



## CATALOG

Discover our new product  
and innovations



## The Founders

Technology Based Magic is first and foremost the story of a fusional and complementary French-Dutch couple.



### Jean Marc van Rijswijk

President // Technical Director

Jean Marc is a perfectionist and daring innovator. Passionate about blending the “magical experiences” with technology. He sees the world as a playground where anything is possible. He maintains a creative universe where “the impossible” is just a challenge to be conquered. This allows him to innovate constantly.

He transports his audience through his creations whether it be special effects for movies such as the Matrix, advertisements for the biggest brands, and his interactive and immersive creations. As founder of Technology Based Magic, he unleashes his creativity.

### Claire Maurel van Rijswijk

CEO // Co-founder

Claire is a visionary with exceptional expertise in communication and cultural education. Beginning in Heritage, she elevated an educational service to prominence. Her ability to simplify complex concepts and commitment to education make her invaluable.

As CEO, she leads content, administration, and production, balancing technical expertise with customer insight. Her partnership with co-founder Jean Marc ensures we meet every challenge with excellence.



## A LITTLE HISTORY

### Transforming Communication Through Interactive Innovation

Technology Based Magic was founded to transform cinematic illusions into interactive experiences. Our breakthrough came with the first Magic Table for the Enedis showroom in Paris a device featuring a 3D-printed miniature city and interactive projection mapping. This innovative table educated visitors on electric smart grids while captivating them with a seamless blend of technology and storytelling. Its success led to high demand for custom interactive tables, prompting us to develop foldable, mobile designs that can be set up or packed away with the click of a button.

Building on this momentum, we expanded our product line to include cutting-edge devices like the Holios and an animatronic robot, each pushing the boundaries of immersive technology. Recognizing the need for efficiency and scalability, we standardized our designs, reducing production time and introducing modularity for greater customization. This evolution enabled us to apply our creations to four new markets: **Fan Experiences in Sports, Museums, Universities, and Luxury Retail** each benefiting from our unique approach to balancing fun and information, education and design.

Today, Technology Based Magic stands as a leader in designing and creating interactive communication devices and content. Our solutions are easy to use, reliable and uniquely engaging. By harmoniously blending innovation with user-centred design, we continue to transform the way the world communicates, educates, and entertains—one magical creation at a time.

## WE CREATE MAGIC to make YOU shine

Welcome to *Technology Based Magic*, an innovative company with years of experience where creativity meets technology to deliver in-house solutions that captivate and elevate your “brand”. We don’t just create products; we create interactive experiences.

From standardized offerings to fully customized creations, we deliver it all. Our expertise spans showrooms, trade shows, films, animations, VR, immersive experiences, fan engagements, and museum installations.

By focusing on interactive experiences, we bring stories and brands to life, allowing audiences to connect on a deeper level.

Mindful of today’s societal challenges and committed to minimizing environmental impact, we primarily collaborate with local partners. This approach promotes the local economy and helps keep our carbon footprint as small as possible.

Experience the magic of technology with us  
*“where every interaction becomes an unforgettable experience.”*

## We are trusted by these great organisations





# MAGIC TABLES

IMMERSIVE EXPERIENCE



## INTRODUCING THE MAGIC TABLE

### Your All-in-One Interactive Experience

Designed to captivate and engage, the Magic Table is perfect for events, exhibitions, and presentations. This portable, plug-and-play display brings your ideas to life anywhere.

#### Key Features

**WOW Factor :** Attract visitors and engage them innovatively. The Magic Table delivers a seamless, immersive experience that stands out.

**Ease of Use :** Designed for easy transport, quick deployment, and simple maintenance.

**Customizable :** Personalize both content and design to reflect your brand with custom colors, materials, and design elements.

**Components :**

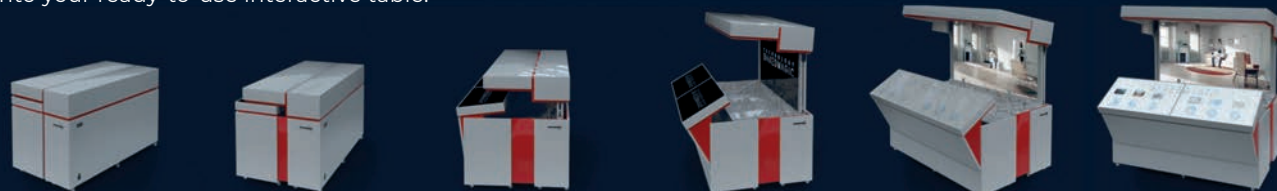
- Large Touchscreen Front
- Interchangeable 3D Model with animated with projected textures.
- Large 4K Screen Backdrop

**Easy Updates :** - Keep your messaging fresh by updating content to align with your goals and vision.



When the user interacts with the touchscreen, the white 3D-printed model comes to life with high-definition animated projections, creating a magical and engaging experience.

Once plugged in, a simple press of a button and the magic unfolds. Within seconds, the transport "cube" transforms into your ready-to-use interactive table.



# HOLIOS

HOLOGRAPHIC HOST

## INTRODUCING HOLIOS

### Enlightening Your Customer Experience

Inspired by Helios, the Greek god of light, Holios is a movable interactive holographic host that transforms any space. As a source of unlimited customizable information, Holios brings "enlightenment" to your audience, offering a captivating and engaging experience.

Fully customizable to match your desired style, Holios is plug-and-play and easy to transport, making it one of our most versatile products.

#### Key Features

**Customizable Design :** Tailor Holios to your brand with customizable colors, materials, and styles.

**Easy Setup :** Plug-and-play functionality and lightweight design for effortless transport and installation.

**Interaction Methods :** Engage users via touchscreen, RFID codes, scanned tags, or mobile phones.

**Versatile Hosting :** Support for multiple holographic characters to enhance interactions.

**Customizable Content :** Provide dynamic, tailored content to enlighten and inform your audience.

Discover how Holios can elevate your customer interactions by exploring our brochure and getting inspired by the innovative possibilities we offer.



## SEE HOW WE CAN ADAPT OUR PRODUCTS TO YOUR NEEDS

- Sport & fan experience
- Museums & exhibits
- Universities
- Trade shows & showrooms
- Luxury retail



### EVOLUTION OF FAN EXPERIENCE

Sporting events, stadiums, clubs and more



Pages 06 - 07



### BRINGING COLLECTIONS TO LIFE

Museums, galleries and exhibitions



Pages 08 - 09



### ENGAGE, CONNECT AND INSPIRE

For Universities, to attract students and donors

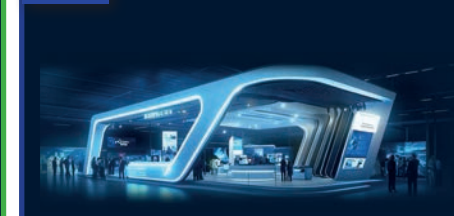


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### ATTRACT & CONVERT VISITORS TO CLIENTS

Trade shows, showrooms and conferences

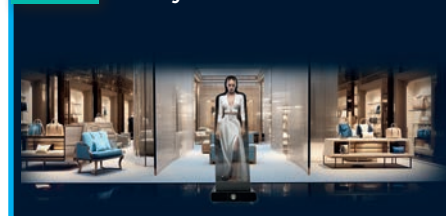


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### (RE)TAILORMAID EXPERIENCE

Experience the future of luxury retail



Page 14







Transforming Fan Engagement with Mobile Holographic Innovation

Welcome to the future of fan experience. **Holios**, our cutting-edge mobile holographic host, is set to revolutionize the way you connect with your audience. This innovative technology brings dynamic, immersive interactions right to your fingertips, making your “brand” more engaging than ever before.

## Discover how Holios can become the centerpiece of your fan engagement strategy, anywhere



### HALL of FAME

No club experience or hall of fame will ever be the same. With HOLIOS fans can interact and truly connect with their favorite STARS



### VIP LOUNGE // BOX

Add an extra layer of luxury to the VIP Lounge by adding the HOLIOS. From a personalized welcome to a full interactive experience HOLIOS makes your VIP Experience unforgettable !



### The Lobby

When hosting seminars or events, HOLIOS can switch to a Holographic Host. It guides people to the right areas, answers common questions, and provides additional information in a fun, personal way.

## VIRTUAL STAR the next evolution

With more than 25 years of experience in the field of visual effects for movies (like the Matrix) and with the help of Artificial Intelligence, we can create a virtual and Interactive double of your STAR PLAYERS.

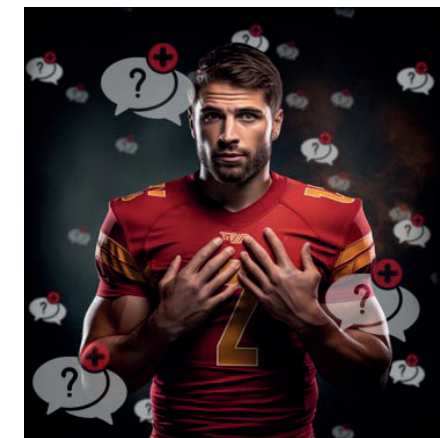


Like on the field, you have to adapt and evolve and HOLIOS is made with that in mind. By using virtual doubles we avoid expensive reshoots and can stay up-to-date



### ALWAYS BE IN SEASON

New season? New sponsors? The players uniform keeps changing and with HOLIOS, your VIRTUAL STARS will too. No need for full reshoots or redo interviews with last seasons players, as we simply integrate the new uniform and update the HOLIOS.



### CONTROL THE NARRATIVE

Is your STAR PLAYER having a great season and maybe even on its way to become MVP? HOLIOS can even MID-SEASON be updated by adding new questions and answers for the fans.



### BRING BACK LEGENDS

Fans love reliving past glory, and with HOLIOS, they can interact with it! We can create today's stars and past legends. Imagine interactive holograms of your old heroes in their prime, answering questions and sharing victories. It's all possible!

## See the grand scale of your events, in a tiny display

## MAGIC TABLES IMMERSIVE EXPERIENCE

Experience the future of audience engagement with our revolutionary Magic Table. Imagine an interactive miniature model of your stadium or city, brought to life through cutting-edge projection mapping. Visitors gather, mesmerized as tiny events unfold before their eyes, exploring upcoming happenings and navigating the landscape interactively.

This isn't just a display—it's a powerful tool that ignites imagination and offers endless possibilities. Plus, the Magic Table is mobile, so when you're fundraising or showcasing large-scale upcoming events, you can easily take it to any venue. Share your vision anywhere and captivate your audience like never before.





## INVOLVE VISITORS

Bring your exhibits to life

"Tell me and I forget. Teach me and I remember.  
Involve me and I learn."

*quote attributed to: Benjamin Franklin*



## HOLIOS

H O L O G R A P H I C   H O S T

## BEYOND REALITY

True involvement

Step into a new era of interactive storytelling. Holios revolutionizes the museum experience, giving artists, curators, archaeologists, or even historical characters a voice and a way to inform and inspire your visitors in an engaging way.

Why let your visitors settle for reading text on the walls, when they can converse with the minds behind the masterpieces? Imagine a holographic Van Gogh explaining his brush strokes, or an ancient ruler sharing firsthand accounts of their civilization.

Holios serves as the essential bridge between artifacts and visitors, expertly translating each object's story into engaging, curator-inspired interactions. Holios deepens understanding and enhances the visitor experience, making every artifact truly come alive.



ARTISTS



EXPLORERS



HISTORICAL  
FIGURES



SCIENTISTS



### Enhance and Adapt Your Exhibits with Holios

Holios allows your visitors to engage with your exhibits, and adapts its content to them. Offering experiences in different languages, accommodating large group tours, and tailoring presentations for various age groups, Holios adjusts to meet every visitor's needs.

From permanent collections to temporary exhibitions and events, Holios can be moved anywhere. Unlike fixed projected solutions, Holios shines with its mobility and ease of content adaptation, enhancement, and updates.

## MAGIC TABLES

I M M E R S I V E   E X P E R I E N C E

## IMMERSIVE MODELS

Big ideas in a small world

### Explore the evolution with Interactive Miniatures

Immerse yourself in the historical and architectural evolution of cities and territories with our innovative Magic Table. Our high-detail, 3D-printed models highlight urban transformation and reveal lost details, bringing history to life through cutting-edge projection mapping.

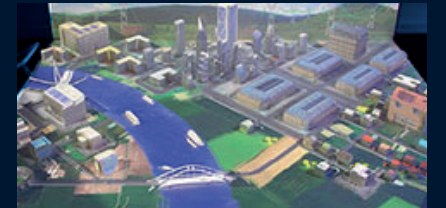
**Immersive Storytelling :** Highlight the architectural and historical evolution of landscapes, making complex evolutions easy to understand.

**High-Detail 3D Models :** Showcase exceptional craftsmanship with intricate details that inspire curiosity and learning.

**Projection Mapping :** Control time, reshape landscapes, and uncover hidden details with intuitive, user-friendly interactions.

**Compact yet Impactful:** Powerful educational tools in a small package, ideal for any space needing a big impact.

**Updatable Content:** Easily refresh and customize content to keep the learning experience relevant and engaging.



Let our immersive models inspire and educate,  
bringing the past and present together in an engaging display.



### Unleash the power of visual storytelling

With over twenty years of experience in visual effects, CGI, and animation for blockbuster movies, Technology Based Magic transforms your exhibition into captivating visual journeys. Our talented team of graphic artists and directors, alongside specialists in cultural heritage and education, collaborate to produce reconstruction animations, informative videos, and exhilarating VR experiences.

Together, we create engaging and accurate content that grabs attention and educates and inspires your audience.



### Immersive interactivity without limits

True engagement comes from interaction, and we specialize in immersive experiences that involve your visitors on every level. From interactive projections and animated installations to gamified scenarios, there are no boundaries to what we can create. Whether it's simple language selections or complex multi-user environments, everything is possible.

By offering virtual 360-degree tours on tablets and VR headset recreations, we aim to immerse your visitors completely, turning the impossible into unforgettable reality.







"It's better to see something once than to hear about it a thousand times."  
— Asian Proverb

## MAGIC TABLES

IMMERSIVE EXPERIENCE

"Talking about your exceptional University is one thing, but nothing beats the experience of exploring the campus. A mobile, high-tech, interactive table that can travel to different cities can allow families, even those far away, to virtually explore the University, step into classrooms and dorms, and interact with pre-recorded students and faculty.

This innovative tool brings the campus to life, offering a dynamic way for prospective parents and students to experience the University, no matter where they are."

*"Bring your campus experience to families, anywhere"*

### Experience the future of campus exploration

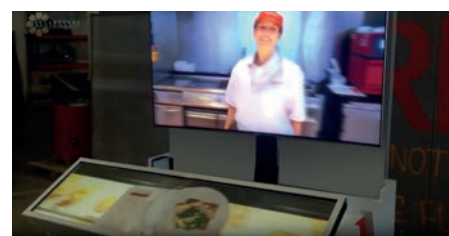
Elevate your student recruitment with our groundbreaking interactive console, a revolutionary way for future students to discover your University. This state-of-the-art technology offers a tangible, quick, and intuitive experience at University fairs, in your lobby, or anywhere you envision. It's an immersive journey into campus life that sets your institution apart as a leader in innovation.

### Engage Students with Immersive Campus Models

The centerpiece is a meticulously crafted 3D-printed model of your University campus, but the true marvel lies in our proprietary projection-mapping technology. This advanced system brings the miniature to life with dynamic 3D animations, allowing viewers to:

- **Explore detailed accommodation options:** navigate through dorms and housing facilities as if they're walking the halls.
- **Gain insights into student living:** peek through walls to see classrooms, labs, and social spaces in action.
- **Engage with surroundings:** see the campus in context with its environment, showcasing nearby amenities and attractions.

By incorporating our cutting-edge console, you provide information and offer an unforgettable experience that resonates with tech-savvy students. Demonstrate your University's commitment to advanced education and innovation, and make a lasting impression that propels your recruitment efforts into the future.



# HOLIOS

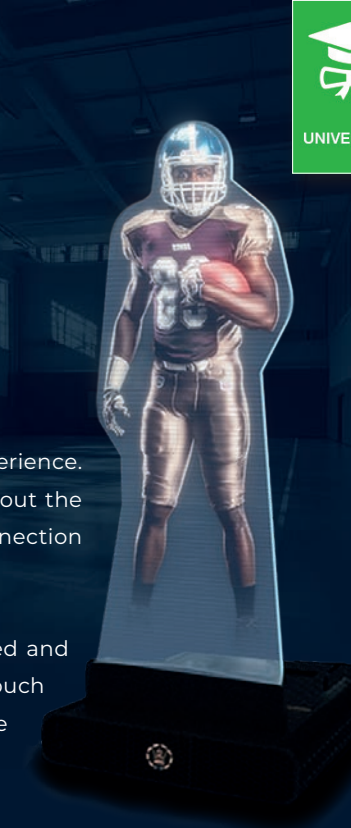
HOLOGRAPHIC HOST

## YOUR UNIVERSITY, YOUR STORY

Engage, connect, and inspire

Universities can use our holograms, known as Holios, to create a truly engaging experience. Alumni, teachers, students, and successful athletes can share their stories and speak about the impact your University has had on their lives. This approach offers a far more personal connection than reading online texts or watching simple videos.

What sets Holios apart is its ease of use and mobility, allowing it to be effortlessly moved and set up in different locations to promote your University in an interactive way. It adds a touch of magic and a futuristic look, turning a traditional presentation into an unforgettable experience.



### Elevate Recruitment with Virtual Campus Tours

In addition to our groundbreaking Magic Table, we offer immersive virtual tours for tablets and VR headsets. Give future students the chance to experience your campus virtually.

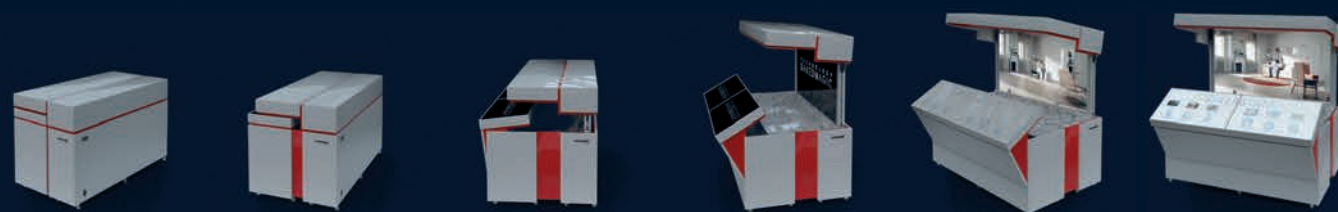
Through interactive gamification, they can explore your halls, visit classrooms, and engage with campus landmarks from anywhere. This innovative approach excites prospective students and showcases your commitment to technological advancement. Elevate your recruitment strategy with virtual experiences that captivate and inspire.







Our innovative communication solutions offer a captivating **"wow" effect** to attract a larger audience at your trade shows, allowing you to be different from your competitors and reinforce your brand or company's image.



MAGIC TABLES  
IMMERSIVE EXPERIENCE

Introducing the Magic Table, your ultimate trade show companion that transforms your booth into an interactive experience with just one click. This mobile "box" unfolds in seconds to reveal a large touchscreen, a miniature model enhanced by interactive projection mapping, and a prominent television screen. Plug-and-play simplicity means no technicians are needed...

Custom-designed content and an intuitive user interface draw in passing visitors, encouraging them to explore without any explanations. As they interact, the miniature model comes to life, and immersive experiences unfold on the screens. This engagement educates them about your company and also piques their interest as *78% of users seek out a representative to learn more*, turning passersby into potential clients.



H O L I O S  
H O L O G R A P H I C H O S

Imagine an engaging conversation with a personality, designer, model, or even a legendary icon of your brand, sharing insights about your products, brand philosophy, or sustainability goals.

Our **Holios** goes beyond simple hologram illusions to create a true interactive customer experience that is fun, surprising, informative, and engaging.

Easily moved and installed, Holios is perfect for trade shows, allowing users to feel attended to and cared for.



The Magic Table allows for easy content updates between trade shows to match your evolving focus, extending its lifespan beyond average displays. Its compact design is perfect for both large and small events, even serving as a standalone high-tech exhibit. On average, clients experience a **23% increase in booth visitors**, making the Magic Table a dynamic tool for trade show success.

**WOW Factor :** Attract visitors and engage them with your brand, products, and services in an innovative way.

**Ease of Use :** Easy to use, maintain, deploy, and transport—focus on what matters most.

**Customization :** Personalize the experience to reflect your company's design and values.

**Stand Out :** Increase the volume of visitors to your stand by 23%.

**Content Updates :** Easily update and replace digital content to stay relevant and captivate your audience.



With over twenty years of expertise in visual effects, commercials, CGI, and animation, we can bring any vision to life.

From simple corporate shorts and explanatory videos to high-end, blockbuster-grade corporate films, our creativity and passion are evident in every project.

We excel in VR films and interactive experiences, and we don't just work for our clients—we work with them.

From concept design and storyboarding to full production and post-production, we collaborate to make your ideas a reality.

We can visually create anything, because we believe that great clients make great experiences.







HOLIOS  
HOLOGRAPHIC HOST

(re)tailormaid experience

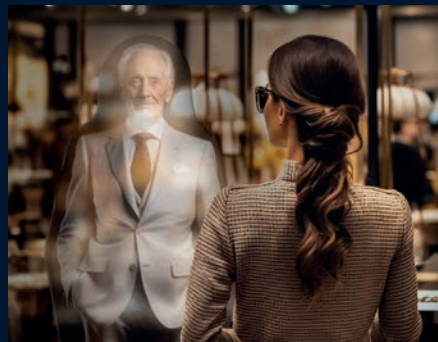
## Experience the Future of luxury retail

In luxury stores, waiting feels over three times longer than in regular shops, and there's little technological innovation. Holios changes that by seamlessly blending into your store, putting customer experience above all. More than just a screen, our specially treated glass brings Holios to life only when the customer desires. By scanning an item, customers can converse with a virtual designer, seamstress, or even a legendary fashion icon. It's not just an interactive holographic device, it's a gateway to unparalleled customer engagement. Let Holios redefine luxury retail. See our six examples to spark your imagination.



### EXPERIENCE COLLECTIONS

Seeing a product on a shelf or hanger might not bring out its full beauty... so let your products shine!



### BEHIND THE CURTAIN

Let your clients meet the person behind your products, from the designer to the craftsmen, each has a story to tell.



### DEPLOY ANYWHERE

Your brand does not end in your store. From pop-up stores to the runway, from social events to Brand museums, Holios can go anywhere.



### CONTROL THE NARRATIVE

Its true magic lies in turning waiting time into anticipation and excitement, enhancing the customer experience with immersive storytelling.



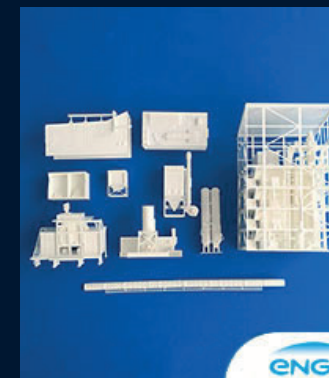
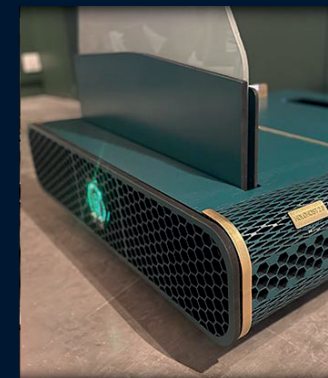
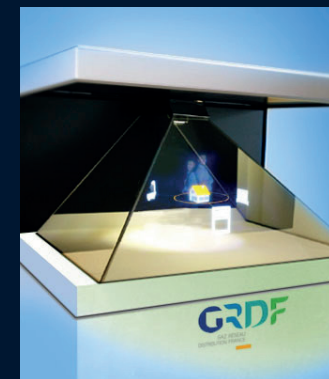
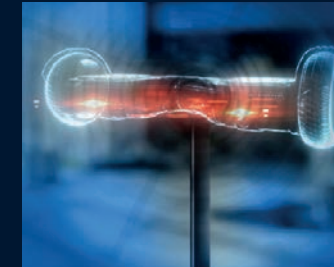
### BRING BACK LEGENDS

Holios harnesses the power of artificial intelligence to bring brand ambassadors and iconic personalities from the past back to life in a way that transcends traditional methods.

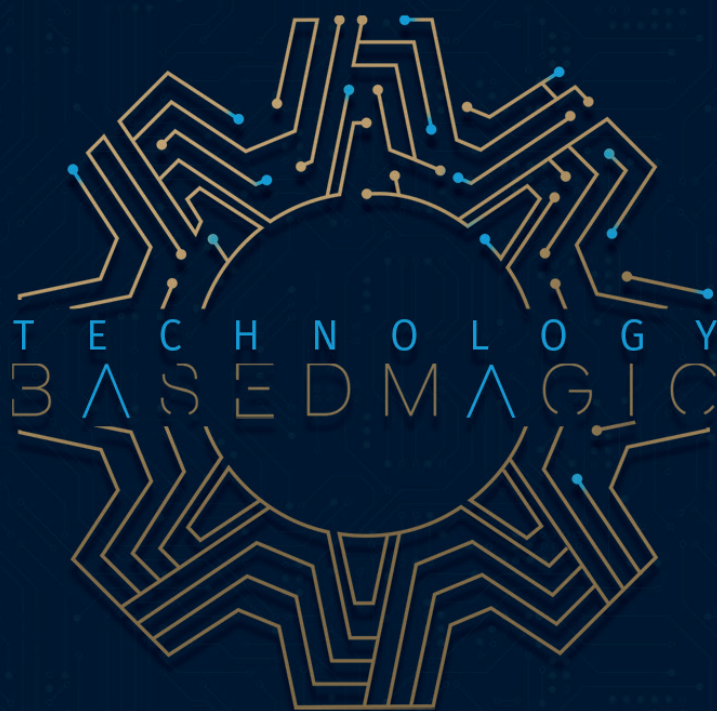


### INTERACT

Touchscreen, RFID, mobile app... Asking questions, checking or scanning product, or just satisfy your clients curiosity, there is no limit interacting with Holios.







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La FRENCH TECH

