



**RAYQUBE**  
FUTURE TECH

# Who are we?

We are a client-first agency with 7+ years of experience breaking the boundaries of human interaction through technology. We are driven by inspiring future-ready pioneers to change the way brands interact with their audiences through the latest in experiential technology. Our expertise lies in **Brand Activations, Virtual Events, Ticketing, Experience Centers, Managed Web Services, and even the Metaverse.**

We partner with some of the largest global event, exhibition, and advertising agencies to deliver technologically sound activations that make for a bigger, bolder, and louder experience.

Anyone with a crazy idea and a requirement for bespoke technology for their experience centers can find solutions at **Rayqube**.



# Our Mission

## OUR BRAND STORY

Early in 2016, founders Sankalp and Siddhanth dove into the world of experiential technology. With Sankalp's passion for machinery and Siddhanth's love for design, the perfect combination of creativity and technology was formed. Driven by a deep curiosity of the human psyche, a passion for innovation, and a flare for entrepreneurship, they created Rayqube Future Tech - the ultimate technology partnership in creating extraordinary brand experiences.

Sharing values of honesty, trust, and teamwork, they took a human-centric approach in building the brand. From humble beginnings of 3 people working out of a small office in Jaipur to now having 40+ employees in Dubai and India, Rayqube Future Tech has come a long way. The next stop is Saudi Arabia - a growing market with tremendous potential.

Our mission is to change the way brands connect  
with their customers through technology.





# OUR CAPABILITIES

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# What we offer

## 1. BRAND ACTIVATIONS

Create electrifying experience with live participation that brings your brand to life, garners attention from new audiences, and leaves a lasting impression. With 5000+ custom activations developed in-house with the latest in experiential technology, we can create just what you need for your next event.

- 100% CUSTOMIZABLE
- SEAMLESS USER EXPERIENCE
- TEMPORARY & PERMANENT INSTALLATIONS



# Technologies for every purpose



Live streaming



Augmented Reality



Robotics



Hololens



Virtual Reality



Touch screens



3D underlit models



Holograms



# Products



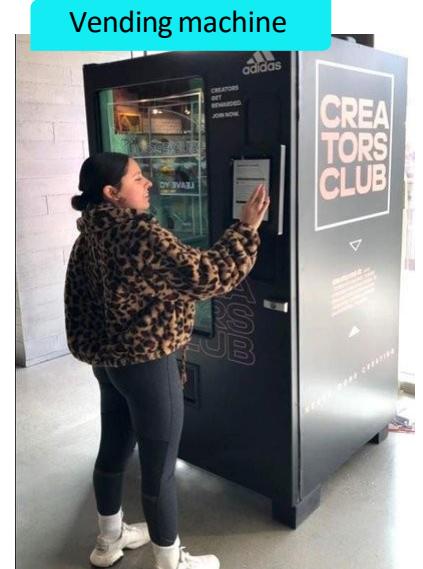
Interactive wall



360 photobooth



Batak wall



Vending machine



Mosaic wall



Robo goalie

- 100% CUSTOMIZABLE
- SEAMLESS USER EXPERIENCE
- TEMPORARY & PERMANENT INSTALLATIONS

# What we offer

## 2. VIRTUAL AND HYBRID EVENTS

Captivate your audience with an impressive tailor-made virtual or hybrid event experience. We drive engagement and spark conversation with strategically designed maps, online games, virtual networking lounges, interactive polls, as well as private and public chats.

Our solutions are 100% customizable and are available in 2D as well as 3D. We also offer boutique services like 'Studio on-demand' which can be used for live streaming and even photoshoots with a chroma screen.

- LIVE STREAMING AVAILABLE
- BETTER ENAGEMENT GUARANTEED
- DEEPER AUDIENCE INSIGHTS



### OPTIONS

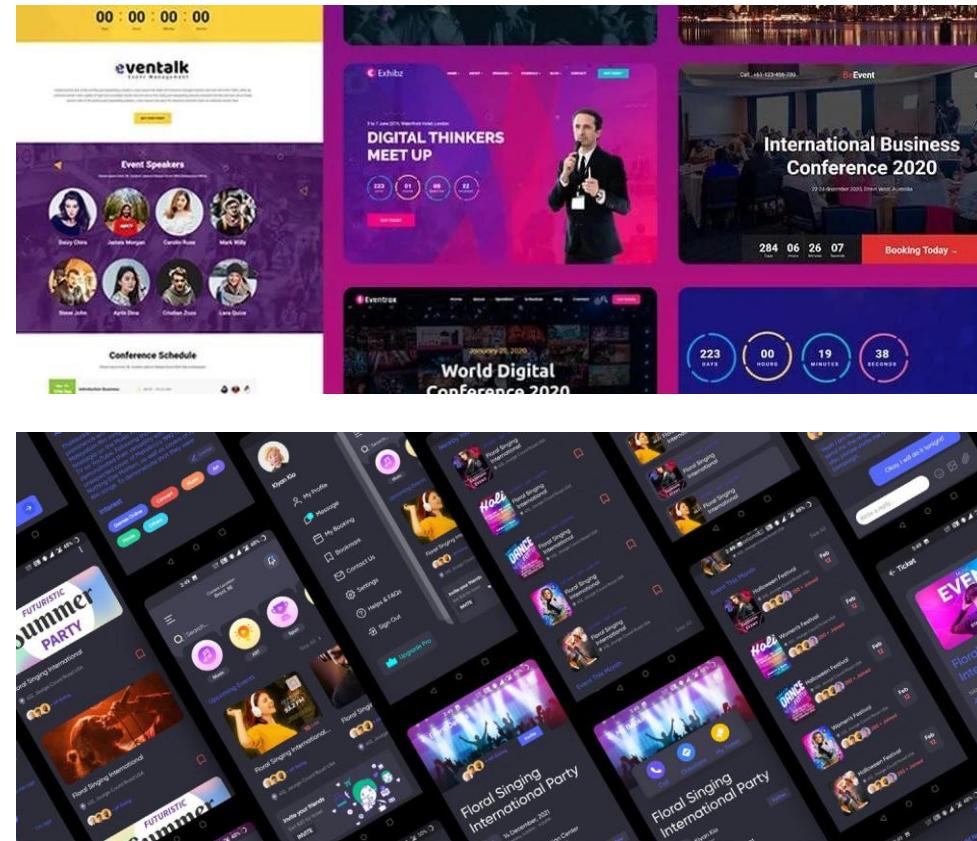
- ◆ Stages
- ◆ Exhibitions
- ◆ Games
- ◆ Conferences
- ◆ Networking events
- ◆ Presentation & Interactive Broadcasts

# What we offer

## 3. TICKETING & REGISTRATION PLATFORMS

Manage all your attendees in one place using customizable registration paths based on a unique user journey. Give your guests a distinctive experience with the latest tech - facial detection solutions and QR Code based activations for a completely personalized journey. Gather insights into your customers with detailed reporting on the user journey.

- PERSONALIZED USER JOURNEY
- INTEGRATE UNIQUE TECH FEATURES
- LIVE CUSTOMER SUPPORT



### OPTIONS

- ◆ Web based system
- ◆ Interactive mobile app

# What we offer

## 4. METAVERSE

Embrace the potential of the metaverse and Web 3.0 to give your audience an unforgettable experience with a unique virtual universe. The metaverse has expanded the cyberspace to make it more interactive, immersive, and collaborative. Be among the first to dive into the sea of possibility with a virtual landscape designed solely to achieve your objectives, and give your audience a deeply immersive experience that leaves them awe-struck

- 100% UNIQUE VIRTUAL LANDSCAPE
- HIGHLY INTERACTIVE ELEMENTS
- AVATAR DEVELOPMENT AVAILABLE



# What we offer

## 5. EXPERIENCE CENTERS

Leverage an emotional connection with your customers through interactive spaces designed to immerse them into a holistic brand experience. Drive the purchase decision through better visualization to showcase your latest products and services with installations that leave a lasting impression.

- 100% CUSTOMIZABLE
- HIGHLY ENGAGING SPACES
- TEMPORARY & PERMANENT INSTALLATIONS



### OPTIONS

- ◆ Product prototyping
- ◆ Digital solutions

- ◆ Expos
- ◆ Innovation centers
- ◆ Smart solutions

# What we offer

## 6. MANAGED WEB SERVICES

Unlock the power of bespoke information systems that allow you to collect and analyse relevant data. Give your audience a hassle-free experience with our managed web services that are strategically designed to give you deeper insight into your customers.

- 100% CUSTOMIZABLE
- SEAMLESS USER EXPERIENCE
- TEMPORARY & PERMANENT INSTALLATIONS



### OPTIONS

- ◆ Wayfinding
- ◆ Dashboarding
- ◆ Room booking systems
- ◆ Data management



# WHY CHOOSE US?

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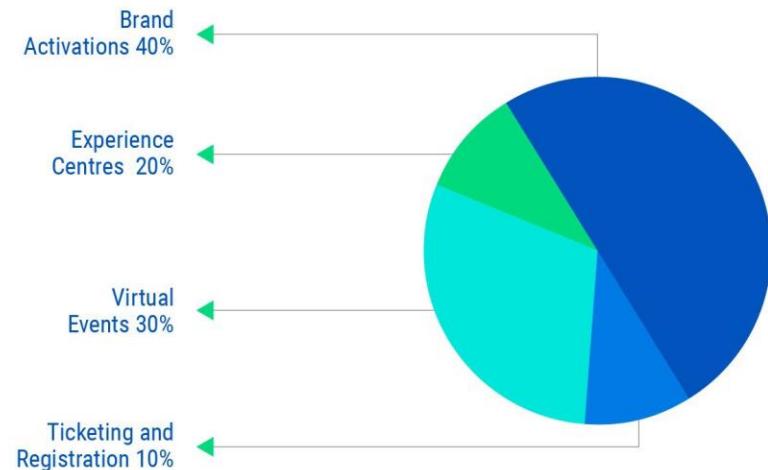
# Past Executions

In an industry where everyone else steps in to sell a solution, or their newest range of experiential marketing tech, Rayqube steps in as a thought partner.

Together, the Rayqube team and our client design a bespoke experience that harnesses the power of technology.

The result? **On-budget, impactful, immersive and unique experiences for every client, every time.**

Having delivered projects in cities all over the world, we see the potential of innovation in collaborating with creative agencies to discover the next big thing.

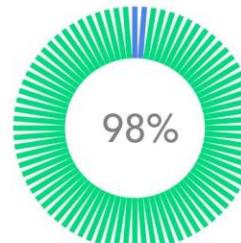


# Success Rate

We've never embarked on a 'project' - we've only ever stepped into a relationship.

Our exceptional client list which boasts some of the biggest local and global brands return to us time and time again for two reasons: They want to create more extraordinary experiences, but more importantly, it's because they feel like they're coming back home.

At Rayqube, we've always invested deeply in our relationships, internally and externally, and as a result, we've seen uncommon growth in what is an extremely crowded and competitive industry.



**Client Satisfaction Rate**



**Client Referral Rate**



**Client Retention Rate**

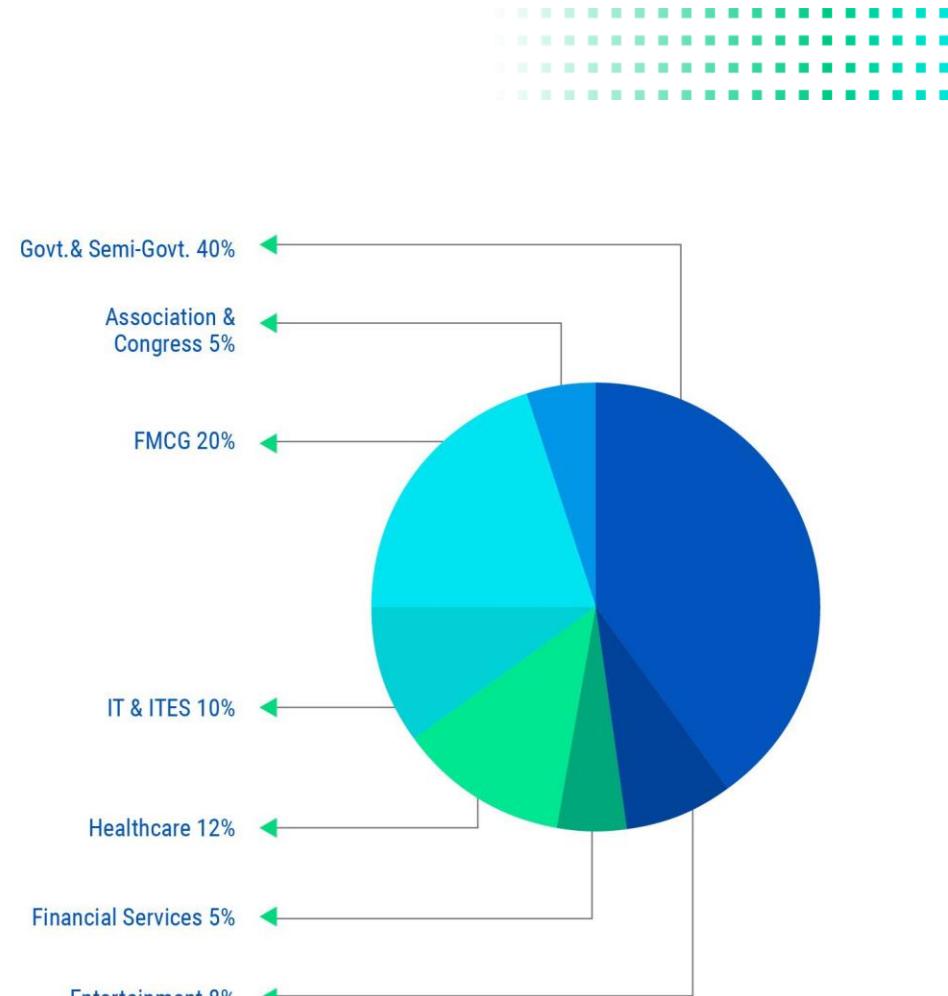


# Industries we've serviced

Experiential technology is no longer just a big players marketing game. We at Rayqube make it possible for everyone to access immersive, savvy engagement tools and experiential solutions to create unforgettable customer experiences, regardless of the industry you're in.

Every touchpoint can be made immersive to capture your audience's attention, be it virtual or in-person. From a mere registration platform to animated content about your initiatives, we approach every brief with one ultimate goal in mind - deliver extraordinary experiences.

Extraordinary experiences are not defined by how loud or grand they are - the experiences you deliver can be **extraordinarily simple, extraordinarily convenient, or extraordinarily engaging.**



# Names that trust us



# The Team

With a full team of brand strategists, game developers, designers, technical experts, and experienced project managers, we design your brand experience through a seamless blend of strategic creativity and imaginative engineering.



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# OUR WORK

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# A Journey Through Time With Nissan

As the official automotive partner of Expo 2020, Nissan was put in the spotlight to highlight their commitment to creating sustainable transportation.

With an Interactive Projection Wall, we took visitors on a journey through time, demonstrating how the brand has done its part in driving the world towards a smart and sustainable future, with a promise of more to come.

## TECH INCORPORATED:

- ◆ Interactive Projection Wall



[CLICK HERE TO PLAY](#)

# Energy For Life

Positioned at the fore of the regions' drive towards a sustainable future, the Department of Energy allowed visitors to explore their renewed policies and regulations. Our mission was to elevate the experience through technology for the principal partners of ADSW.

We showcased the work of each department with 3 touch & throw activations, transparent screens that enticed passers-by, and a brilliant light display for everyone that filled out a survey. With LED floor sensors, we guided visitors through the stand following the milestones of the organization.

## TECH INCORPORATED:

- ◆ Floor Sensor Tiles
- ◆ Touch & Throw
- ◆ OLED Screens
- ◆ Survey

[CLICK HERE TO PLAY](#)

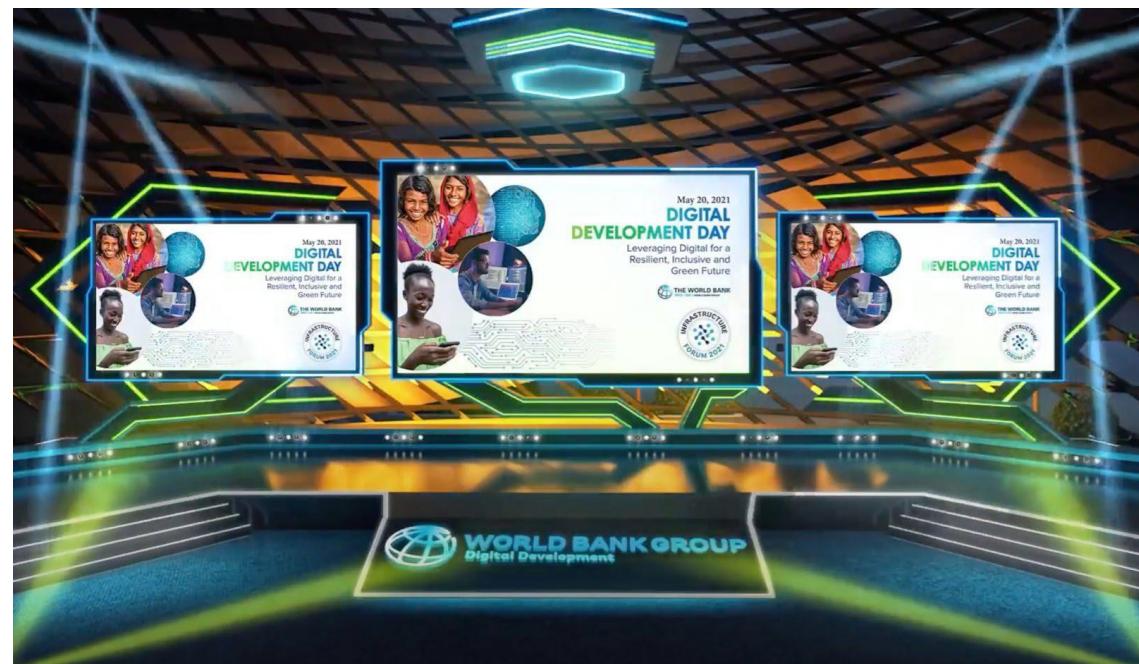
# World Bank

The World Bank has tailored programs for developing countries in an initiative to leverage technology for a resilient, inclusive, and green future. To spread awareness and facilitate a dialogue for industry experts, they sought us out to create an interactive virtual platform.

We shaped the content to create a Hybrid event with a 2D virtual platform and live streaming bringing the audience the best of both worlds. We made this platform engaging with live Q&A sessions, virtual networking lounges, interactive polls, and private and public chats.

## TECH INCORPORATED:

- ◆ Floor Sensor Tiles
- ◆ Touch & Throw
- ◆ OLED Screens
- ◆ Survey



# Gillette

To promote Gillette's four new types of razors, we developed 4 exciting games for visitors. Designed to stand out, the motion and touch games captured the attention of passers-by. Positioned in a busy spot at Mirdif City Centre, these activations were created to highlight the features of the brand's latest product line while ensuring maximum visitor engagement.

## TECH INCORPORATED:

- ◆ Floor Sensor Tiles
- ◆ Touch & Throw
- ◆ OLED Screens
- ◆ Survey

[CLICK HERE TO PLAY](#)[CLICK HERE TO PLAY](#)

# Dubai Summer Surprises - Summer Garden

Back for their 25th edition, Dubai's summer shopping extravaganza kicks off with the promise of immersive summer entertainment for the whole family. We developed 8 activations to plunge visitors into another spectacular season with Dubai Summer Surprises at malls across Dubai.

With visitors jumping to catch fireflies, or steering a pirate ship across difficult waters, these activations were designed to capture the attention of passers-by. Adhering to COVID-19 precautions, the activations required little to no physical touch while still ensuring maximum engagement.

## TECH INCORPORATED:

- ◆ Floor Sensor Tiles
- ◆ Touch & Throw
- ◆ OLED Screens
- ◆ Survey

[CLICK HERE TO PLAY](#)

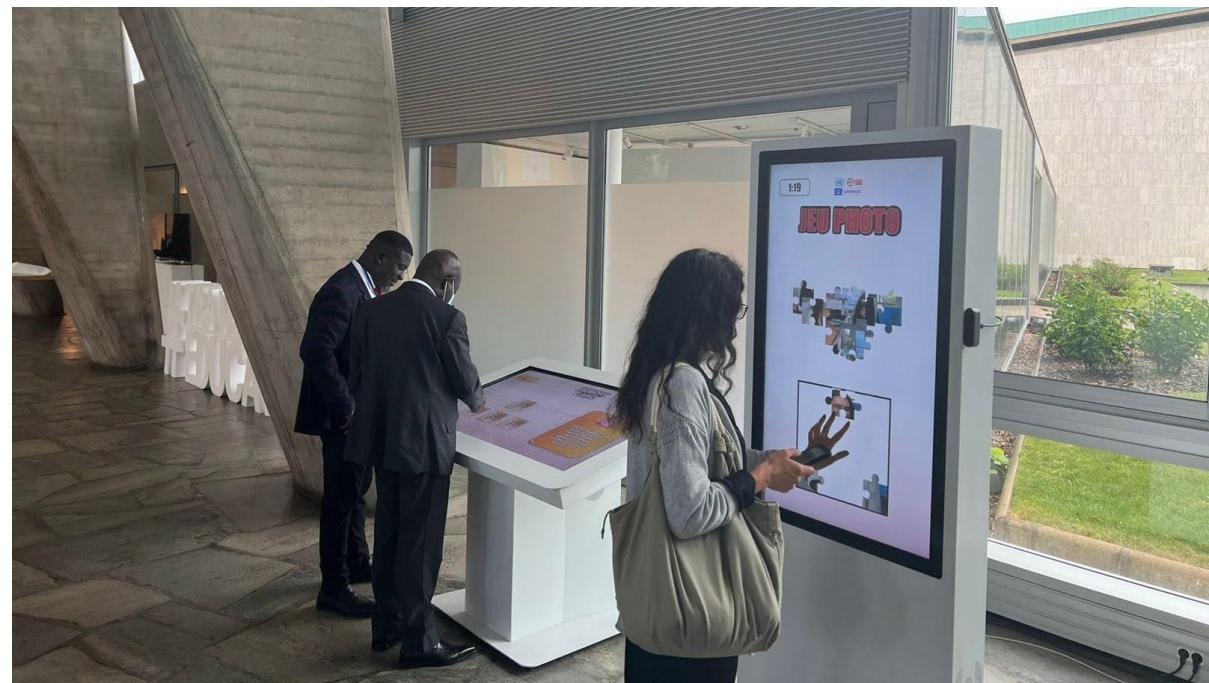
# UNESCO's Transforming Education Summit

The UNESCO summit was an integral event to further the organization's mission to mobilize political ambition, action, solutions, and solidarity to transform education.

When UNESCO sought us out to elevate their visitor experience, we knew that we had to create fun, engaging play with a takeaway. With a custom memory game and a photo jumble game, visitors were naturally drawn to the experience centre, eager to participate.

## TECH INCORPORATED:

- ◆ Touchscreen
- ◆ Camera



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# MOHAP at Arab Health 2021

Arab Health 2021 was the perfect opportunity for The Ministry of Health and Prevention (MoHAP) to showcase their range of innovative healthcare services, smart applications, telemedicine, and digital health.

Adhering to the COVID safety measures, we created touchless activations to keep their audiences engaged while educating them about the department's efforts.

We created **Virtual Doctor**- a interactive display demonstrating the potential to bring healthcare to remote areas. With eye-catching video content that illuminated the stand, we successfully drew in a large audience that was full of intrigue.

## TECH INCORPORATED:

- ◆ Floor Sensors
- ◆ Motion sensors
- ◆ Touch & Throw
- ◆ Virtual Doctor
- ◆ LED screens



# Oman Pavilion at Expo 2020

Respectful of the richness of the past, inspired by the innovation of the present, and hopeful for the promise of the future, the Oman Pavilion was the perfect blend of the old and new, connected by people.

With a touchless projection wall and animated content, we took visitors on a journey through time. Visitors delved into the depths of art and culture, traversing the thousands of years of Omani progress and international collaboration at the Oman Pavilion at Expo 2020.

## TECH INCORPORATED:

- ◆ Interactive projection wall
- ◆ Motion sensors
- ◆ Lidar sensors



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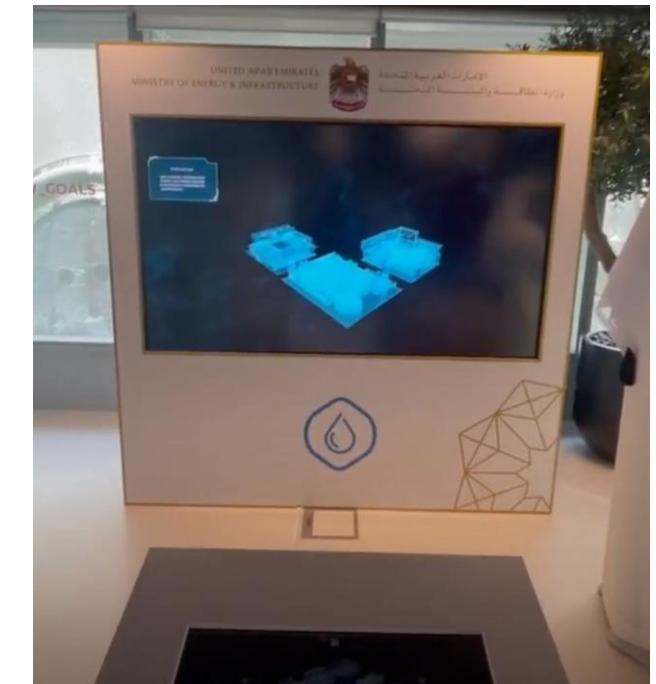
# Water Week at Expo 2020

To conclude the Expo 2020's theme week, The Ministry of Energy & Infrastructure, and the Ministry of Climate Change & Environment collaborated to create Water Week with a series of purposeful action-packed events.

To showcase their ongoing efforts, we created 3D models to display new infrastructure, and a hologram that demonstrated the new technology used for the Shauka Dam.

## TECH INCORPORATED:

- ◆ Touch & Throw
- ◆ Hologram
- ◆ LED ring

[CLICK HERE TO PLAY](#)[CLICK HERE TO PLAY](#)

# Hyundai

The Korean automaker's quiet domination of the EV race is evident not just by their revenues, but by the new community they've fostered. For the launch of 3 new cars, they sought us out to develop a fun, engaging, and immersive experience featuring the most unique aspects of the brand.

We took the content and spread it across 3 different activations that included a sliding screen, Touch & Throw and a Car Charging game with an interactive touch screen. We maintained a seamless journey throughout the stand by taking visitors from one activation to the next, providing more in-depth information at every step.

## TECH INCORPORATED:

- ◆ Rotoscope
- ◆ Motion sensors
- ◆ Touch & Throw
- ◆ Transparent screens



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# MBRF Summit

For the eight annual Knowledge Summit, we were tasked with creating an activity-packed hybrid event that would keep users engaged through all 4 days of the event. With live streaming, conferences with industry experts and government officials, workshops, networking lounges, and a virtual photo booth, we ensured that visitors would have plenty to do in between sessions.

We also made sure to add a feedback form and offered live tech support throughout the event. While the entire platform was designed to foster maximum engagement, we also ensured that it was built to analyse, track, and report user activity.

## SERVICES PROVIDED:

- ◆ Live broadcasting
- ◆ Virtual platform
- ◆ Virtual photo booth
- ◆ 2D elements
- ◆ Live chat support



# Saudi Airlines

SAUDIA's showcase at Arabian Travel Market 2022 was designed to make a statement with a futuristic stand design, and state-of-the art digital displays. We ensured that visitors were immersed in a captivating tour of the airline's products, services and technologies with an object recognition table that used the airline's new model aircrafts. Visitors also had the opportunity to experience the latest SAUDIA app and global destinations.

## TECH INCORPORATED:

- ◆ Object recognition table
- ◆ Interactive tablets



# FIFA Club World Cup

For the highly competitive and action-packed FIFA club world cup, we were sought out to create a custom web-based application that would act as an anchor for championship's roadshow campaign.

Serving as the one-stop source for all information, we ensured that sports fans had access to past tournament and player statistics, a campaign leaderboard, championship highlights, and a roadshow locator. To add another element of fun, we created trivia games to help fans increase their scores and stay engaged throughout the season.

## SERVICES PROVIDED:

- ◆ Web application
- ◆ Score Tap QR Reader
- ◆ Trivia games



# Nissan Next

For Nissan's annual leadership summit, we were tasked to get guests out of their seats and engage in a fun, immersive experience like no other.

Staying true to their moto, 'the future is bold and full of promise', we created a gesture-based game that took guests through the ultimate buying experience – guests had a chance to fully customize a Nissan to their specific needs.

## TECH INCORPORATED:

- ◆ RFID cards
- ◆ Kinect
- ◆ Touchscreens





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# YOU IMAGINE IT. WE MAKE IT HAPPEN.

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CONTACT US FOR TAILOR –MADE SOLUTIONS

+971 4557 3075

[Info@rayqube.com](mailto:Info@rayqube.com)

#2806 Mazaya Business Avenue AA1, JLT, Dubai

