Crucial FX.

Client Deck

Interactive Immersive Experiences

Crucial-fx.com

We Are Crucial FX

Experts in Immersive Events

We are an award-winning design and technology studio using innovation and creativity to redefine immersive experiences and push the boundaries of what's possible in the world of live events.
We've worked with some of the worlds biggest brands to deliver event installations and high-impact projections all over the world including on Big Ben.



Experts in interactivity

We specialise in immersive, highly interactive experiences, using more than 30 unique sensors to drive engagement from audiences and deliver truly memorable activations.







- Sensor Technology
- Projection
- Immersive Content
- Interactive Gameplay

Pepsi Interactive Experience

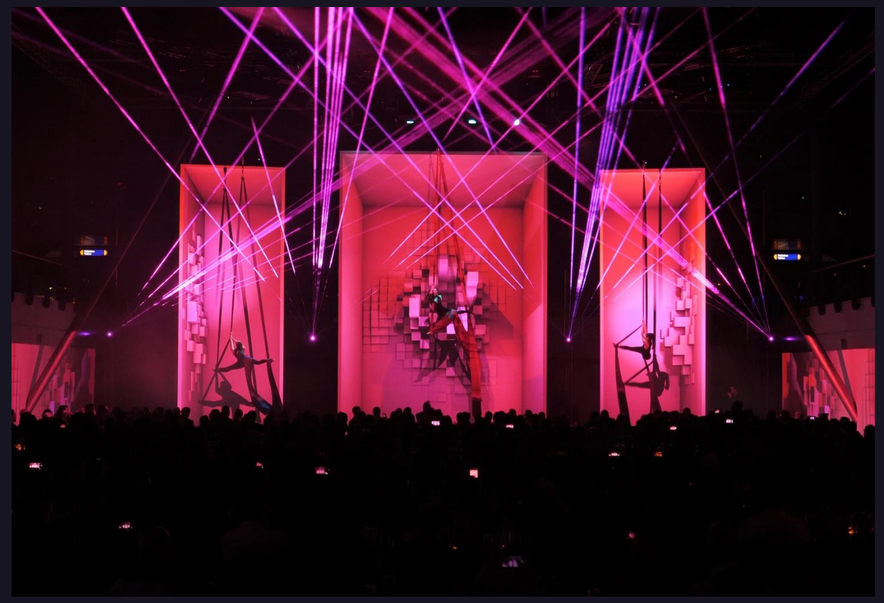
Case Study

We invented a unique new interactive football experience for Pepsi within the official fan park of the Champions League Final in Kiev.

Using a combination of our real-time graphics engine and a complex array of sensors and cameras, we tracked the ball position, player position, player passes and accuracy of shots against the walls.
The dynamic game had over 1000 visitors in the 2 days building up to the final.

Click here to watch video:







- Conference Solution
- Projection
- Immersive Content
- Live Elements

Epson Partner Conference

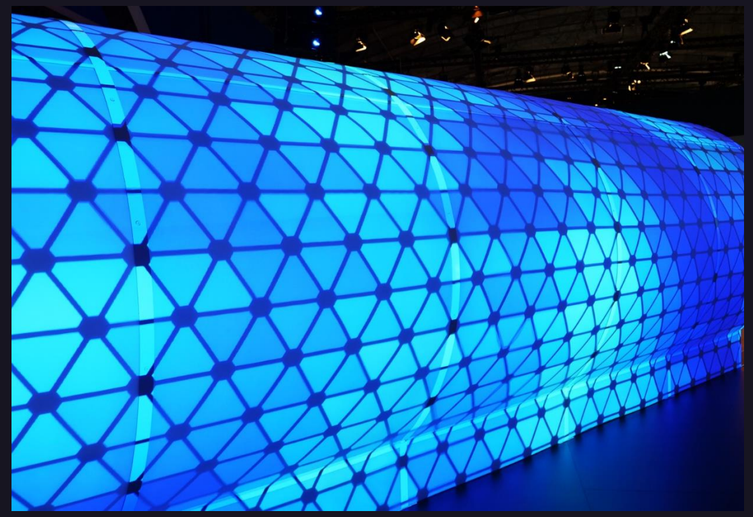
Case Study

For Epson's exclusive partner event at ISE, we created a compelling 3D projection mapping show to entertain guests at their dinner in the Passenger Terminal, Amsterdam.

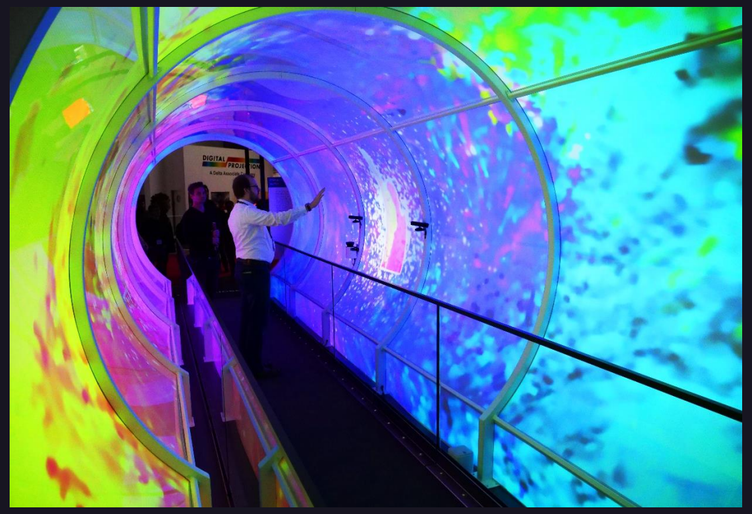
Our spectacular, immersive show used 39 projectors, had a 550m2 projection surface, 750,000 Lumens of projection and 80 million pixels! Our In-house graphics team created custom content for an 8 minute stunning and dramatic show which involved acrobatic dancers and a full laser show.

Click here to watch video:









Epson Immersive Tunnel

Case Study

We created a unique tunnel installation for Epson that delivered a fully immersive experience for attendees visiting their conference space.

It utilised a combination of clever projection techniques, sensor technology and a unique curved screen material. The content in the tunnel reacted and changed as people walked through it and looked just as amazing from the outside as it did on the inside.

Click here to watch video:

- **Conference Solution**
- **Projection**
- **Sensor Technology**
- **Custom Build**

Beats By Dre
Case Study

We delivered a fully immersive experience for one of the world's leading headphone manufacturers, as they launched a new product in Shanghai.

It featured a curved projection room, with a custom graphics package, integrated sound, and a bullet rig 360 camera setup.

- **Bullet Rig**
- **Projection**
- **Immersive Content**
- **360° Screen**

Click here to watch video:











- **Sensor Technology**
- **Projection**
- **Immersive Content**
- **Custom Build**

Celgene Interactive Room

Case Study

For pharmaceutical brand Celgene we created an interactive learning room.
It used professional high-quality projectors and interactive sensors to allow visitors to touch and interact with the 3D information,
Our team managed the entire process, building the space, designing and programming the 3D content, installing and calibrating the hardware.
A unique and highly memorable immersive experience.

Click here to watch video:





What makes Crucial FX unique?

01

Everything built in-house.

It’s not just our wealth of experience that sets us apart, we also have a full team of experts in-house.
We can draw upon expertise and understanding in technology, 3D design and installation.

02

Projection experts.

We’ve successfully delivered large projections and visual installations all over the world.
Partnering with leading organisations including Apple, Dyson and Adidas.

03

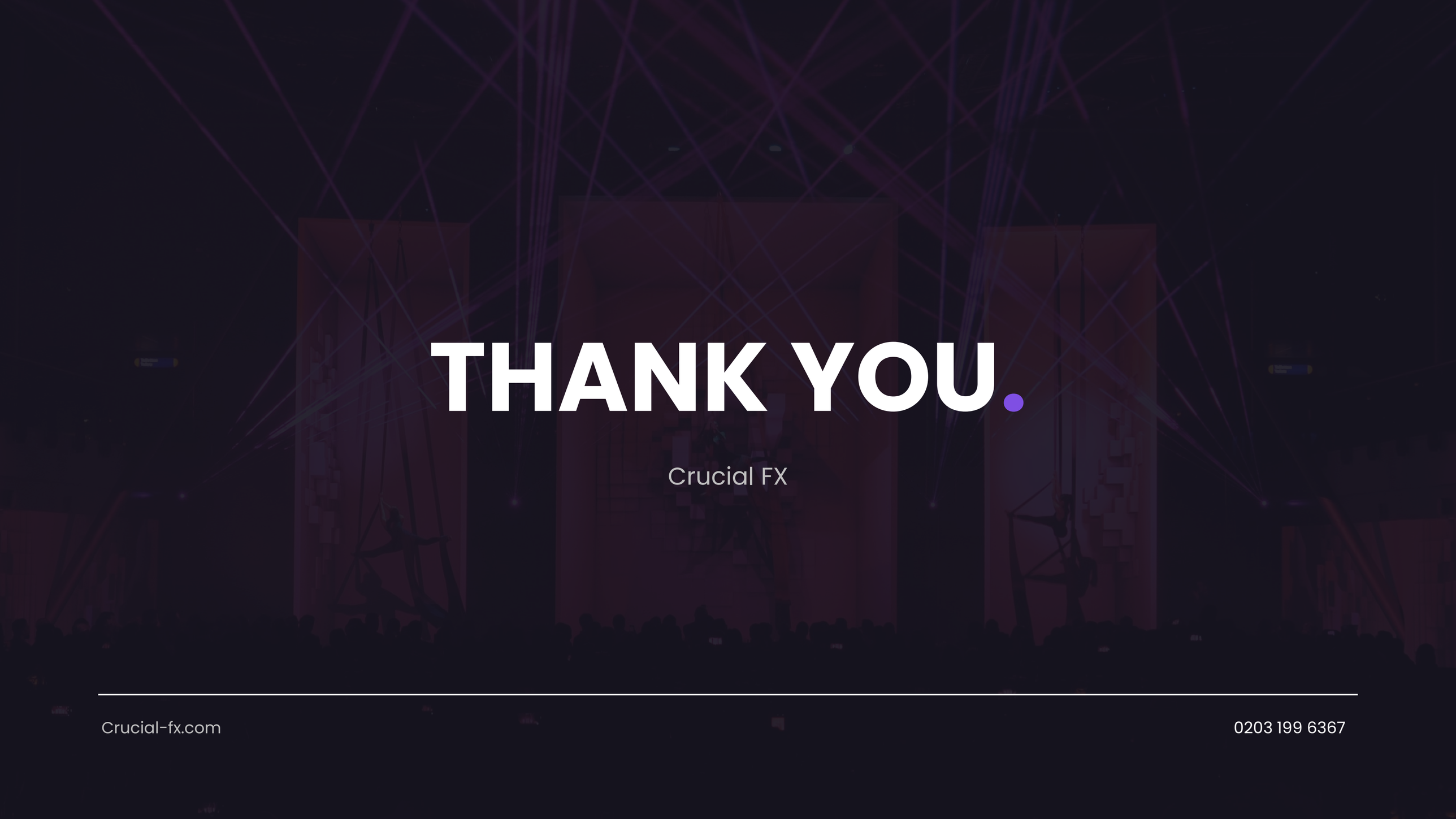
Cutting edge technology.

We pride ourselves on using the very latest technology, constantly staying one step ahead of new innovations and even building our own solutions where needed.

04

Big brand experience.

We’ve worked with some of the worlds most famous brands. We understand how to manage and deliver on high expectations and give projects the impact that major organisations deserve.



THANK YOU.

Crucial FX