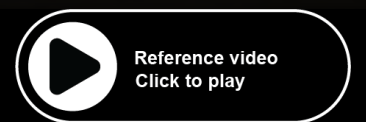
Our Printed Sensors make interaction effortless. Touch any sensor, and the main screen instantly displays the related content.





Touch LED Screens

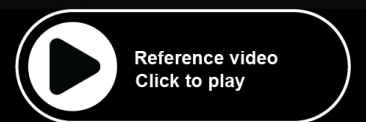
Imagine a large LED touchscreen designed for explainer videos. It's interactive, visually striking, and perfect for presenting information in a dynamic, engaging way, making complex topics easy to understand.





Proximity Tracking

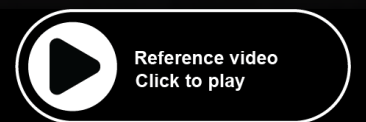
A wide screen that responds to your presence! As you stand or walk towards different sections, the content comes alive right where you are.

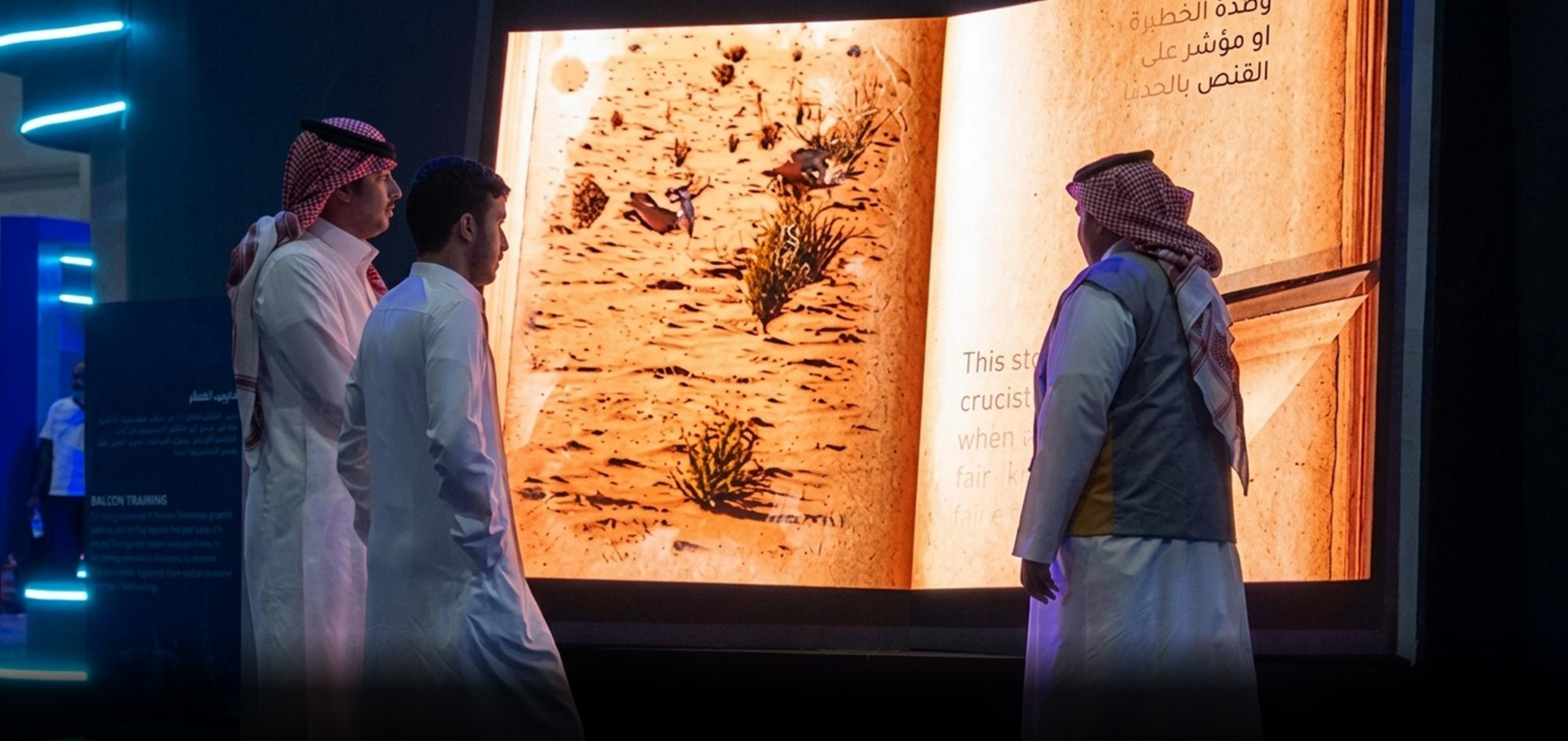




Immersive Room

Step into an immersive room with screens as walls, creating a fully interactive and captivating environment. Perfect for events, presentations, and immersive experiences.





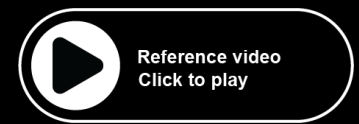
وصفة الخطيرة
او مؤشر على
القنص بالحدونا

This story
crucial
when
fair
fair

تدريب التسلق
BALCON TRAINING
The importance of training
The importance of training
The importance of training

Interactive Books

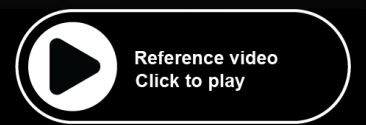
Imagine swiping your hand across a curved screen that feels like flipping through a magical book. Each gesture turns the page with a fluid, enchanting motion—like stepping into your own interactive fairytale.





Interactive smoke machine

A screen that responds to your presence! As you stand or walk towards it, the content comes alive right where you are, while smoke effects create a more immersive experience.

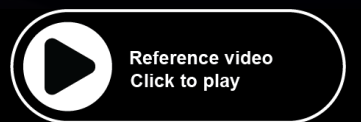


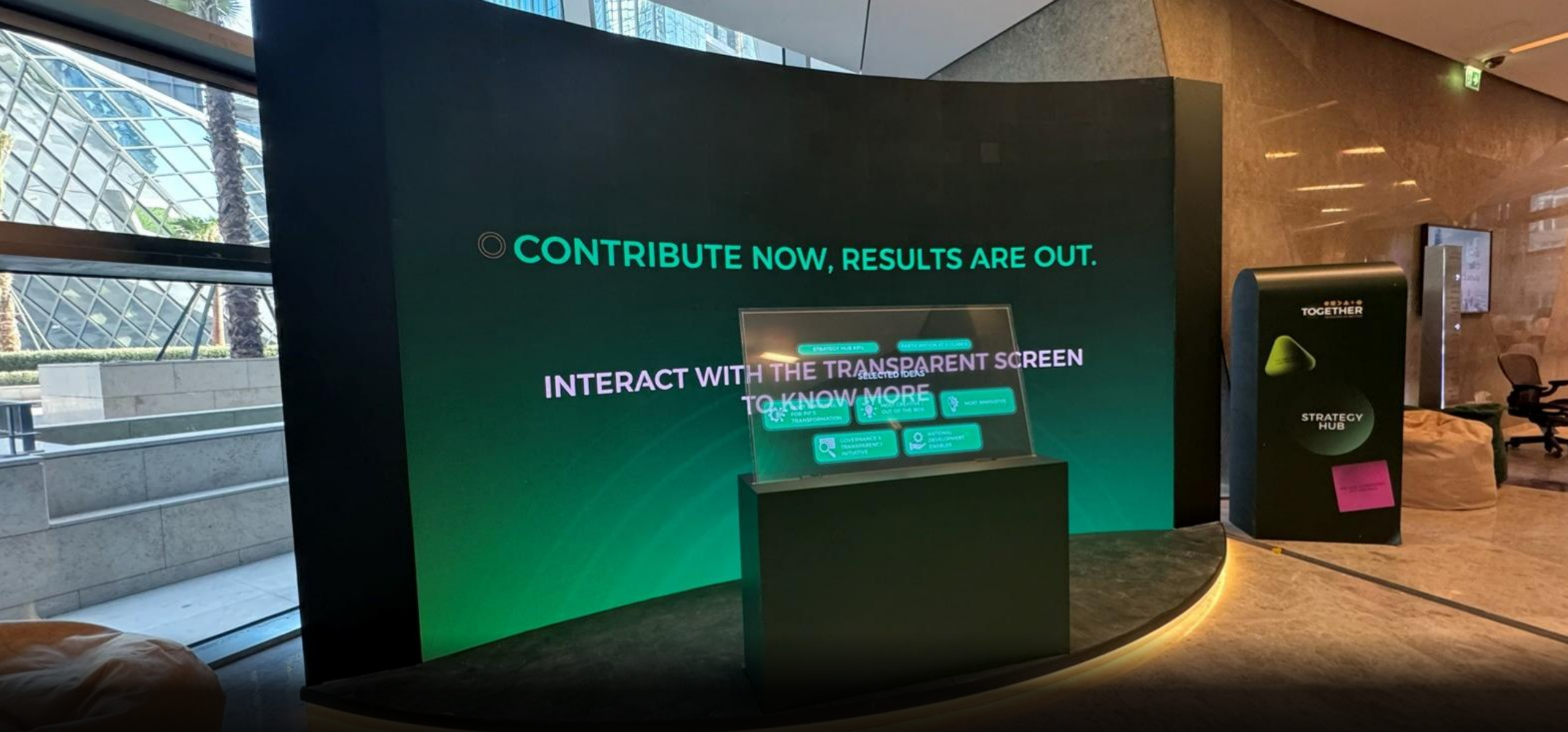
الشاشة الدائرية لتبدأ



Interactive Circular Screen

A circular screen with buttons around its edge. Each button changes the content on a big screen, allowing you to swipe or tap to navigate smoothly. It's a futuristic, intuitive way to control and view information.



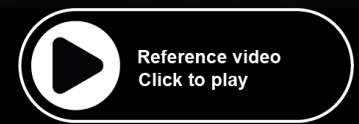


◎ **CONTRIBUTE NOW, RESULTS ARE OUT.**

**INTERACT WITH THE TRANSPARENT SCREEN
TO KNOW MORE**

Interactive Transparent Screen

Step up to the transparent touch screen and explore content in a completely new way. As you interact, dynamic visuals animate on the immersive screen behind it, creating a layered, engaging experience that feels alive and responsive.

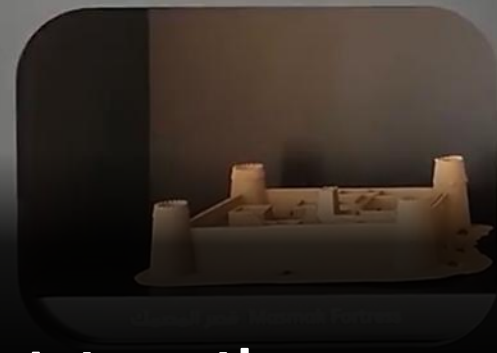




مسجد أبو العباس (Abi Mustafa) in Nubara



إثراء Ithraa



إثراء

افتتح في عام 2017م
مركز الملك عبدالعزيز



قرية عسير التاريخية Aseer Historical Village



شبرا

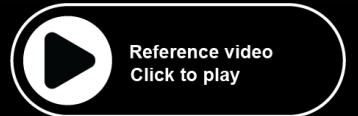


القلعة الحصنة Al-Husn Fort



Interactive Touch Wall

Engage with a touch wall featuring custom-made 3D elements. Simply tap on each title to reveal detailed information on the screen, allowing you to explore and learn about each element in an interactive and visually engaging way.





Interactive Spot-Light

Step into an experience where a spotlight becomes your controller. Move it across the space to highlight and select areas on the immersive screen, instantly revealing information and letting you explore content in a unique, engaging way.





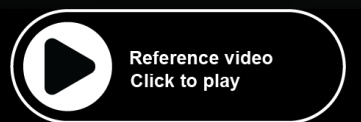
KNOW
EDGE
MANAGEMENT

How Knowledge Can Enrich The Ecosystem



Projection Wall

We will create custom made animations that will be projected and activated with just a touch of a hand. This will be a great way to give life to your information and will be attracting guests to your stand or event.

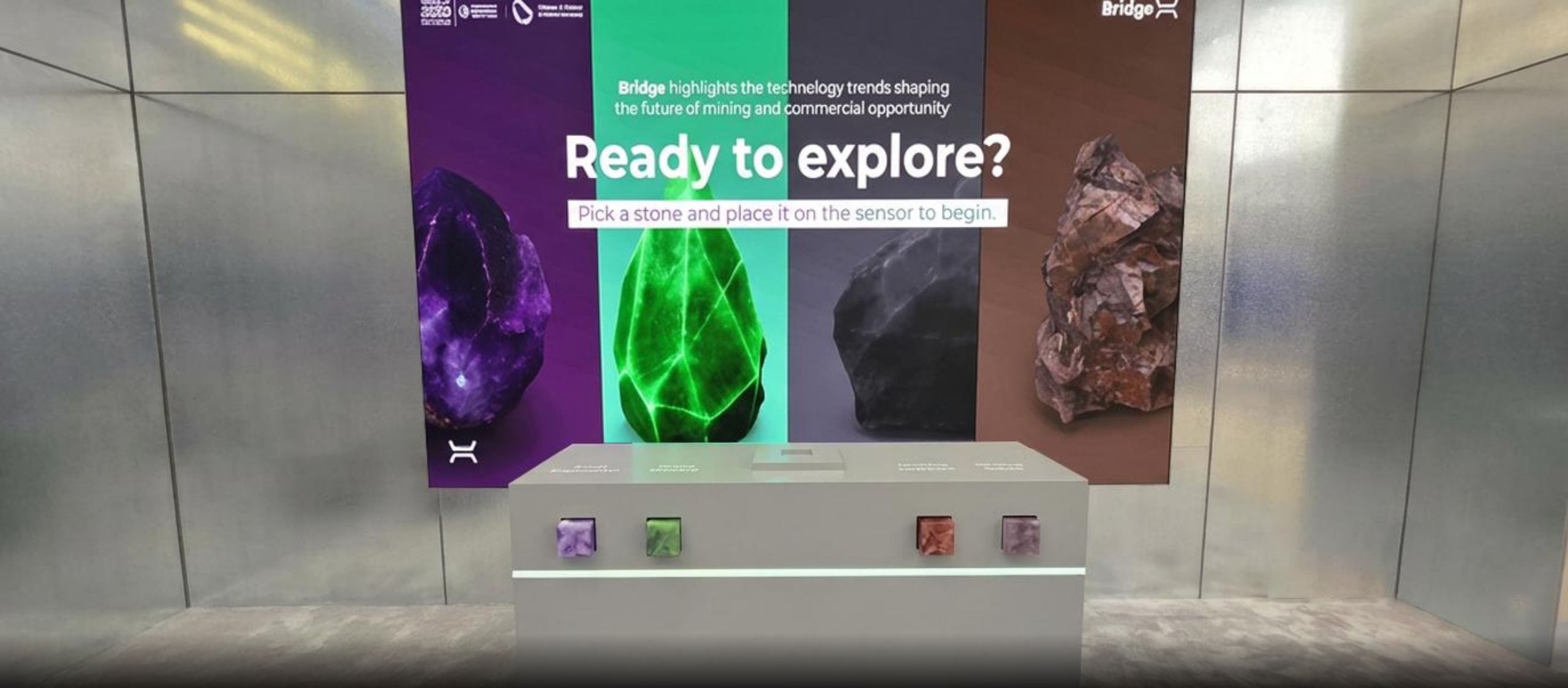




Holo-Tubes

Explore futuristic holo-tubes displaying dynamic content within. Simply place the holo-tube of your choice on the sensor to instantly bring up its detailed information on the main screen, creating a seamless and immersive discovery experience.





Object Recognition

Place an object on the recognition table and watch it come to life on the main screen. The system instantly identifies the item and displays relevant information, creating a seamless and interactive learning experience.

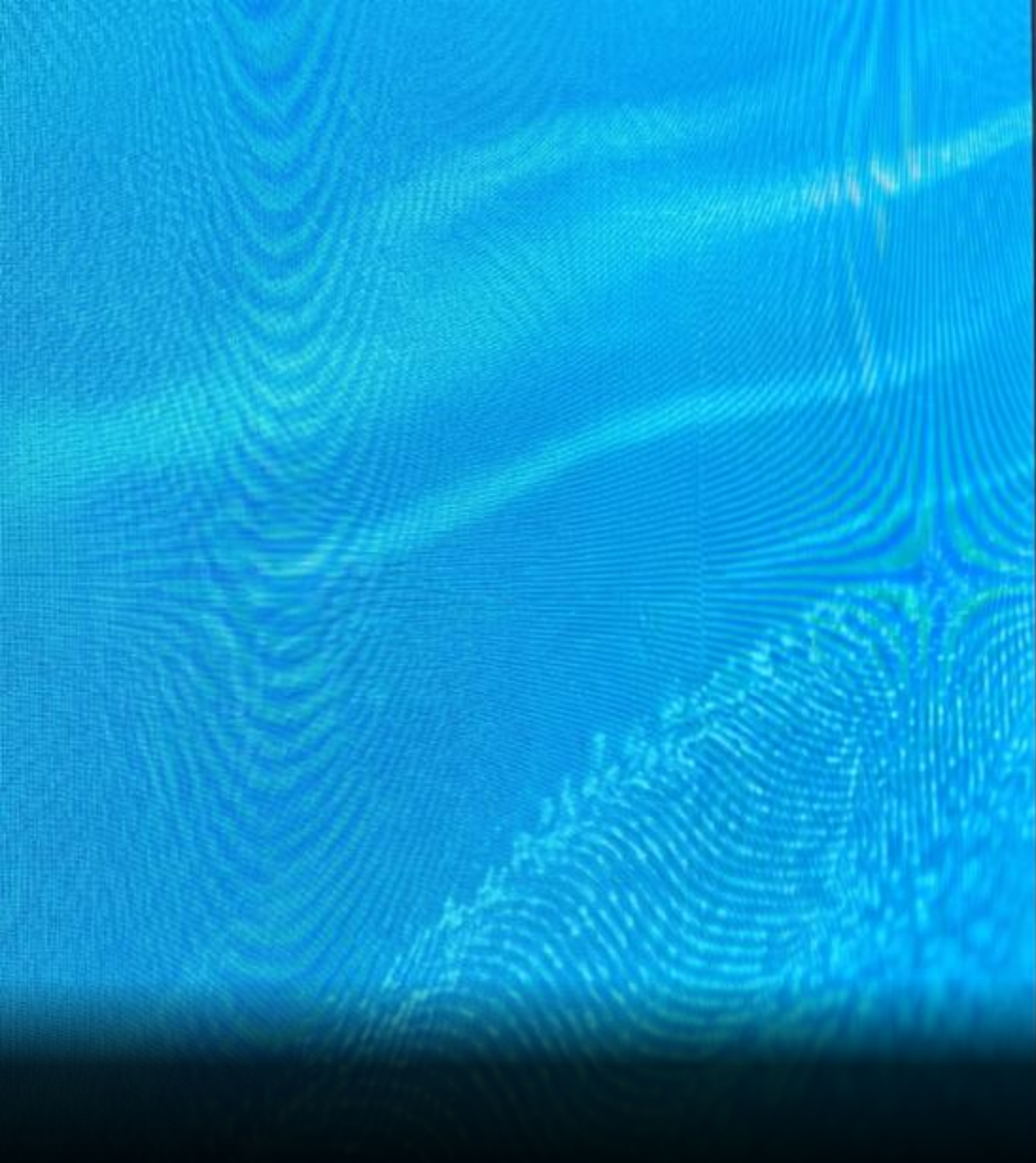




Touch Cube

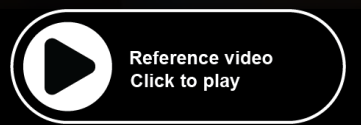
An interactive cube where each touch-sensitive side triggers unique content on the main screen, creating a multi-angle, immersive engagement experience.





Mini Cube

Interact with the Mini Cube by placing it on the sensor to unlock content. Each of its six sides represents different information—simply rotate and place the desired side to instantly display the related content on screen

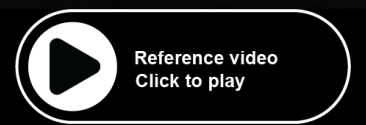




**#Leading
TheWay**

3-Fold Screen

Engage with the central touch screen to browse and select the content you need. Once chosen, the experience expands across the three-fold display, with related videos and text appearing on the side panels for a dynamic, immersive view.

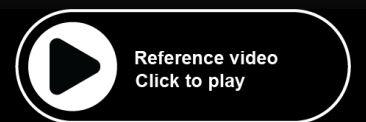


LABORATE
ILD TRUST



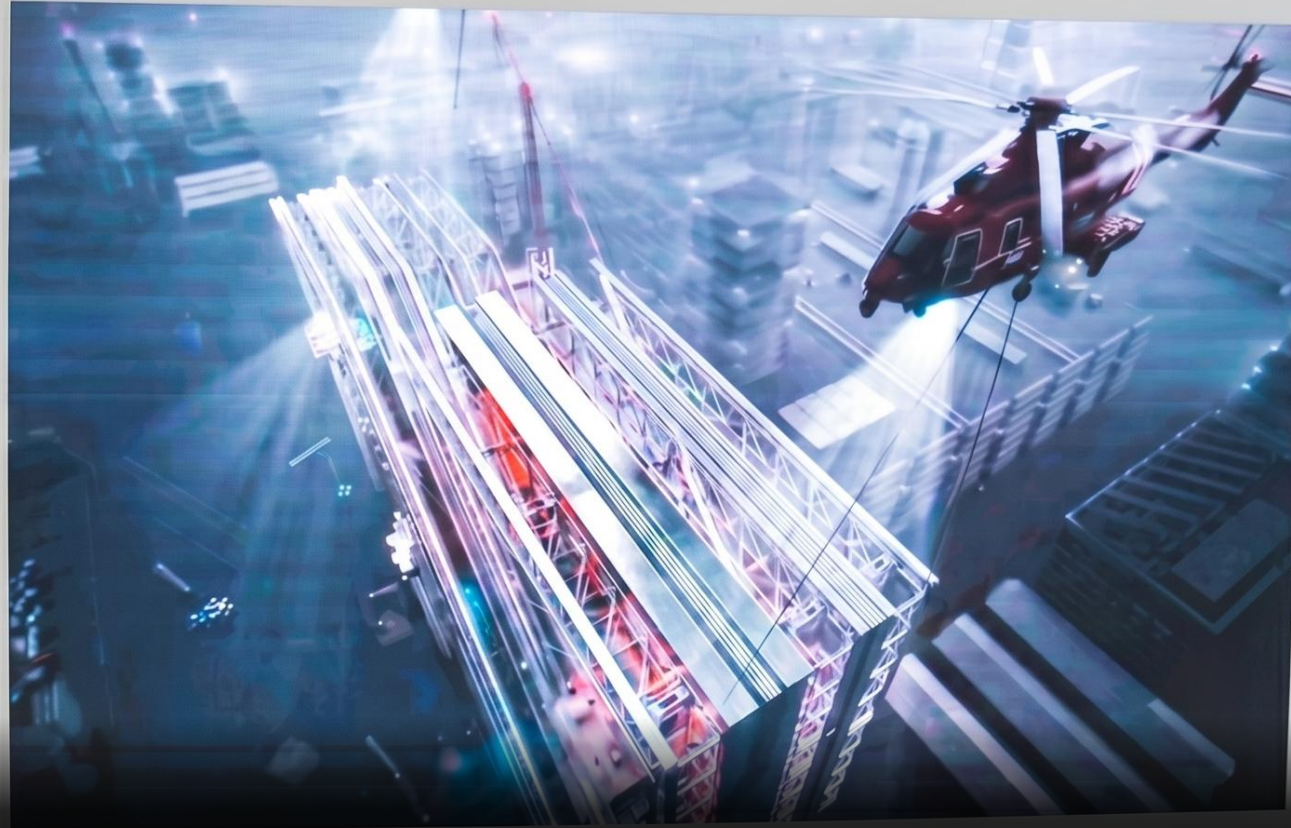
Timeline Wheel

Step up to the Rotate Wheel activation and bring the experience to life. As you turn the wheel, it syncs with the main screen, dynamically revealing content and guiding you through an interactive and engaging journey.



NPCC

شركة البنىشاءات البترولية الوطنية



What we do

What we do

Made in UAE

In Country Value

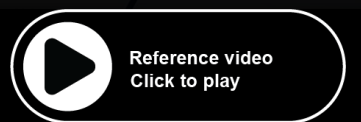
Our Future

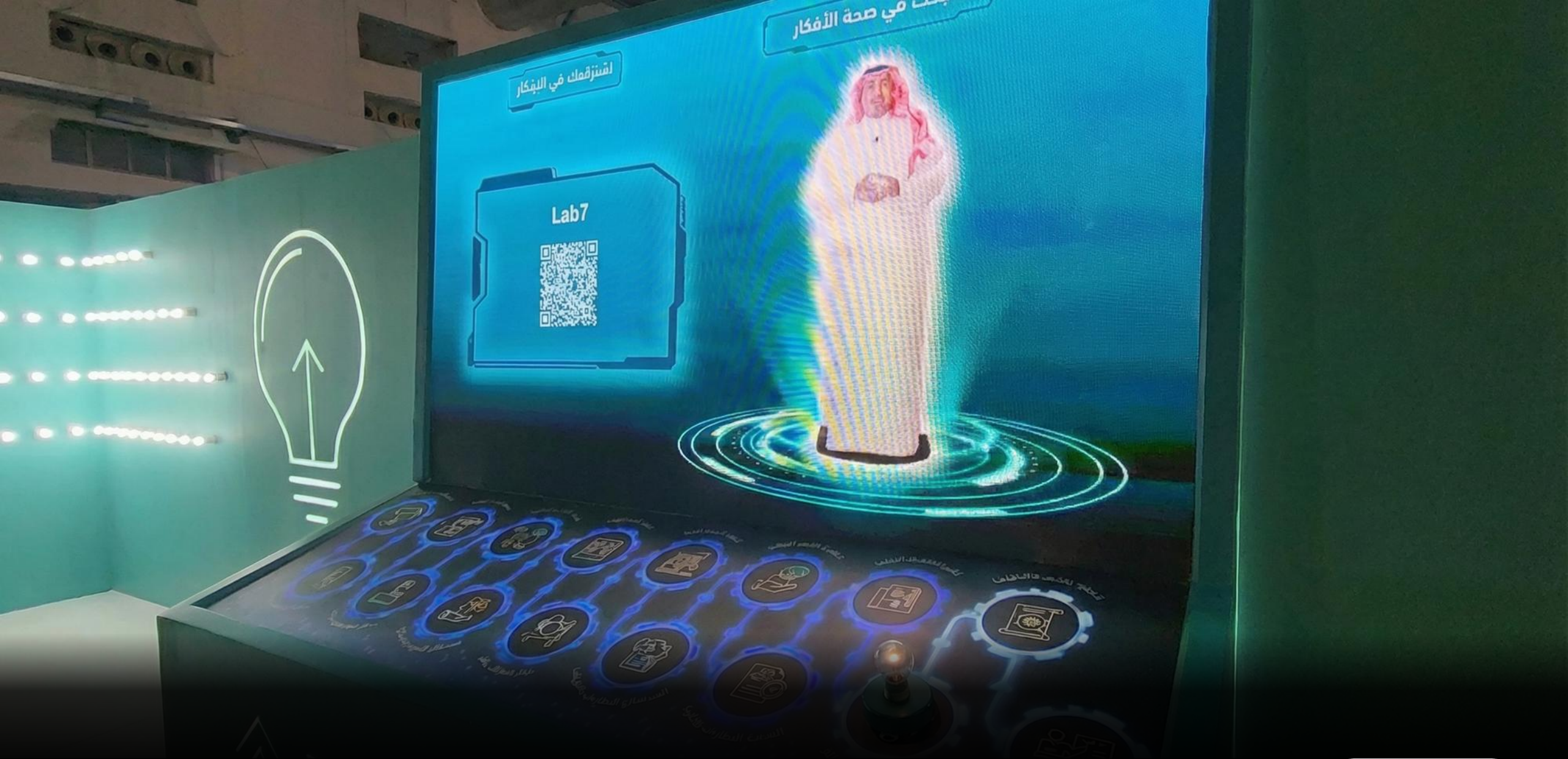
Our Legacy

Who We Are

Card Recognition

A card-recognition setup where visitors pick a card and insert it into the slot beside the screen. The system identifies the card and instantly displays the related content on screen.





Ideas Table

An interactive ideas table where placing the bulb on any icon lights it up and triggers the corresponding idea to appear and be explained on the main screen.



03 > OUR PRODUCTS

VR & AR



Lives: 1

Score: 42

VR Object Shooting

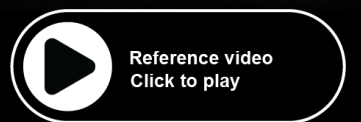
Collect what you need, shoot what you don't. Sort targets by blasting hazards and grabbing essentials. Fast waves test aim, prioritization, and spatial awareness.





Custom VR

Go to the moon and plant the Saudi flag. Launch, land, and step onto a lunar surface with low gravity. Complete mission tasks and capture a photo moment.

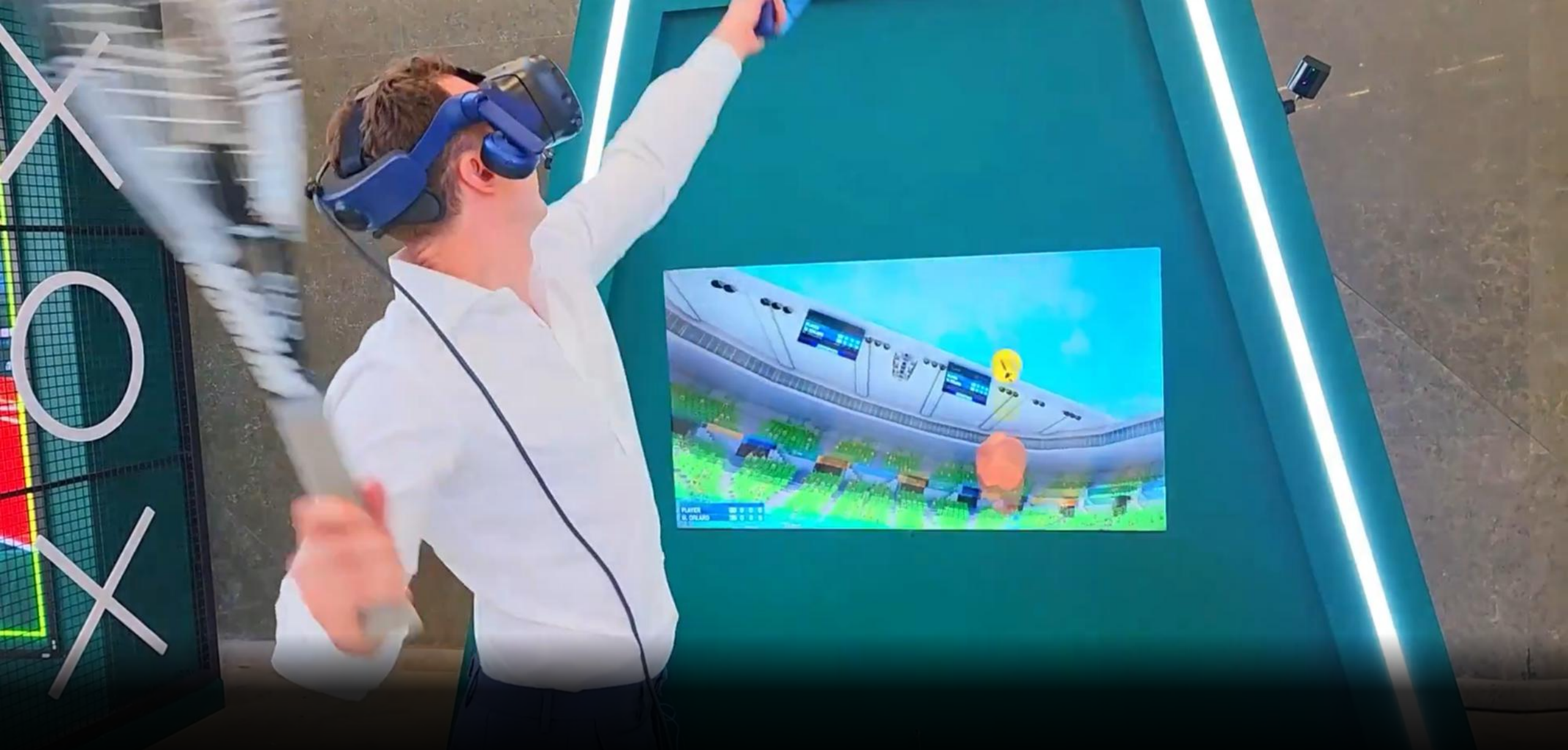




VR Goalkeeper

save the ball from people shooting at you. Read shots, dive, and parry with tracked hands. Difficulty scales from practice drills to penalty shootouts.





VR Tennis

Rally on a signature court with realistic physics. Sponsor signage and unlockable gear complete the scene.

 Reference video
Click to play



معادين
MAADEN



VR 360 video Experience

Guided 360° tour takes you from surface to tunnels. Narration and hotspots reveal geology, safety, and equipment.

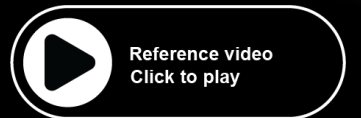


العروض
ALAROUS
من روشن



VR Walkthrough

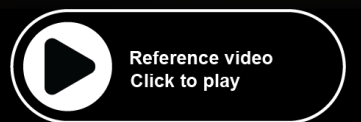
Explore lifelike properties at true scale with teleport or smooth locomotion. Inspect finishes, lighting, and furnished layouts interactively.





AR Coloring Sheets

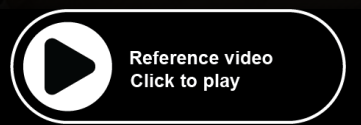
Participants color the sheet, scan it on the tablet, and watch their artwork come to life in 3D through augmented reality.





AR Color to life

Bring your creativity to life with the AR Coloring Activity. Color your design on the sheet, then scan it to see your artwork instantly appear on the digital screen.



Reference video
Click to play

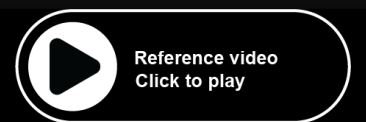
03 > OUR PRODUCTS

AI, metaverse and holograms



**Ai Based
Solutions**

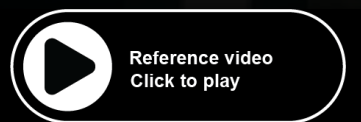
We develop custom AI-powered experiences, such as this AI Eid Postcard Generator, which creates unique artwork based on what users draw or prompt.





Ai Based Hologram

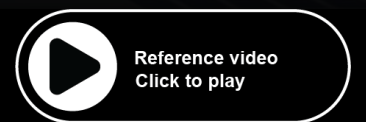
An AI hologram displaying a 3D character that talks back. Guests speak to the AI character, and it responds instantly with relevant information.





Metaverse

This is the gameplay from our custom metaverse. The environment and content are fully adaptable, allowing us to tailor the world and interactions to your needs.



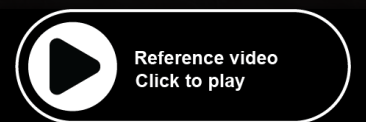
02 > OUR PRODUCTS

Photobooths



Camera Mascot

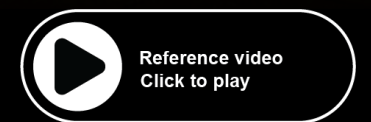
Visualize someone wearing a giant camera as part of their outfit. They walk around, snapping photos with the oversized camera, turning heads and capturing unique moments in a playful, eye-catching way.





Simple Photobooth

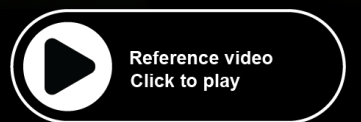
Capture participants' images and instantly change their background to a stunning image.





Blower Photobooth

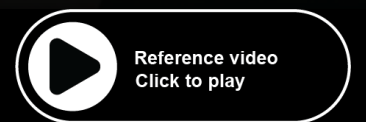
Guests press the button to trigger a burst of wind, and the photobooth snaps a dynamic photo with hair flying and wind blowing.





Pyramid Photo Booth

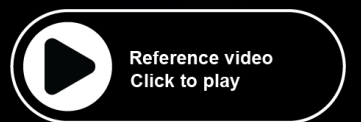
Step inside the Pyramid Video Booth and immerse yourself in a mirrored space filled with stunning animated reflections. As the visuals surround you, a short video is captured—creating a mesmerizing moment you can instantly receive via QR code.





Projection GIF Booth

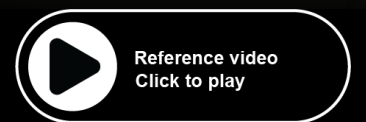
Step into the Projection GIF Booth. As dynamic projection patterns map onto you, the system captures a short-animated GIF, blending you with the visuals for a unique and shareable experience.





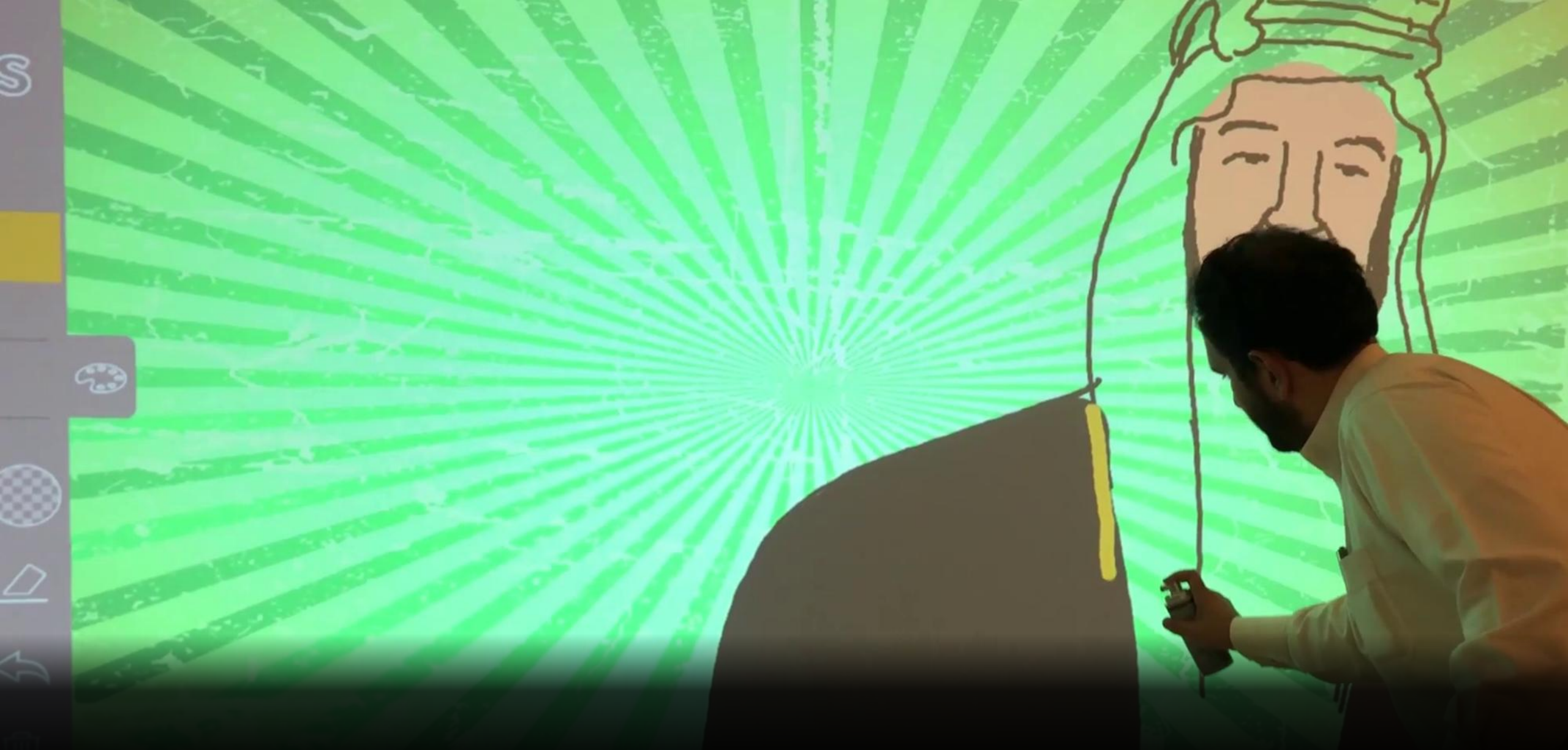
Custom Made Photobooth

A photobooth experience that captures your photo and generates two version, one placing you in a past setting and another projecting you into a future scene.



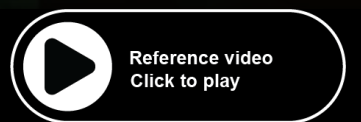
03 > OUR PRODUCTS

RENTALS



Digital Graffiti

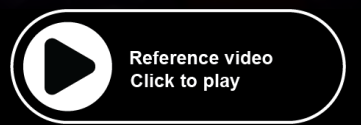
Create digital art with infrared spray cans on a large screen. Start from a blank canvas or enhance photos with backgrounds, stencils, and stickers. Then print, share, email, or project your artwork onto bigger surfaces.





Human Claw Machine

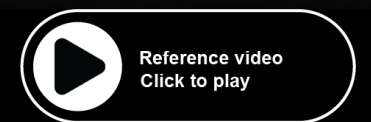
The human claw machine! Guests maneuver a human "claw" to grab prizes, perfect for events, festivals, and brand activations. A hit for all ages!





Speed Machine

An interactive game that tests participants' reaction speed! Players push random buttons as they light up, aiming for a high score to win gifts or make the leaderboard. Perfect for promoting speed, fitness, or sports!



> 04 <

PRODUCTION

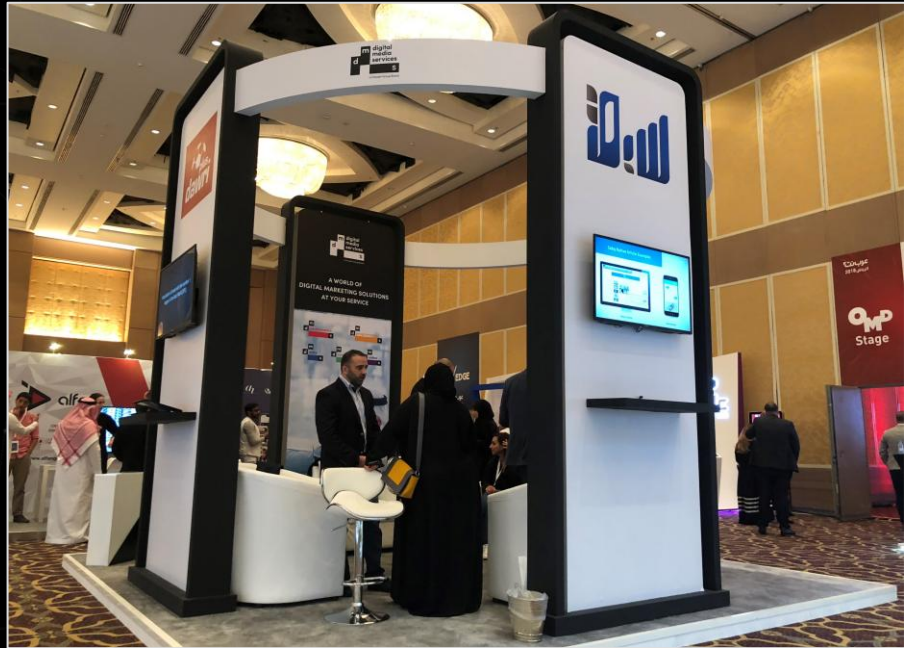
We handle the entire production process for all our innovative event experiences, ensuring seamless execution from concept to completion.











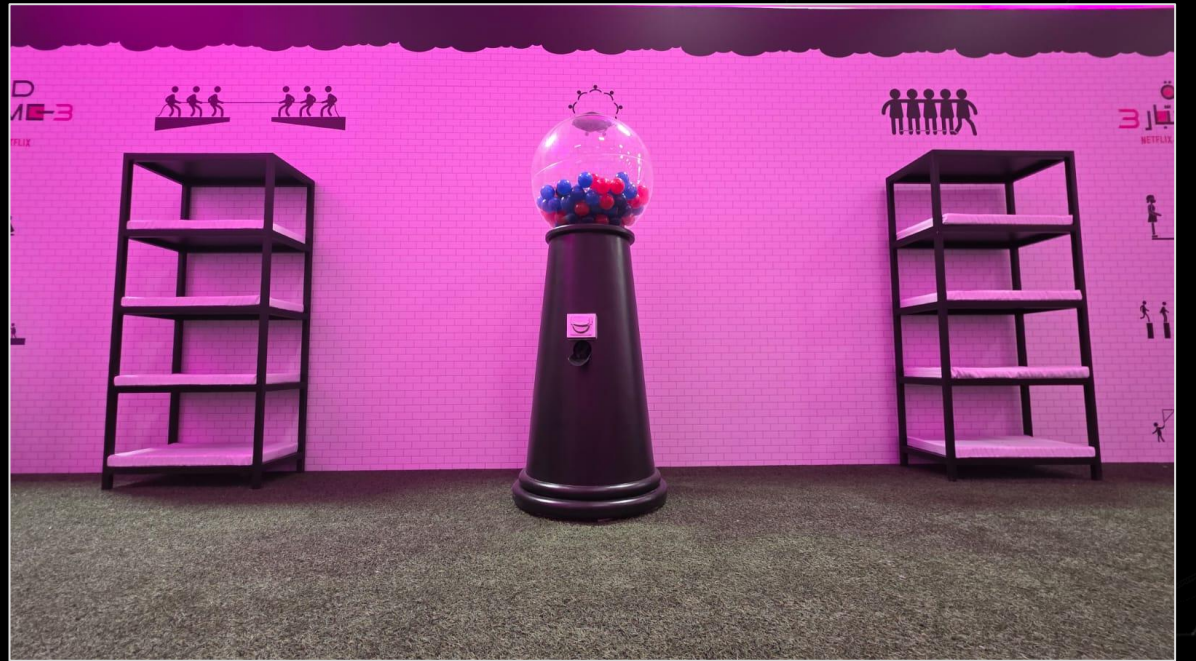




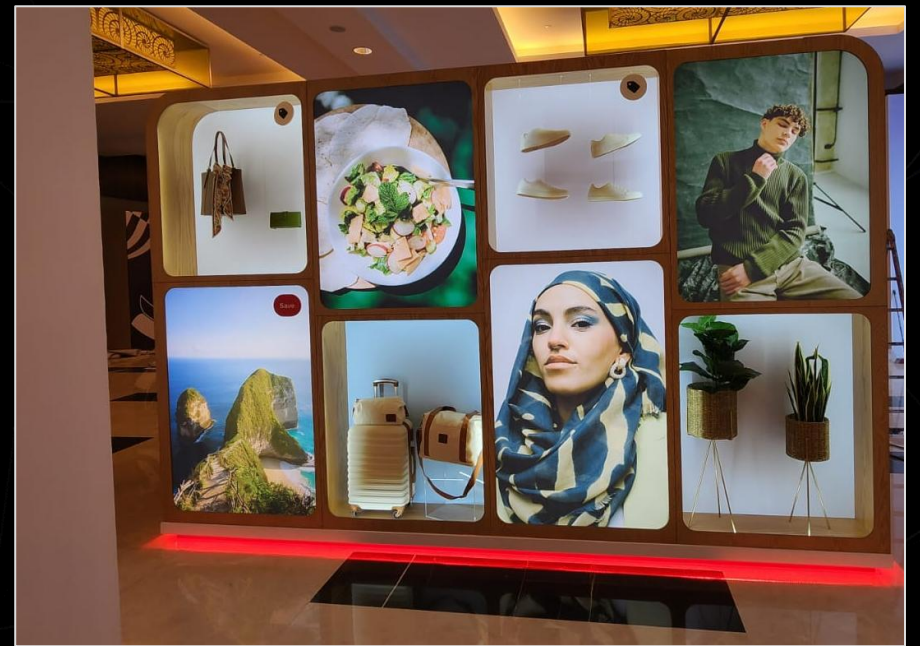


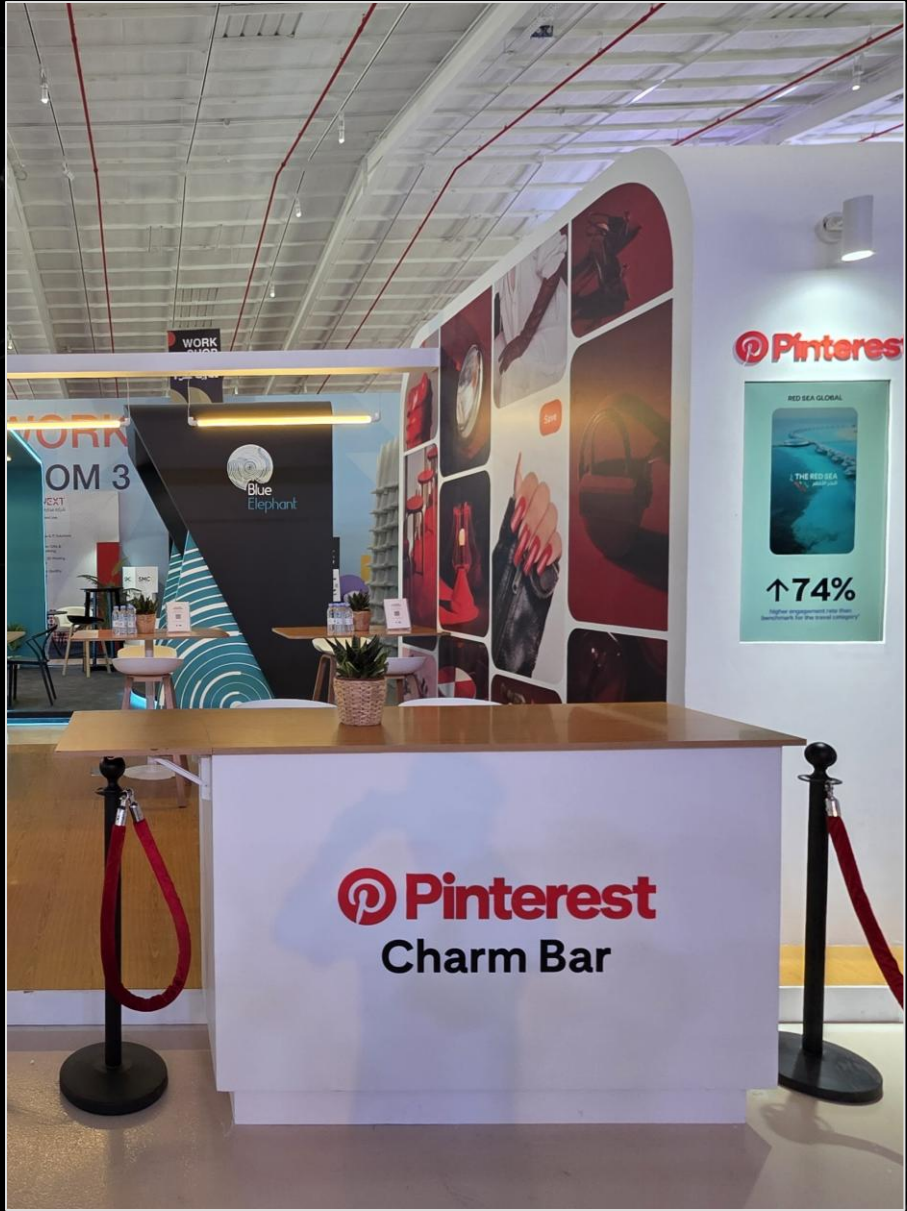














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