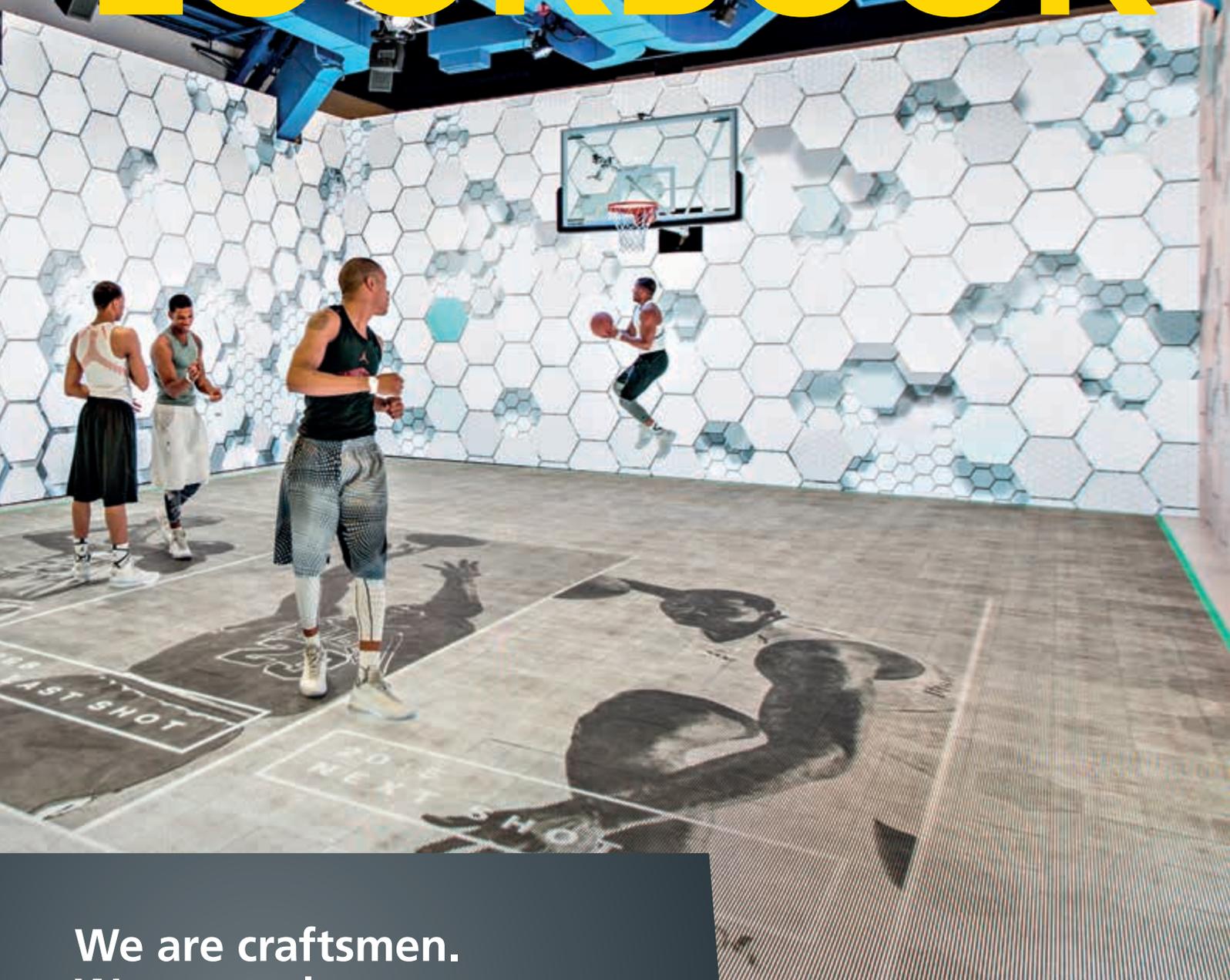


TECH LOOKBOOK



We are craftsmen.
We are orchestrators.
We illuminate ideas.



satis&fy
the true colours of events



TECH Since 1993 LOOKBOOK Volume 1

Table Of Contents

| | |
|---|--------|
| About satis&fy | pg. 04 |
| Corporate & PR | pg. 06 |
| Retail & Consumer Environments | pg. 18 |
| Live Entertainment | pg. 36 |
| Location Management | pg. 54 |
| The Art Of Tech | pg. 72 |
| Research & Development | pg. 84 |





About satis&fy

Launched in 1993, satis&fy has built a reputation for its success in translating creative briefs into reality and engineering, as well as producing premium events.

Via our business model, the One-Stop-Solution, we excel at making our clients shine. We consistently deliver high-five innovative solutions.

We are a global player with a worldwide network of 10 branch locations spanning from Berlin to São Paulo, New York to Hilversum.

With our 20+ year track record of managing the technical and scenic execution of innovative events and over 500 in-house event specialists, it's in our blood to find simple solutions to difficult challenges.



Corporate & PR

You're a professional. You understand that selling your idea internally is as important as your marketing team selling it externally. You need passion and ownership to get this thing off the ground. You need a partner that loves your brand, loves your ideas, and will ensure that beautiful, gleaming idea is packaged in a worthy box.

You supply the idea – we'll craft the box. Regardless of your events scope or scale, we always deliver premium solutions.



Nature Amplified Design+Innovation Summit Nike WHQ - Portland, Oregon - 2013

A floor-to-ceiling art installation titled "God's Eye", composed of over 360 neon threads and 25 pairs of Free FlyKnit shoes formed one of the visual centerpieces. To illustrate the overarching performance story behind the new FlyKnit technology, an interactive installation invited audiences to turn themselves into "knit statues".

A person's movement was captured via custom engineered connect cameras and translated into an eye-catching living sculpture composed of FlyKnit threads.



E(MOTION)-Commerce Conference Berlin, Germany - 2013

Lighting, audio, video, rigging & a set design complete with two XL custom built tablets – all brought to you by satis&fy. Some companies have their tablet PCs made in the Far East; we build them ourselves. What's more, we make an XL version that we can mount on walls and ceilings for use as king-size screens.

Following our client's vision of installing mega tablets to symbolize the Internet's role as a retail platform and serve as mondo monitors, two gigantic tablets measuring 20' in width went up to the right and left of the stage, flanking 26' pad-style center screen.



Nike NFL Launch Brooklyn, NY - 2012

The breathtaking scale, the atmosphere and the immersive design – all could not have been any more authentic to the true spirit and power of American Football. It took the combined full force of satisfy specialists and material to transform the humongous complex of the “Brooklyn Navy Yard” in Brooklyn into a jaw-dropping setting that left invited press and journalists in awe.

The stadium atmosphere was compromised of a gigantic presentation zone, complete with authentic AstroTurf (into which LED lights had been seamlessly integrated as “hidden” markers for athlete models), floodlights and bleachers.



ErgoPro Annual Kickoff Berlin, Germany - 2012

"We've got the power" – is a fitting motto for both our internal event and the technical solutions crew of over 100 satis&fy specialists that made it happen. satis&fy oversaw all aspects of this event from start to finish including: technical planning, execution, scenic design, lighting, audio, video, and stage operation. Here are just a few of the many astonishing figures that went into realizing this event: over 10 trailers full of equipment were unloaded at the venue, the stage was over 165 ft wide, five Barco projectors used to execute the complex projection mapping design, and this event featured over 250 moving lights.



HMI Annual Kickoff Frankfurt, Germany - 2011

It took a total of 18 trailers containing literal tons of equipment and material to get this spectacular show up and running. satis&fy's One-Stop-Solution provided the full package of support for this event, ranging from stage design to custom scenic work to complete av & lighting setup.

On the gallery of the event location, 6 Barco-HD-30-Beamers tower majestically – state of the art equipment, the most powerful of its kind and thus capable of transforming the 21.200sqft large screen into an impressive spectacle.



Lufthansa A380 Launch Frankfurt, Germany - 2010

satis&fy was called upon to stage the launch of the first A380 for Lufthansa Airlines. To turn the empty steel hangar into an impressive showcase worthy of the mighty A380, 60 technicians and specialists setup 7 trailers worth of material from the video, rigging, light, audio, and scenic department.

The technical masterpiece was a brand new LED curtain with the grandiose size of 970sqft, with only 20mm pixel pitch. satis&fy broadcasted live feed from the A380's landing via 5 cameras installed onsite.



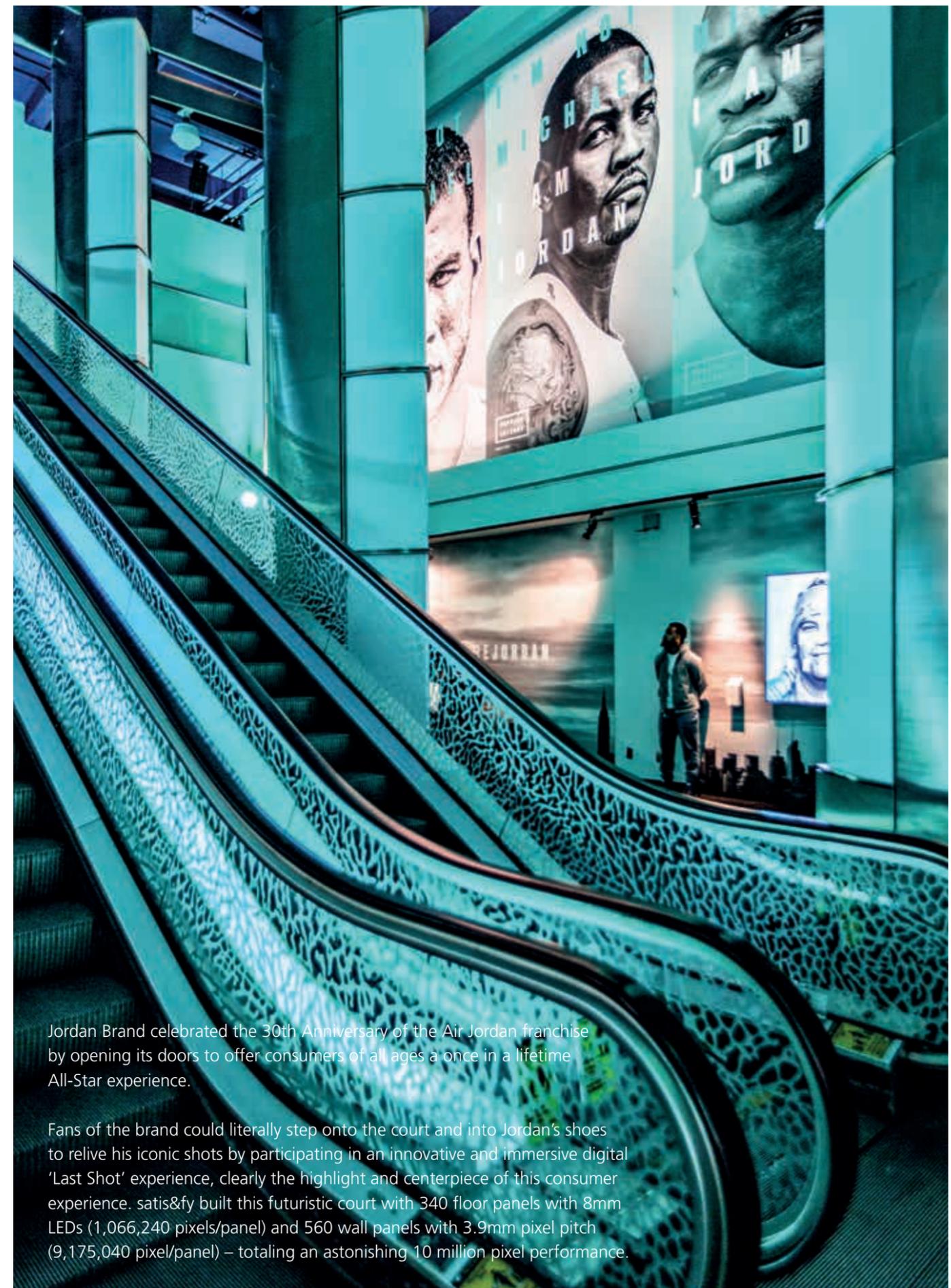
Retail & Consumer Environments

You can either sell your brand, or invite consumers to feel, live & breath your brand. You know the difference and so do we. With our ability to translate your creative brief into an immersive experiential reality, our scenic and technical craftsmen excel at focusing your consumer's senses towards your story's key elements.

Via the many technical innovations our R&D team consistently cooks up in their lab, we ensure your consumers will see, hear, smell, and feel the brand message you aim to convey.

We seamlessly integrate digital solutions into existing retail doors and offer your consumers an authentic yet always mindblowing experience of your brands core values. Always cutting edge, always the next now.

Jordan Pearl Pavillion New York, NY - 2015



Jordan Brand celebrated the 30th Anniversary of the Air Jordan franchise by opening its doors to offer consumers of all ages a once in a lifetime All-Star experience.

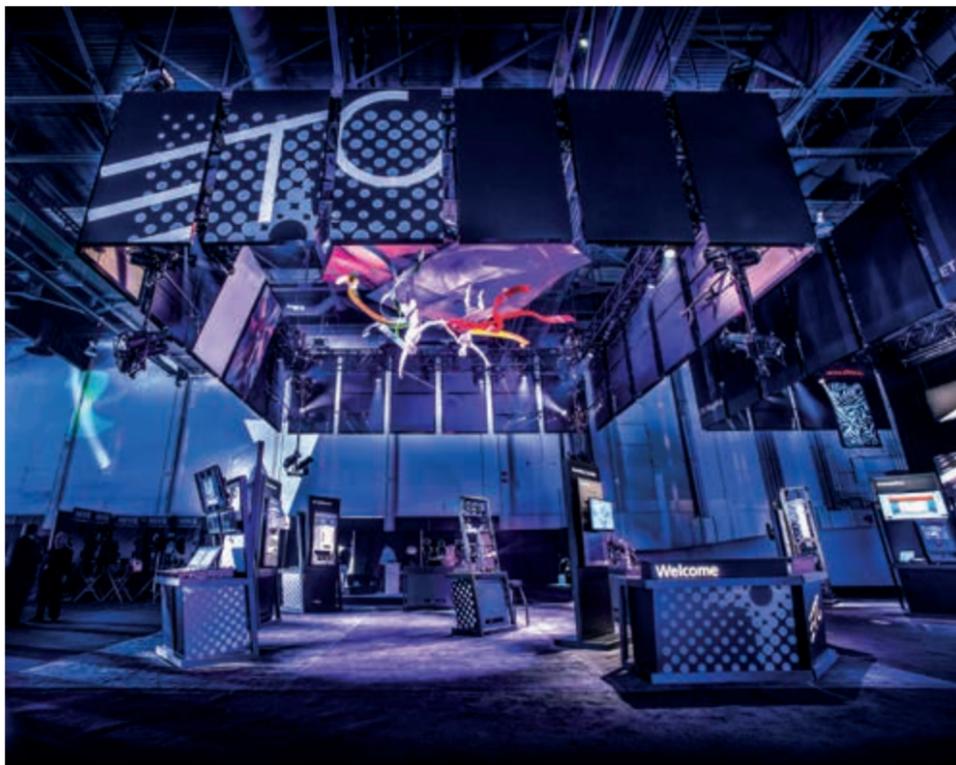
Fans of the brand could literally step onto the court and into Jordan's shoes to relive his iconic shots by participating in an innovative and immersive digital 'Last Shot' experience, clearly the highlight and centerpiece of this consumer experience. satis&fy built this futuristic court with 340 floor panels with 8mm LEDs (1,066,240 pixels/panel) and 560 wall panels with 3.9mm pixel pitch (9,175,040 pixel/panel) – totaling an astonishing 10 million pixel performance.



AF1 Popup Shop New York, NY - 2014

satis&fy was brought on board by the Nike team to transform a venue into an art gallery-like space that could function as both retail space & VIP reception environment to celebrate a new AF1 launch.

Fluorescent lights, custom neon backboards & a chromed metal sculptural installation created the centerpiece within the retail space. satis&fy engineered and custom built AF1 star inspired footwear displays, complete with infinity mirror effect to showcase the new line of product. Keeping in line with the sleek & minimalist art gallery environment, our in-house engineers managed to refrain from laying a single power strip or extension cord in order to power the star displays – how? By powering the displays with car batteries neatly hidden in the display's interior.



ETC - Tradeshow Booth Las Vegas, Nevada - 2014

The initial design brief was clear: Work closely with the client to come up with a real eye-catcher. Given that ETC equipment figures prominently in theaters, the idea of staging a fencing scene like those seen in so many Alexandre Dumas adaptations didn't seem so far-fetched.

When show-time finally rolled around, visitors were treated to a very special experience, an opportunity to play lighting director using ETC's latest technology to illuminate the swordplay and put all the color temperatures and options through their paces on the lighting desk.



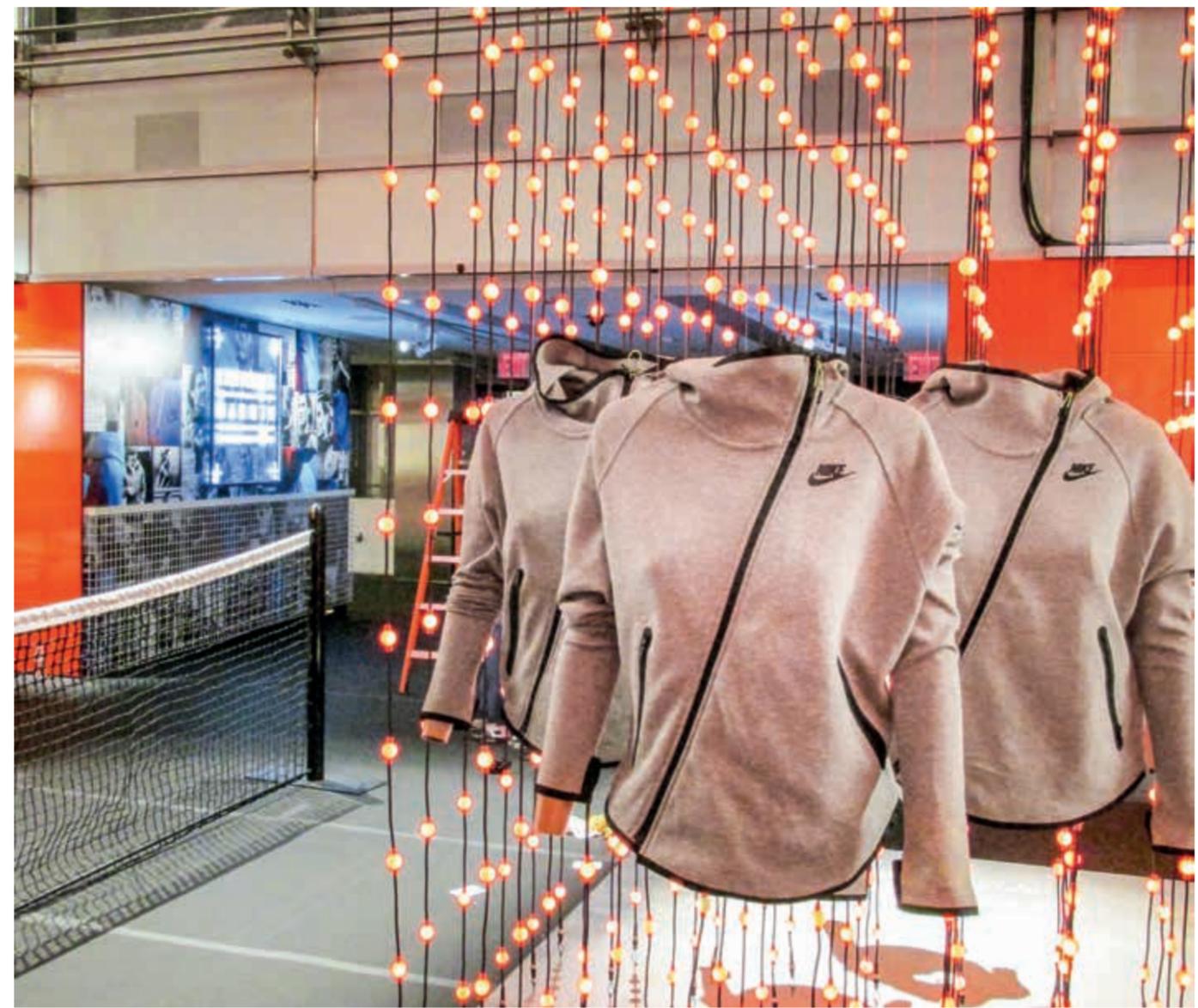


League of Legends Gamescom Expo Cologne, Germany - 2013

gamescom is one of the largest European trade fairs and a true highlight for interactive games. More than 335.000 visitors celebrate the next generation of gaming – and in the middle of the action: *satis&fy*.

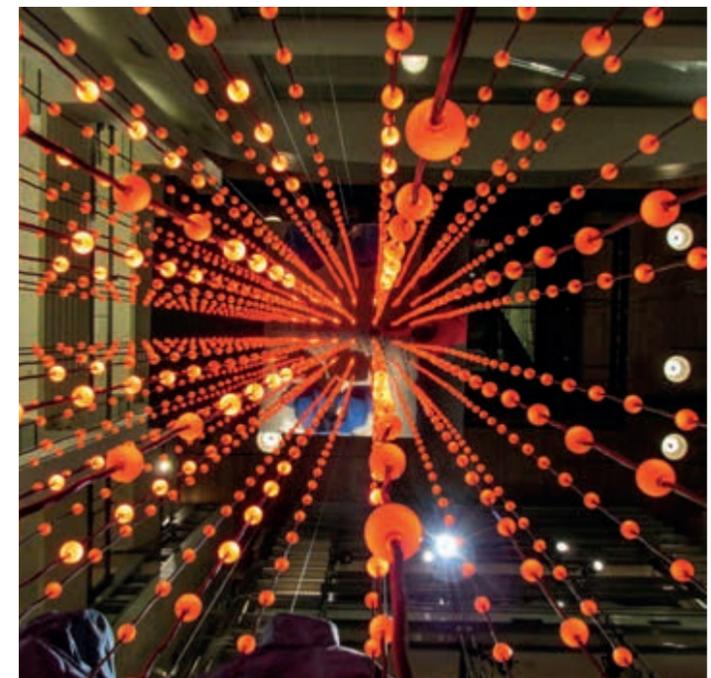
Visitors to 2013's *gamescom* were afforded the opportunity to watch "League of Legends" professionals clash in virtual battles. And *satis&fy* was instrumental in ensuring fans were able to see these wizards work their magic on five screens, the largest boasting with an impressive 16' in width.





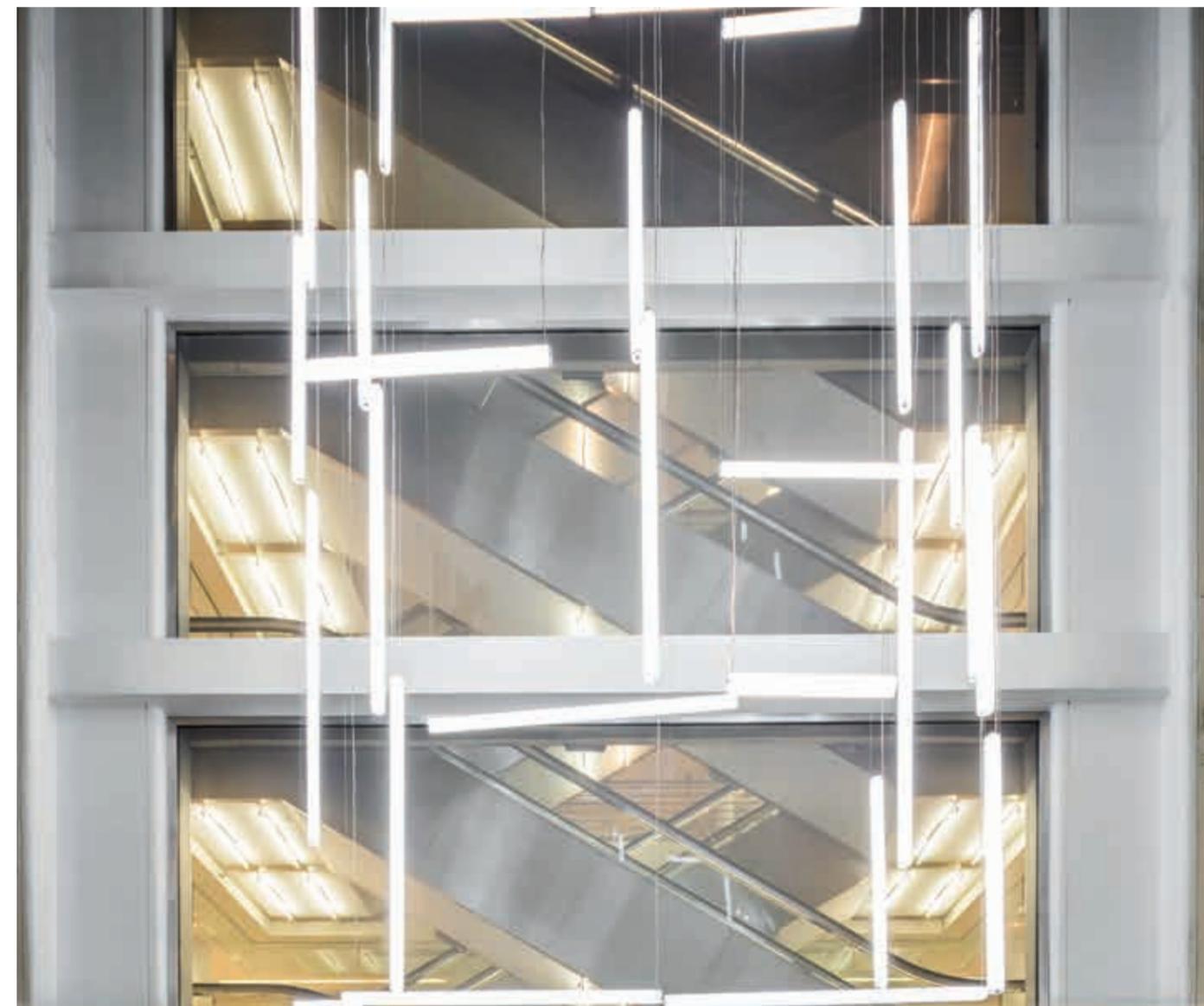
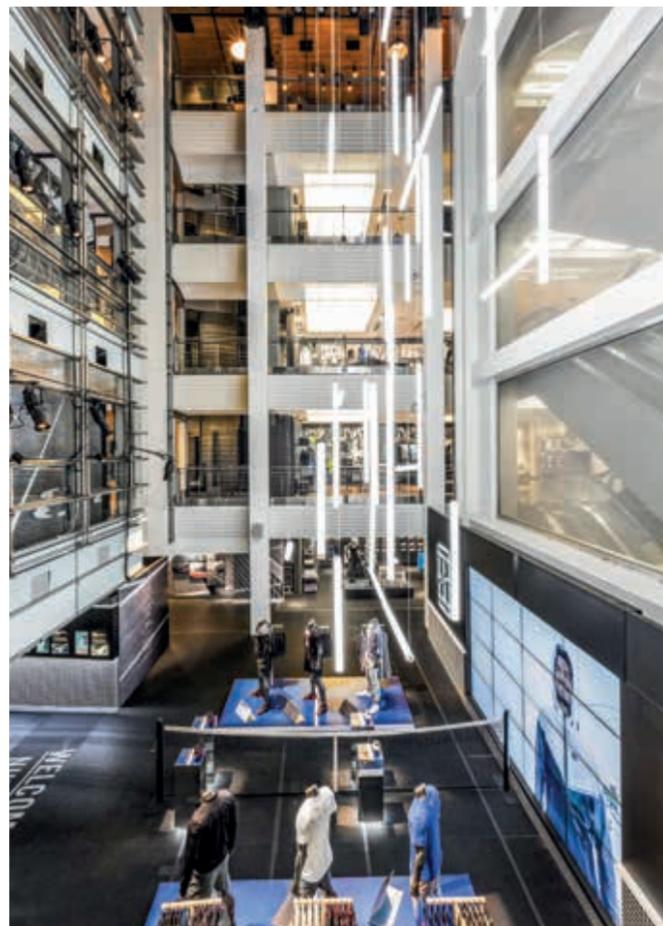
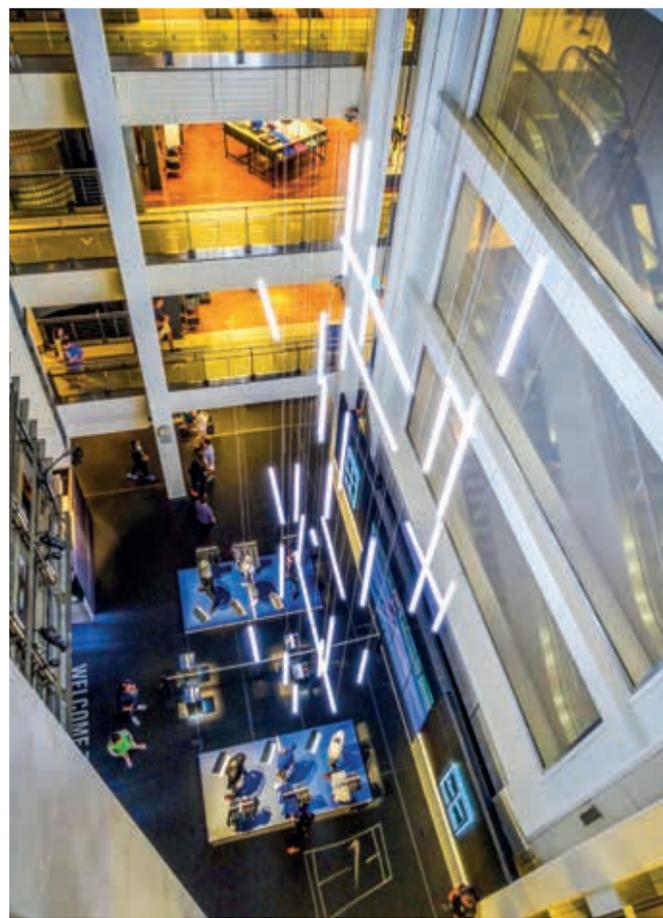
Nike Town Tech Pack New York, NY - 2014

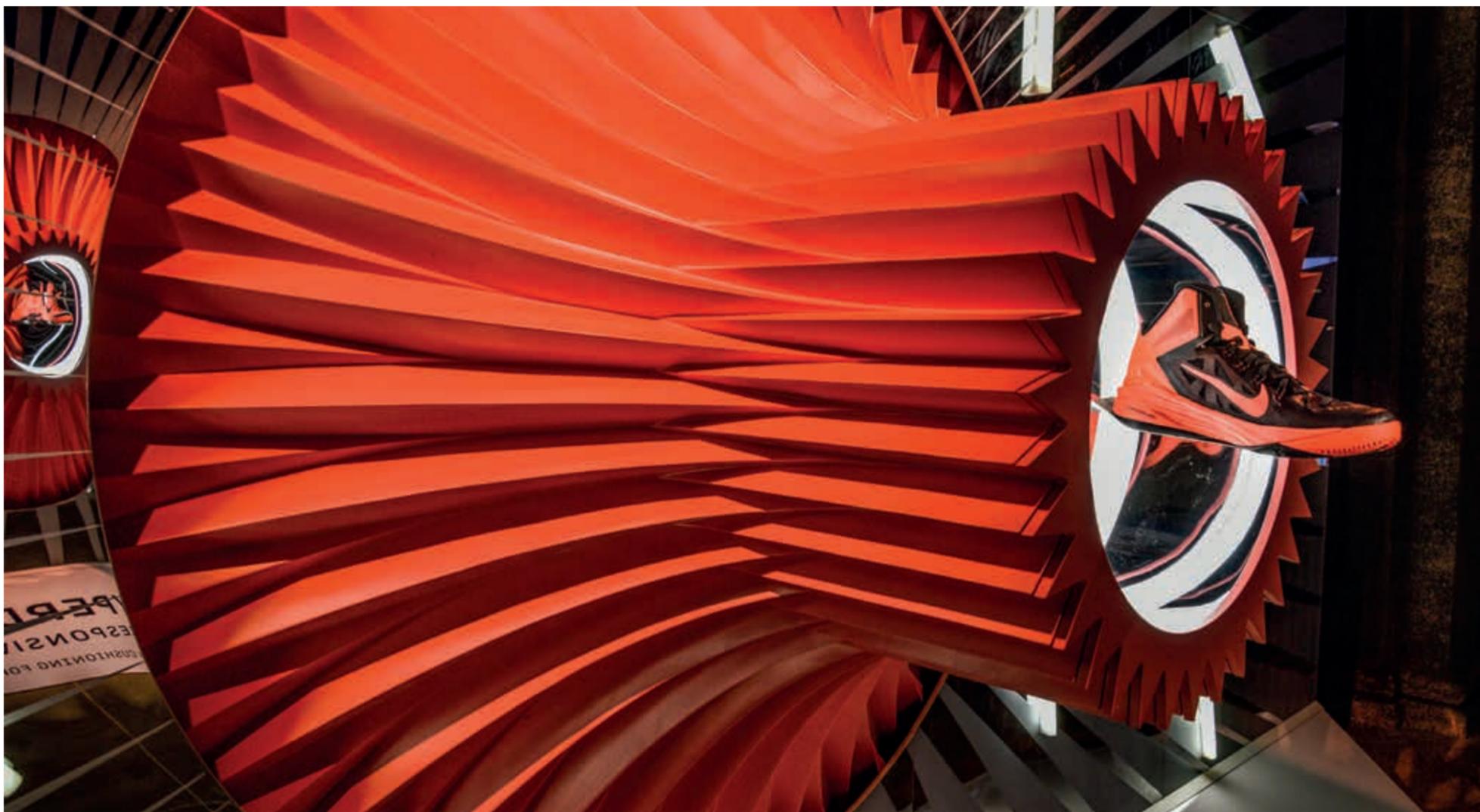
satis&fy probably supplied the most advanced and premium LED curtain NTNY has seen to this day. Not only delivering a warm glow to its retail surroundings, these LED spheres literally came to life. Using a D3 media server to pixel map creative content onto this installation, consumers could watch 3D animations move in sync throughout the curtain of spheres.



Nike Town US Open New York, NY - 2014

NTNY is a retail door satisfier that has become very well acquainted with over the past years. To make this specific design for the launch of US Open product come to life, quite a bit of tinkering and prototyping was necessary within the s&f R&D labs. The end result were 50 plus handmade LED tubes – highly customized and equipped with fans installed into each of the 2" diameter tubes to ensure proper ventilation and thus prevent these amped up one of kind LEDs from melting in air.

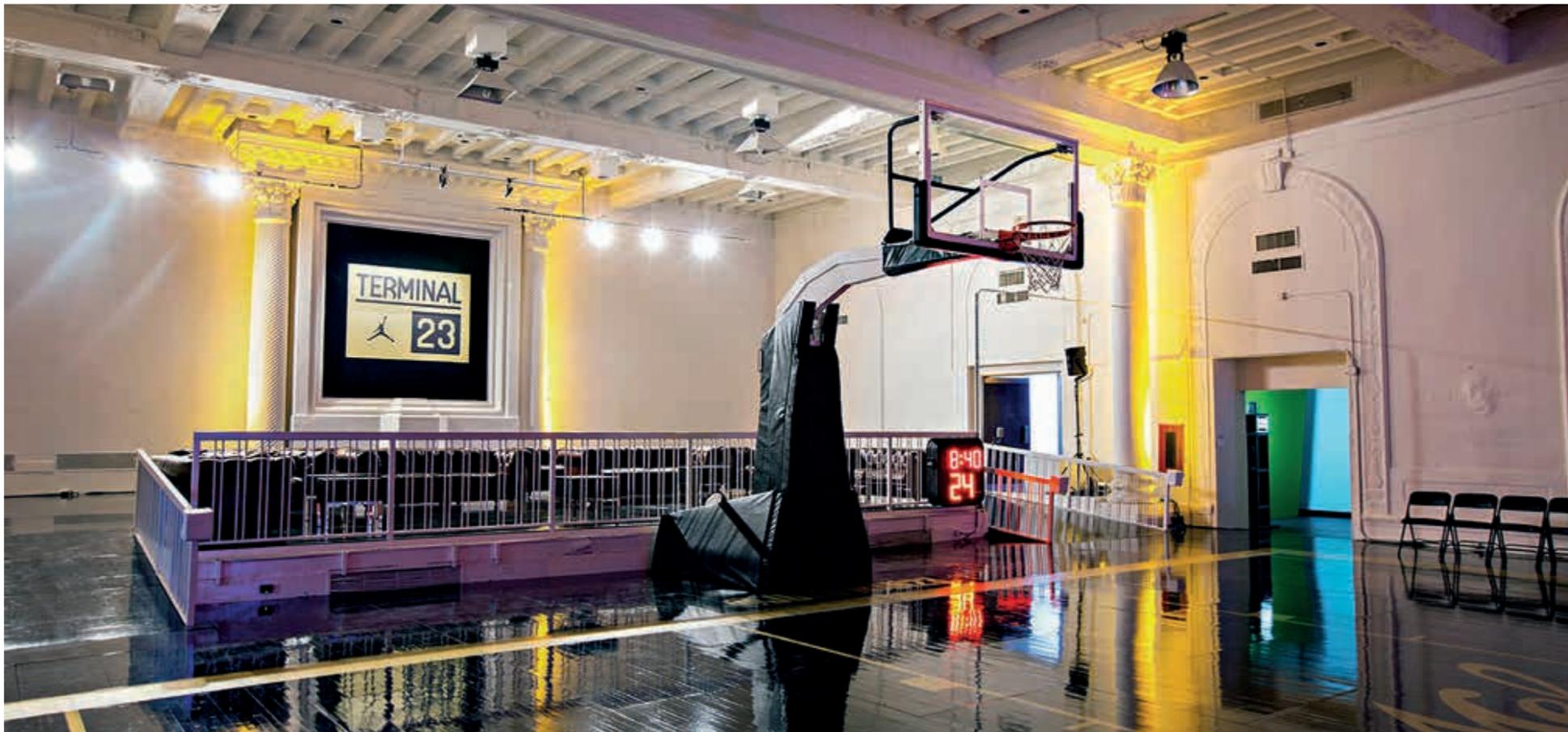
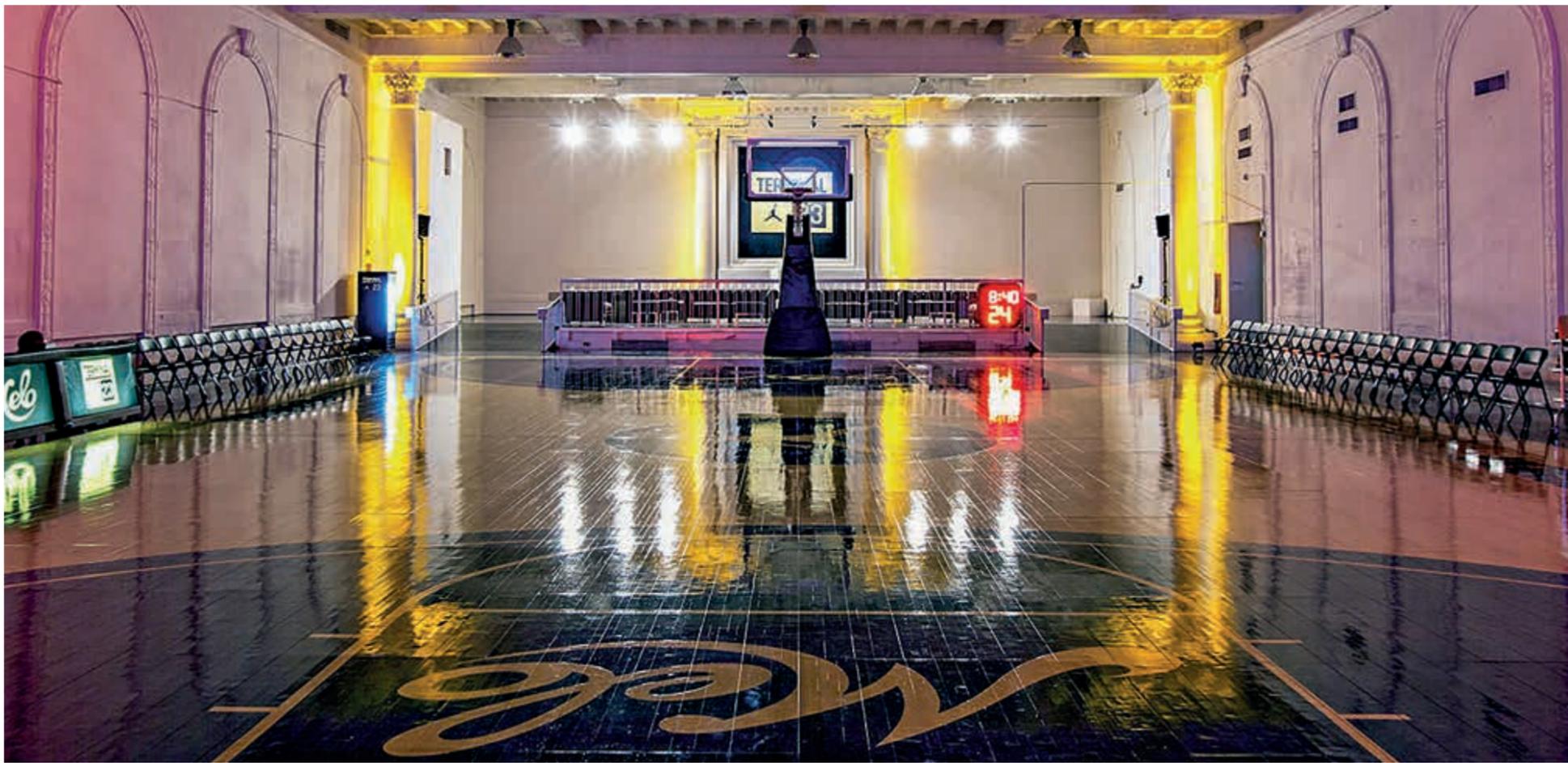




World Basketball Festival Chicago, Illinois - 2014

A collaboration between Jordan Brand, USA Basketball and Nike, the World Basketball Festival is a global event created to celebrate and honor the worldwide passion for the game, attracting crowds of up to 20,000 visitors.

satis&fy provided the entire packet of logistics behind the scenes – IT, power, internet, temporary production offices & trailers – in addition to providing all AV gear and custom scenic build outs. Apart from the various consumer activation zones and basketball skills labs, the beach stage s&f set up was also a hotspot among crowds, showcasing local Chi-Town talent such as artist Common. Our onsite crew averaged between 30-200 people per day for a total onsite production period of 20 days. The effort resulted in a seamless celebration of hoops that fused athlete, retail, entertainment, sport & consumer.



Jordan Melo Activation New York, NY - 2014

From wiring right down to the venue's very core support structures such as walls and ceilings, an extensive overhaul and renovation of this historic location was crucial before any of the client's requests could be realized.

An interactive brand experience, complete with probably one of the most premium basketball courts New York has ever seen, was seamlessly integrated into pre-existing structures in celebration of the 10-year anniversary of Melo and Jordan brands.



Live Entertainment

satis&fy's Live Entertainment business unit is headquartered in Werne, Germany and a mainstay of our overall business model.

The LE business unit was launched back in 2001 with a head count of mere 5 satis&fy employees. Fourteen years down the road the unit is practically unrecognizable from its fledgling days.

The headcount has topped the 70-mark. Its storage space is enormous. The crew installed an vast rehearsal room, which has served a host of big-name European artists including among others Xavier Naidoo, Helene Fischer, Die Ärzte and Joe Cocker.

Helene Fischer's Farbenspiel Tour Germany - 2014

For this colorful spectacle satisfy lighting specialists pulled a large contingent of the best equipment and gear our inventory pool had to offer in order to pull off the tour consisting of 28 shows in 14 cities in Germany, Austria and Switzerland.



Fanta 4 Tour
Germany - 2010+2014



German hip-hop group “Die Fanstastischen Vier”, also known as “Fanta4”, have been around for the better half of a quarter of a century. To celebrate this anniversary they went on tour, with trailers packed to the brim with satisfy equipment as we’ve been their go-to partner since back in 2010.

Gunter Hecker who has been the lead creative on the band’s stage design for the past 22 years created an impactful stage design for their anniversary tour. Complete with a gigantic LED cube soaring above the musicians, as well as a majestic backdrop made of gold foil fans all across Germany were truly in awe when their favorite act set foot on stage.



Rock'n'Heim

Hockenheim / Germany - 2014

Rock'n'Heim, one of Germany's larger open-air festivals, attracts about 35,000 music enthusiasts, who gather to enjoy genres from rock to electronic on two stage setups. One of the bigger challenges at this year's gig was how to separate the sound of the main stage and adjacent secondary stage.

Called phase cancellation, this little acoustical trick is used to contain aircraft noise and sound at large open-air events like this. While the secondary stage's left side packed a mighty sonic punch with a full complement of Main, Bass, and Omni modules, the right side made do with a dozen Omni MA 28 modules. Musicians rarely appreciate getting hammered with sub-bass frequencies, so a cardioid subwoofer array was deployed in front of the main stage to contain the volume on stage.

satis&fy specialists were able to configure the rig very precisely using Nexo NS-1 software. It provides views of sound waves' propagation that look much like weather maps. This made it easier to pinpoint the best spots for speakers such as the delay lines made up of 8m towers covering the audiences at the back.





Rock am Ring / Rock im Park Germany - 2005 thru 2013

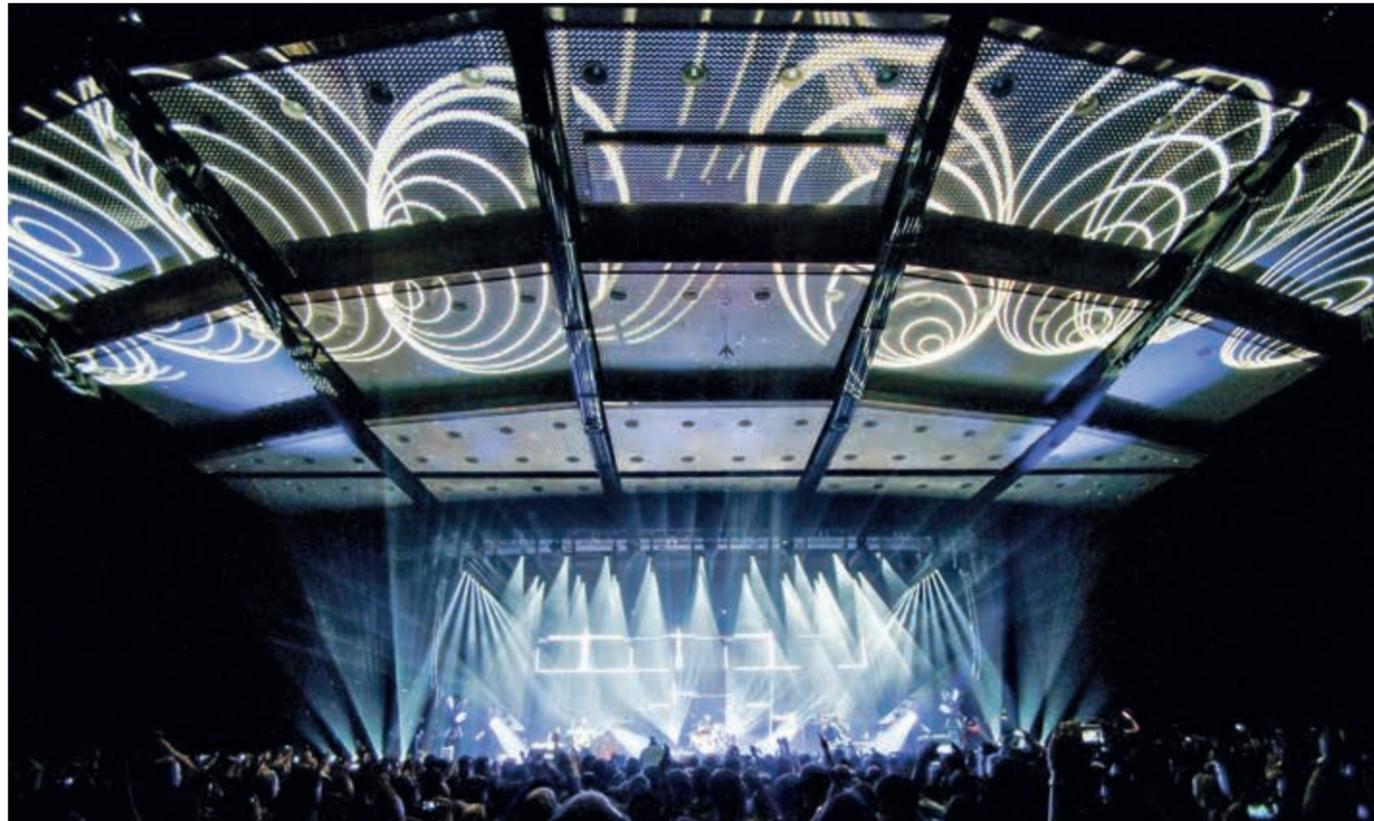
These annual open-air festivals are the most prominent in Germany, if not in Europe. Boasting attendee numbers around 180.000, headliners over past years have included Foo Fighters, Green Day, Metallica, Kings of Leon, Marilyn Manson, Oasis, and Coldplay.

satis&fy has provided audio support since '05 and as of '13, the lighting for the center stages as well. Crews of up to 125 people are deployed each year to ensure music fans from all over the world are served up the sweet sound waves they have come to expect from these elaborate and large-scale festivals.

Sportfreunde Stiller Tour Germany - 2013

It takes more than merely great music to get music loving crowds fired up. Just ask Sportfreunde Stiller – a German indie rock band. Lighting designers from Les Urban Progressive tasked satis&fy to provide a backlit LED screen as wide as the stage and 6 ft LED frames with steel letters spelling out the bands name “Sportfreunde.”

This was a project requiring quite a bit of brainstorming and design effort on the front end. However, in the end the One-Stop-Solution triumphed again as the collaboration between the lighting, video, set design, and scenic crews was seamless.





Joe Cocker European Tour - 2013

A team of satis&fy's best engineers was assembled to support the legendary Joe Cocker on his EU tour of 32 gigs in just 60 days. To prepare for this challenge, the team had not only pre-assembled, installed, and wired its gear in compact cases, giving the crew a convenient, plug-and-play rig to gig with. But had also come prepared after modeling all venues in 3D back at home to ensure none of the 32 venue's unique "charms" would present any surprises when creating the perfect soundscape each and every night.





FLY BerMuDa Electronic Music Festival Berlin, Germany - 2011+2013

Fly BerMuDa is neither an airline nor a vacation destination – it's a festival that attracts several thousand techno, minimal, house, and electronic music enthusiasts who to get together to rave nonstop. It is the closing highlight of the Berlin Music Days, a weeklong event for electronic music in about 40 different locations, with over 100 different DJs.

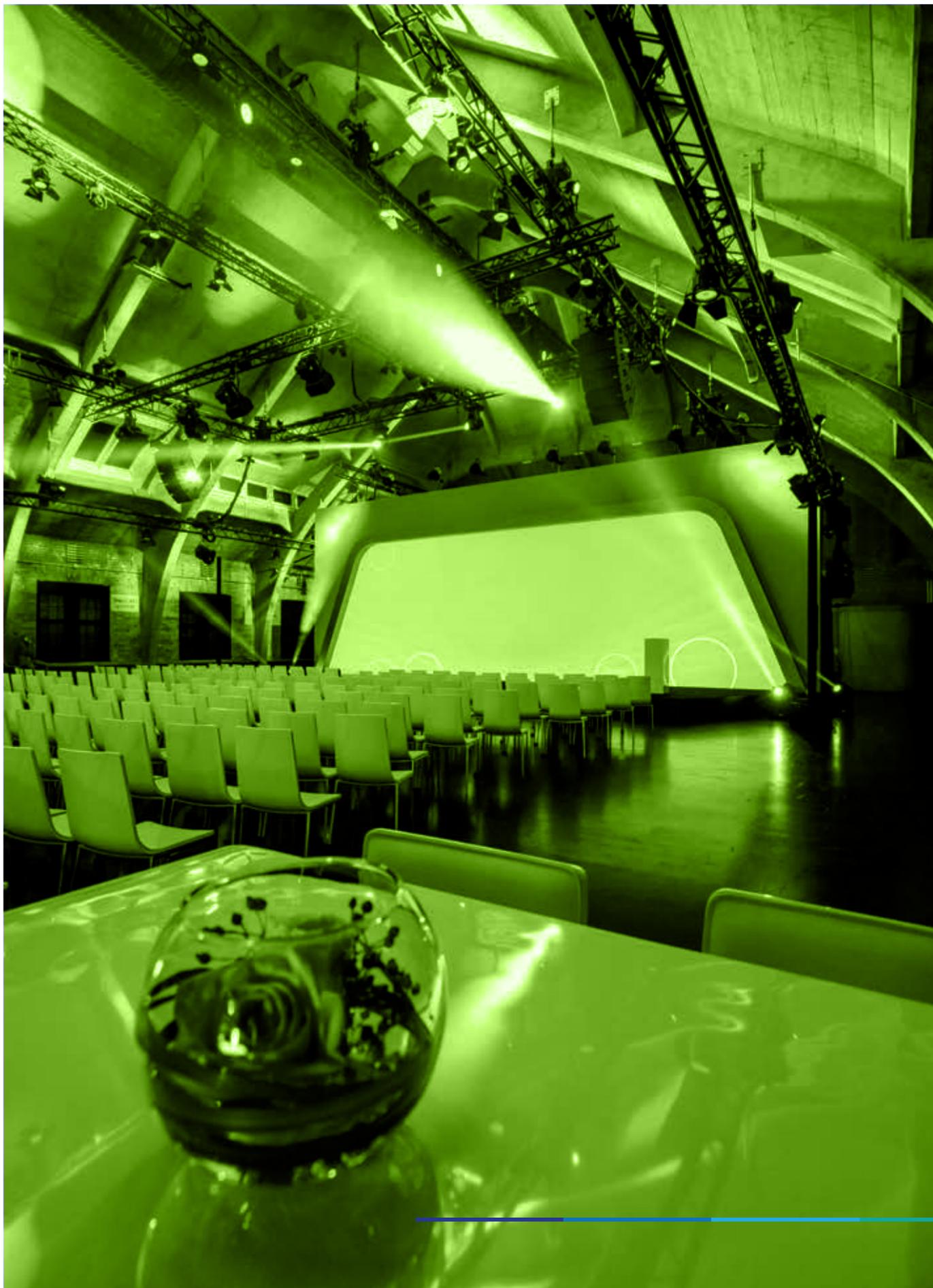
satis&fy supported this festival with a full support package of production technology: stage/set design, lighting, video, rigging and the most important aspect of course: audio. Location was the party location of the hip & cool: Tempelhof airport in Berlin. satis&fy showed up with 60 technicians along with 7 trailers full of gear and equipment that transformed the three hangars of the historical airport into a techno universe.



Mayday
Main Floor / Halle 1
Dortmund, Germany - 2008

25,000 techno, house, and rave disciples gathered to dance for 15 hours straight at the biggest indoor rave party worldwide. satis&fy was brought on board to provide technical perfection and “driving power” behind more than 50 artists, DJs, and live performers appearing on several floors. Some of the world-famous dance-floor, electro, and techno-artists on hand included Sven Väth, Paul van Dyk, and Westbam.

For several days ahead of time, the company’s specialists unloaded more than 12 trailers with the equipment needed to set up 100 tons of lighting, audio, laser, and video equipment in several halls.



Location Management

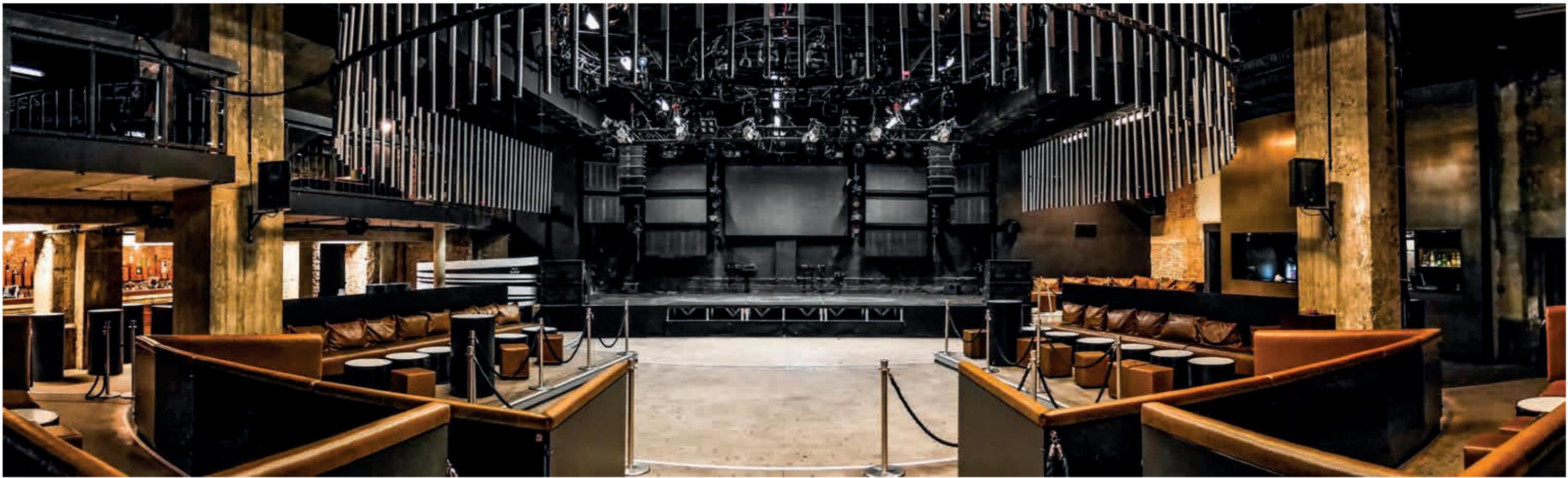
Corporate brand and marketing events, public and private cultural happenings, clubs and the live music scene—the demand for attractive and distinctive venues is great as this mix of events is diverse.

This is why vintage factory buildings, disused movie theaters and former department stores and engine sheds are so often repurposed for events. Sometimes they even get a makeover for each performance and get-together. Legacy locations, in turn, are investing to modernize their venues with high-tech infrastructure and multimedia installations to provide the underpinning for successful branding and pure entertainment that is sure to satisfy their clientele's demands.

However, considerable investment is needed to design compelling solutions and install state-of-the-art event and building technology, and the business risks are no less significant for location operators. This is why it is not unusual to see compromises where the upgrades are not as compelling or extensive as they could and should be.

satis&fy came up with a service model to address precisely this issue: The 'Location Partnership Services' (Exclusive or Preferred) are here to drive down the financial risks for a venue operator and boost the location's economic efficiency from day one.

The following chapter gives an overview of a selection of locations satis&fy works hand in hand with as a preferred or exclusive partner.



GIBSON CLUB Frankfurt

Located in the heart of Frankfurt, the Gibson Club has made it into the circle of 'The World's Finest Clubs' and recently even received the 'Club of the year 2013' award in Germany. But as its name may mislead, Gibson is not only a club – it's also a premier location for live concerts. Audiences can enjoy live music ranging from international artists, club acts to various DJs. The club is outfitted with a Martin Audio sound system, Martin Professional show technology, LED walls and a mobile DJ booth.

The partnership began when the club's house band was no longer satisfied with the installed monitoring system and satis&fy audio experts received a phone call from owner Madjid Djamegari. A solution was quickly drafted: satis&fy audio experts swapped out the onstage solution for in-ear monitor line and mixer and tweaked the software with the new settings. Both manager and band were delighted – and so satis&fy became the venue's new production service provider, always on standby and ready with advice, assistance and technicians supporting the club as it opens its doors each night.

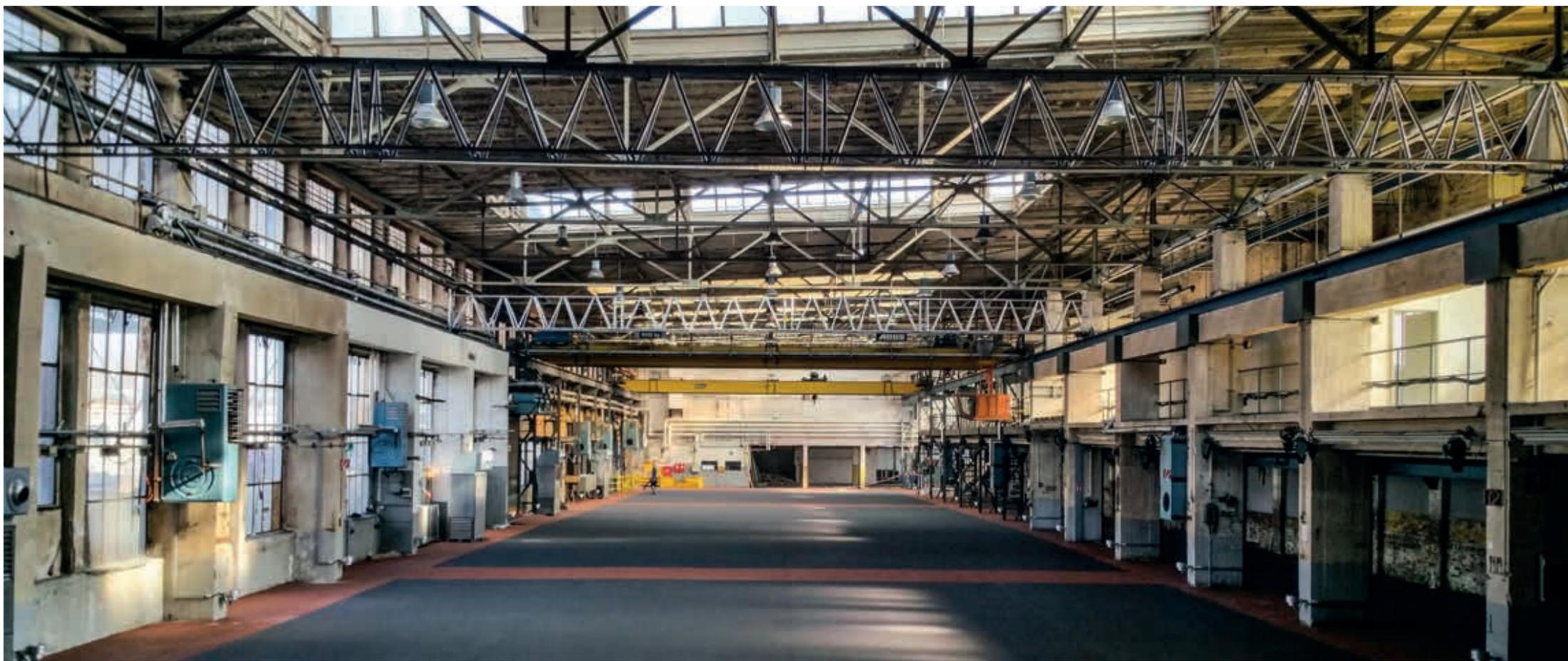




Batschkapp Frankfurt

The Batschkapp is one of Frankfurt's most venerable rock clubs. Trends come and go, but this fixture on the city's music scene has managed to stay hip for 40 years now. Top acts from at home and abroad feature prominently on the Batschkapp's marquee. It's never easy to leave so much history behind, but the club picked up stakes and relocated in 2013.

Moving was a logistical chore, but the real challenge was to reinvent an iconic venue, fitting it out with state-of-the-art hardware while paying homage to the indelible Batschkapp brand. satis&fy was on board from day one to help plan the audio and lighting equipment's deployment. The venue is now fitted with standard systems, custom-built gear such as trusses, and a full complement of motors to hoist every load.



Fredenhagen Offenbach

An old production warehouse that has it all – impressive depth, integrated heavy duty cranes, rolling doors, visible piping and heating vents complete the unique vibe of this cool 100-year old industrial venue.

Undeniably one of the most unusual and distinctive event venues in close proximity to Frankfurt, its two gigantic main halls offer the perfect setting for a broad range of events ranging from high-end product launches, exclusive showcases to production test setups.



Museum of Natural History Berlin

The Museum of Natural History is an excellent choice for those who wish to dine with brachiosaurus and archaeopteryx looking over their shoulders.

With 75,350 ft² of exhibition rooms, it offers plenty of striking settings for receptions. One of the world's five biggest natural history museums and a real crowd-pleaser. This venue made satis&fy its exclusive equipment provider in 2012.



Kraftwerk Berlin

Located in Berlin's center on Köpenicker Straße this former power station is a piece of Berlin's industrial history. Built around the same time as the Berlin Wall during 1960-64 its original purpose was to power the former East German regions of Berlin.

After being overhauled and resurrected in 2006, part of the location today serves as the techno club Tresor while the rest of this former power station is a vibrant space for exhibitions and events. In 2013 satis&fy was appointed Kraftwerk's preferred partner for the technical and conceptual realization of events.

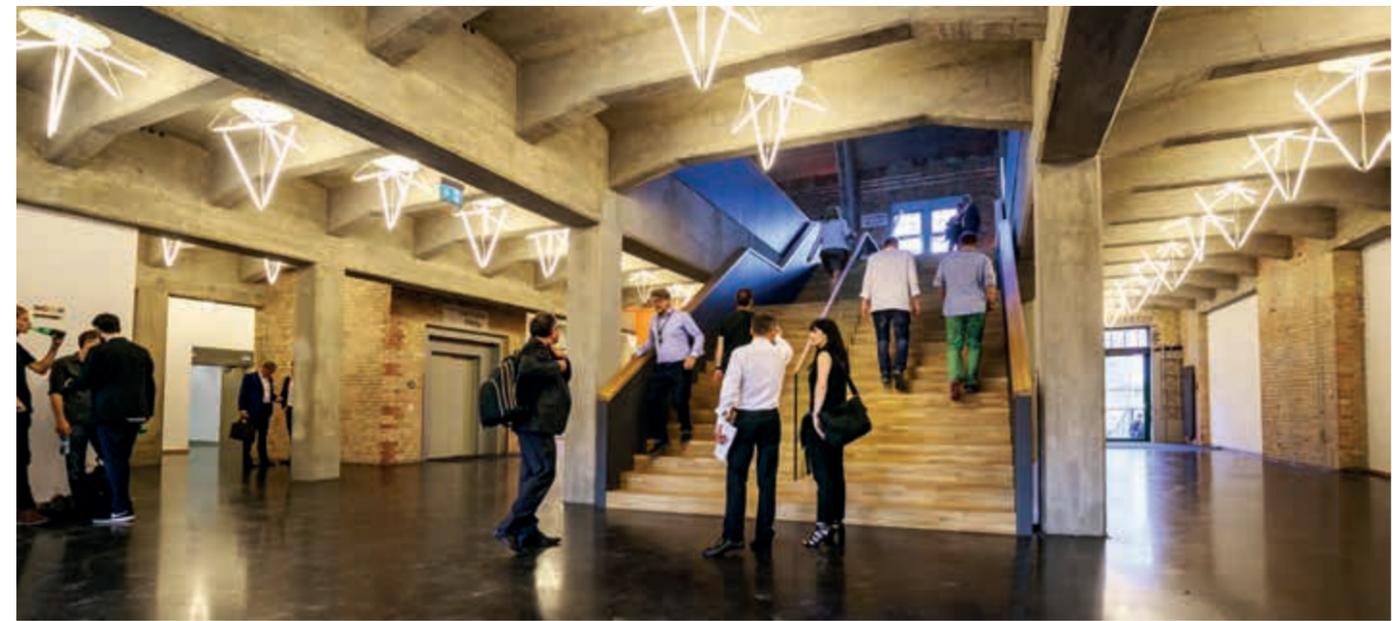


Atonal Festival Kraftwerk Berlin, Germany 2012 - to present

Berlin Atonal is an experimental music and visual art festival that became the stuff of legends during its initial run from 1982 to 1990. satis&fy received a call to "power" the first re-launch of the festival in 2013 in it's astonishing new location: the massive abandoned power plant Kraftwerk in the heart of Berlin.

Some crucial questions satis&fy audio & lighting engineers sought out to solve: In a location of this vast scale made out of pure concrete and steel how does one create a sound that manages to adequately perform according to each one of the extremely diverse and unique sound concepts? How would one create a lighting concept capable of not only promoting the location and the music but also of putting emphasis on the peculiarities of the latter?

In the end our technical approach based on the idea of less is more, neglecting mere quantity for the benefit of utmost sound and light quality proved successful. So successful even that as of 2013 satis&fy was appointed Kraftwerk's preferred partner for the technical and conceptual realization of events.



WECC Berlin

Berlin's WECC Event & Convention Center is a shining example of how rewarding the collaboration between a venue operator and satis&fy, the exclusive technology and planning partner, can be. Brought on board early to pitch in with the technical planning, we eagerly took up this invitation to contribute to what turned out to be a rousing success. The operator's holistic concept was put into practice with style and panache. All equipment in each of the venue's locations is now networked to minimize setup time and speed up transitions at each juncture of the event's agenda, say to wrap up a conference and gear up for an awards ceremony, gala evening or after-show party. Everyone wins: The cutting-edge equipment lets us make the most of the venue's capacity and it gives the operator another persuasive selling point for clients seeking to rent a location.

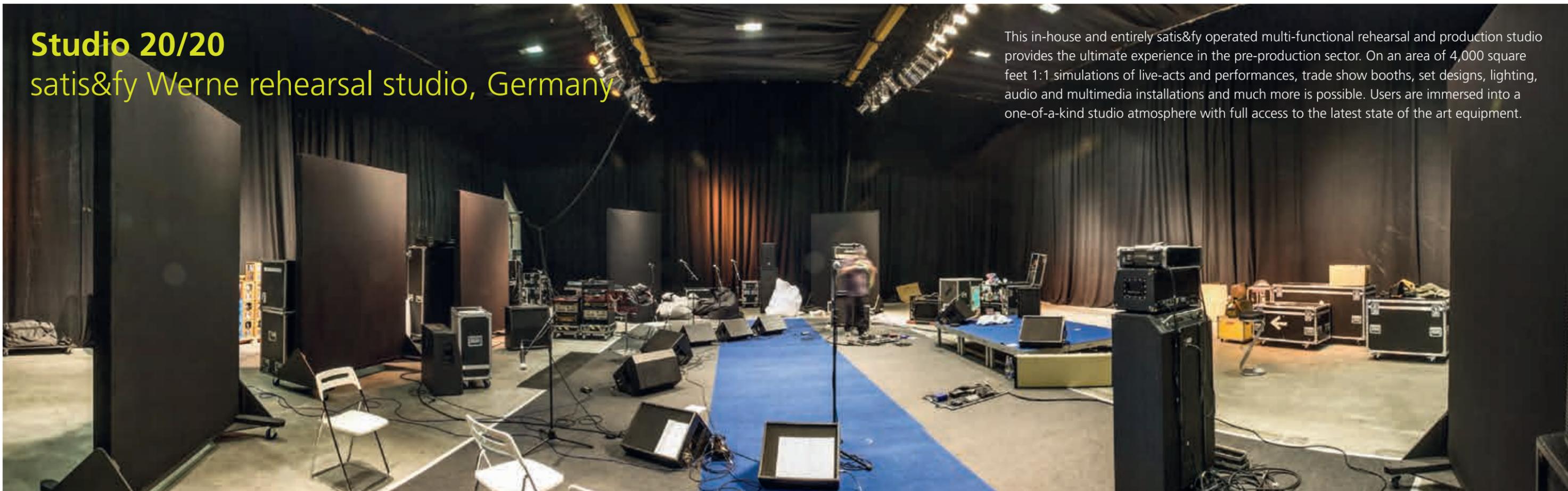


Museum for Communication Berlin

Originally opening its doors in 1898 as the “Post Museum”, this location is the oldest of its kind world wide. satis&fy is proud to have won over one of Berlin’s most prestigious locations, the Museum for Communication. With its interior décor of antic columns and modern neon installations it automatically infuses every event with a unique and classy atmosphere. As of 2013, satis&fy is the preferred partner for events in the opulent building and courtyard famed for its evocative light.



Studio 20/20 satis&fy Werne rehearsal studio, Germany



This in-house and entirely satis&fy operated multi-functional rehearsal and production studio provides the ultimate experience in the pre-production sector. On an area of 4,000 square feet 1:1 simulations of live-acts and performances, trade show booths, set designs, lighting, audio and multimedia installations and much more is possible. Users are immersed into a one-of-a-kind studio atmosphere with full access to the latest state of the art equipment.

Wilhelmsrock satis&fy Hamburg rehearsal studio, Germany

A little unknown fact – in 2014 Hamburg’s tourist scene grew faster than Berlin’s! A hospitable place for start-ups and established companies alike. satis&fy kickstarted its 8th branch office here back in 2014.

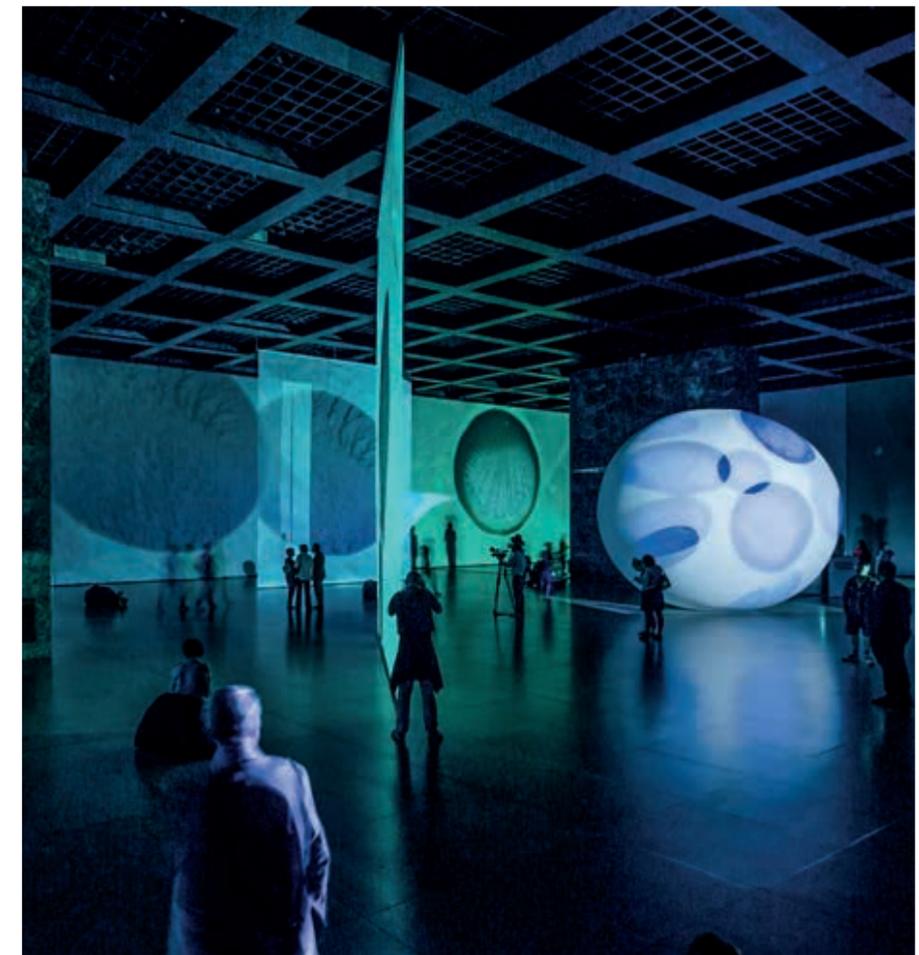
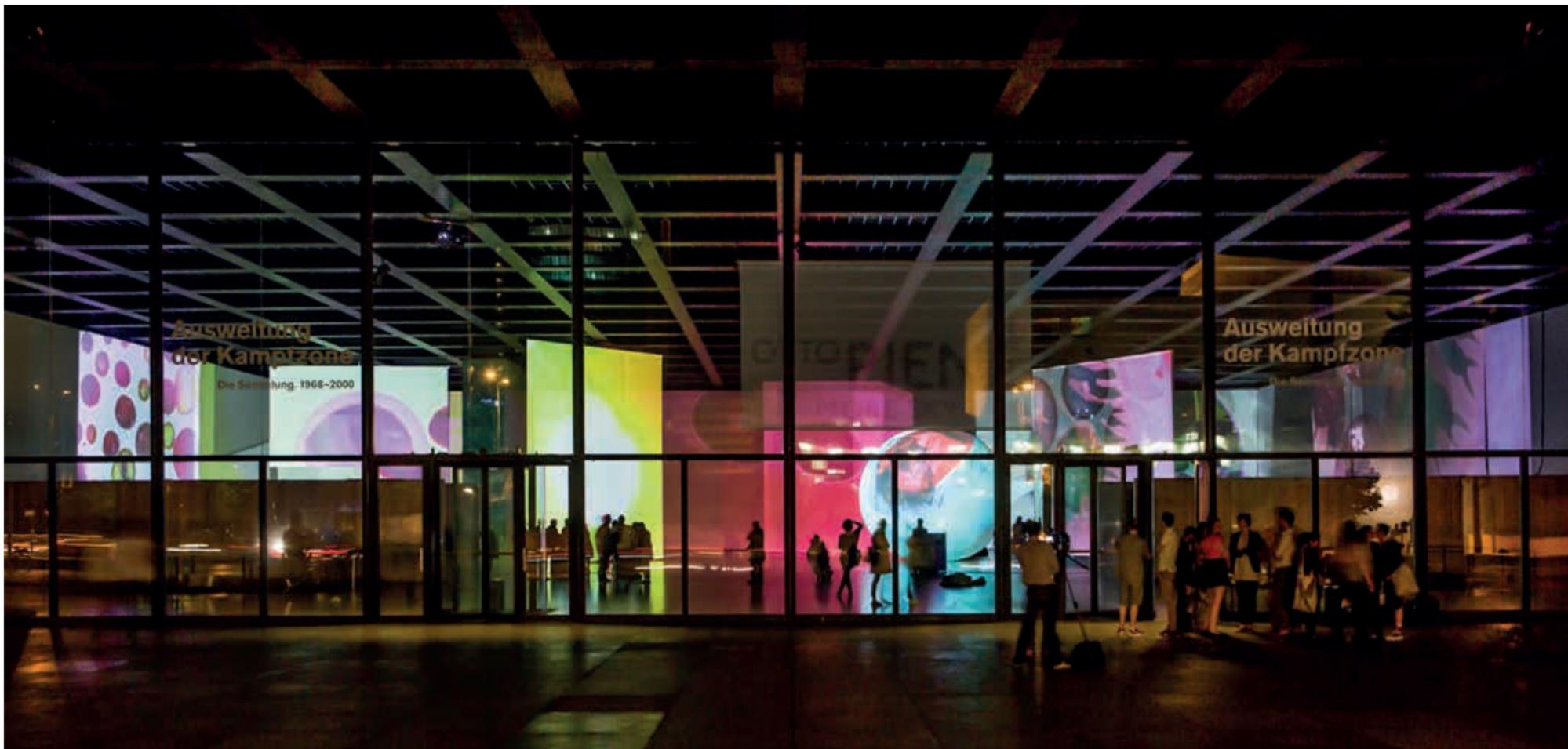
Complete with it’s own rehearsal space “Wilhelmsrock” is a top spot not far from downtown Hamburg, yet off the beaten path, so artists can rehearse in peace. It offers rehearsal halls as well as engineering rooms and has become a favorite go-to venue among many local and German artists.





The Art Of Tech

When art meets technology within the satis&fy sphere, barriers are detonated, innovation breaths at its freest and all converges to create an intoxicating collaborative cornucopia of stimulating design and creative ingenuity, regardless of material or medium. With our project scope reaching deep into the realms of theater, galleries & museums alike our in-house R&D labs and tech specialists effortlessly and aesthetically blur the lines between art and cutting edge technology.



Otto Pienes “Proliferation of the Sun” Berlin, Germany - 2014

Berlin’s Neue Nationalgalerie tasked satis&fy to provide AV support and convert more than 1,100 digitized glass slides into moving images for a major retrospective of artist Otto Pienes’s body of work titled “Proliferation of the Sun”.

Piene had hand-painted the slides in the 1960s for the then newly invented carousel projector to beam multihued iridescent orbs onto surfaces in galleries, off-site spaces, and basement movie theaters. Nearly 50 years later, seven projectors cast digital clips onto screens with images sequenced in exactly the same order for this reprise.



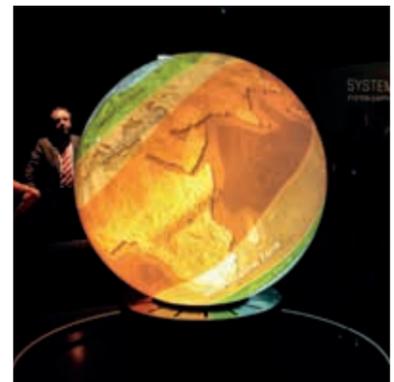
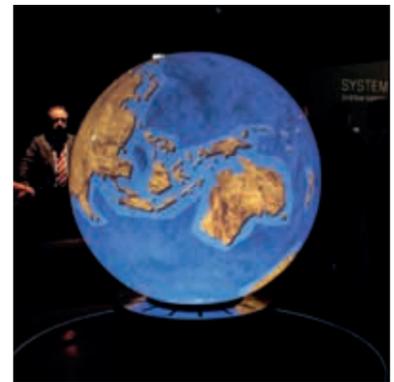
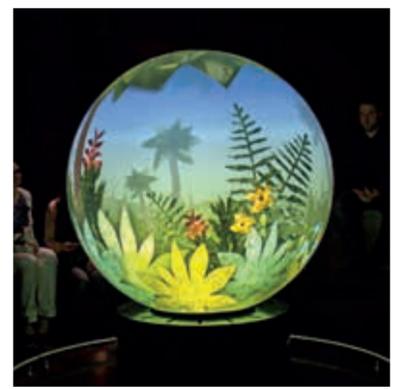


Puffersphere Senckenberg Museum Frankfurt, Germany - 2013

An area that our in-house R&D team takes much pride in, is designing and developing new platforms for the display of digital content outside of the confines of traditional flat screen media. A custom-built 4' diameter spherical projection display starred as the centerpiece during an exhibit at the second largest museum of natural history in Germany.

The Puffersphere came with an ultra high-resolution video projector, boasting a total resolution of 2560x1600 pixel and thus ensuring a highly detailed 360-degree projection. During guided tours through the museum our team installed controllers using a wireless Android

Our team ensured the Puffersphere display could be effortlessly controlled via wireless Android devices during museum tours by designing a custom user interface for visitors.



Tristan + Isolde Production

Jahrhunderthalle Bochum, Germany - 2011



Art truly met tech when satis&fy was called upon to develop and design the stage technology for a production of "Tristan and Isolde" during the 2009-2011 Ruhr Triennial. A Puffersphere 13' in diameter created an impressive and immersive centerpiece for the overall set design. In cooperation with the venue's stage technicians, satis&fy specialists were able to develop a suspension system that allowed for the gigantic 360-degree projection surface of the Puffersphere to be moved horizontally across the entire stage set.



German Opera Ball Frankfurt, Germany - 2008

Inaugurated all the way back in 1880, satis&fy made this concert hall and former opera house shine in all its glory – both inside and out. Four 20,000 lumen projectors were used to map content onto the venue's main façade, luring guests into the opera where a 56ft wide flower installation blossomed above the main stage, creating the evening's magical centerpiece.

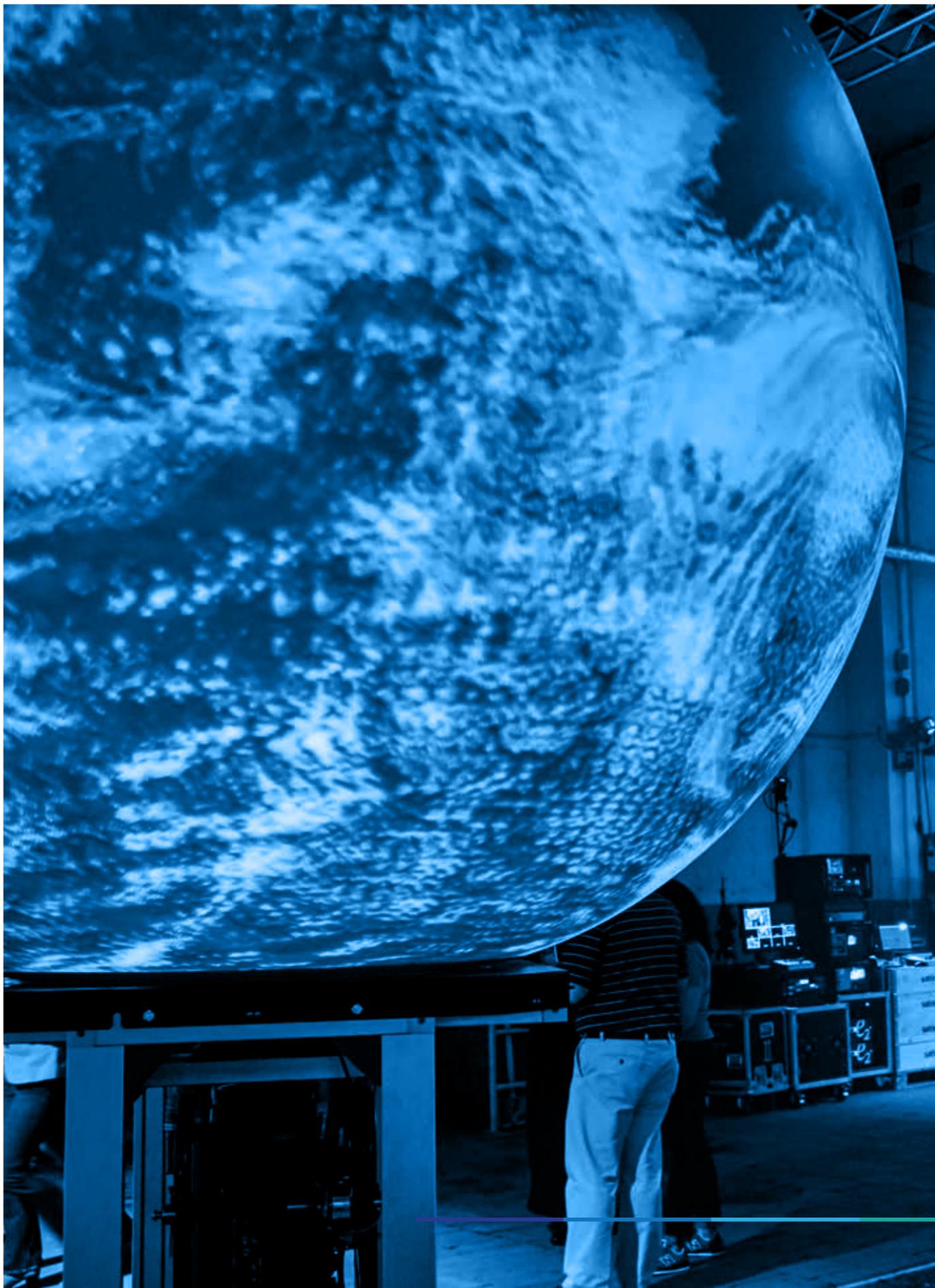




Sky Arena Frankfurt, Germany - 2006

In close relationship with the agency Atelier Markgraph and lighting designer Gunther Hecker, satis&fy's lighting specialists developed the technical concept for the lighting and controls behind Sky Arena 2006 – an incredible light show along Frankfurt's skyline. Additional video projection popped up as a last minute request, the result: an enormous 50 ft x 72 ft space along one of the city skyscrapers, was utilized as a projection surface to showcase a live act.





Research & Development

You have that friend that invites you over to check out their little project they have going on in their garage. "Come on over for a beer, I'll show you what I've been working on."

Pretty soon it's midnight and your covered in grease, but you're oh so proud of the final product. Well, our friends are industry leaders in AV manufacturing and innovation, and we've been their favorite late night tinkering phone call for decades.

Our internal R&D lab is truly a playground for cutting edge technology. You've seen what's next, we've tested what's after. Always ensuring we have the best and most innovative solutions on hand tailored to fit your specific event needs.

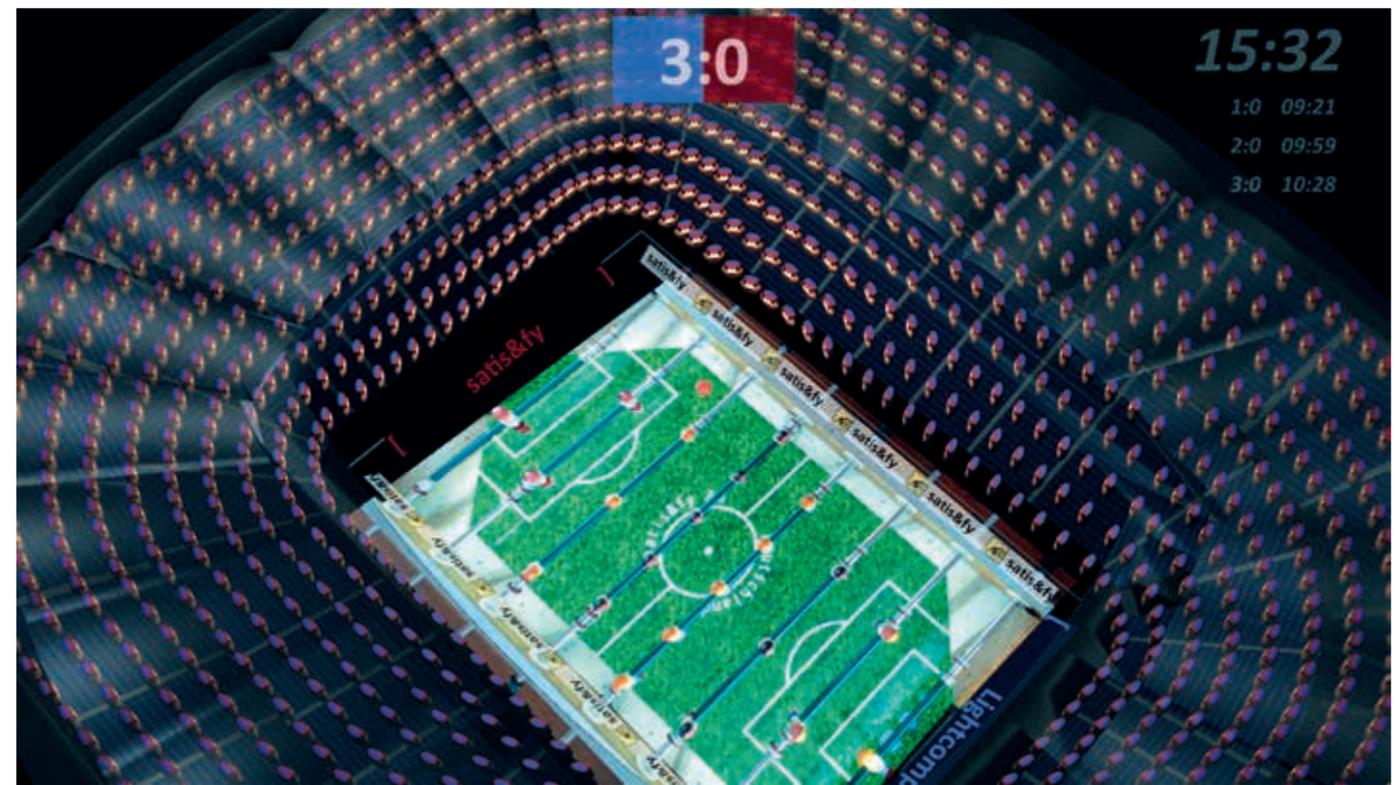


4K Projection Mapping Frankfurt, Germany - 2014

With many industry players in town for the *Prolight + Sound Expo* in Frankfurt, satis&fy decided to host a spectacle of its own, inviting vendors, clients & business partners alike to experience the full force of spectacular our in-house video and R&D labs are capable of. The motto: go 4K or go home.

Spatially augmented reality is in full flow as the mapped imagery unleashes onto the facades of the satis&fy headquarters via two projectors, leaving audiences in sheer awe and amazement. The epic soundscape comes courtesy of twin speaker towers perched at far corners of the spacious paved courtyard. The projectors, mounted on a semi-trailer across from the main building, are new; so new in fact that no one was quite sure if they would live up to the technicians' lofty performance promise. Made by Barco, these prototypes generate concentrated light beams with such visual force that all other devices pale in comparison. This powerful force goes by the name of 4K and satis&fy is among the first adopters of this cutting edge technology in the European & North American market.





Digital Foosball Table

Quite literally everyone's favorite new "toy" within both our R&D labs and satis&fy as a whole. With a playing field replaced by LCD displays, multiple speakers and video cameras – one of which films the entire game from a bird's eye perspective, throwing this content onto an external display for by standing audiences' entertainment.

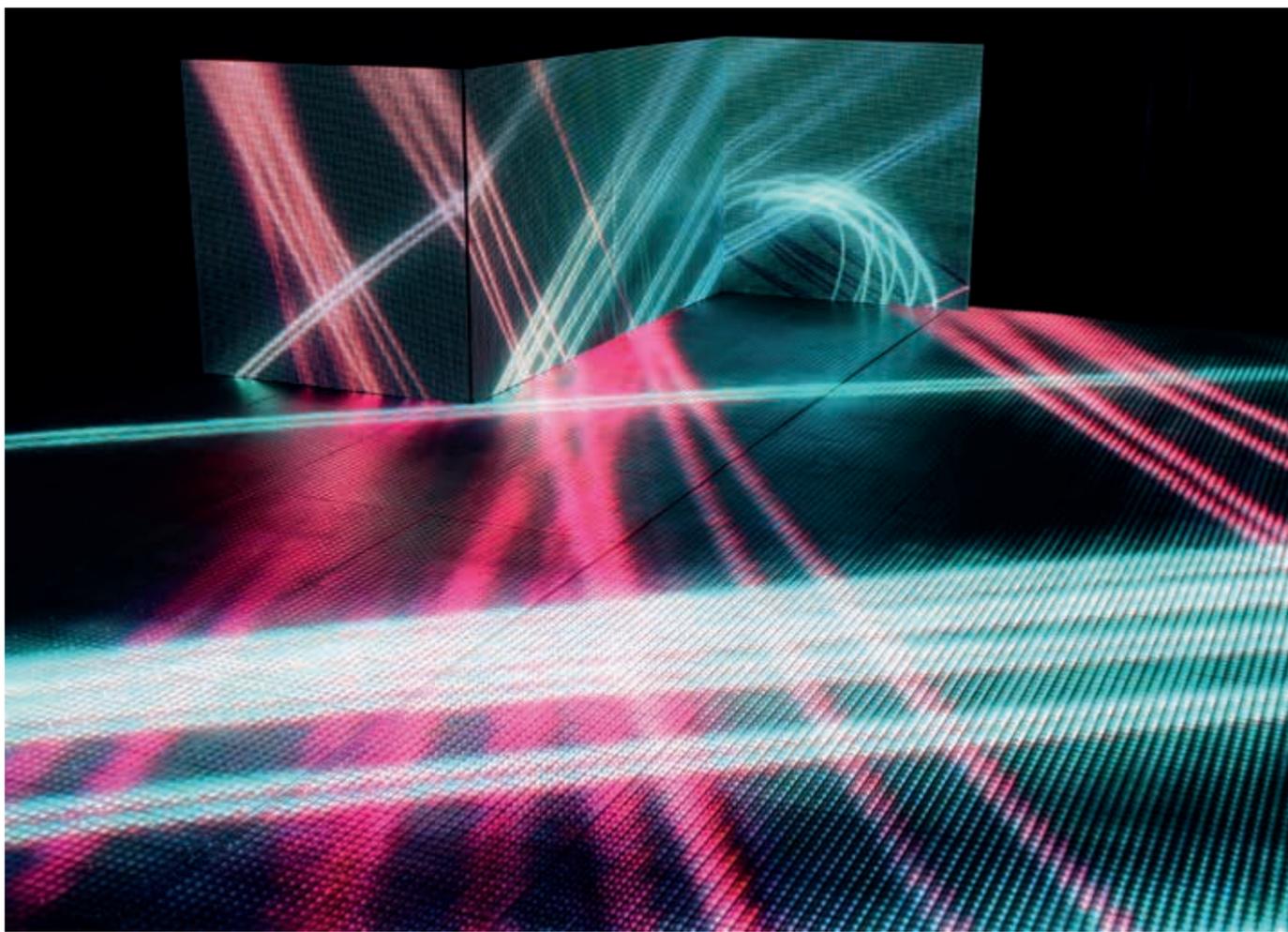
By standing audiences can alternate between watching the real life game and an animated 3D simulation of a soccer stadium into which the above-mentioned bird's eye camera is displayed in real time. Once the ball is in play, the 3D animation moves along relative to the position of the ball – of course all in real-time. Right down to the soccer ball leaving traces on the virtual turf!



Spherical Projection Furniture

Sit back, relax and enjoy the show – happening right underneath you! This interactive furniture of the future comes complete with 360-degree projection based on Puffersphere technology.

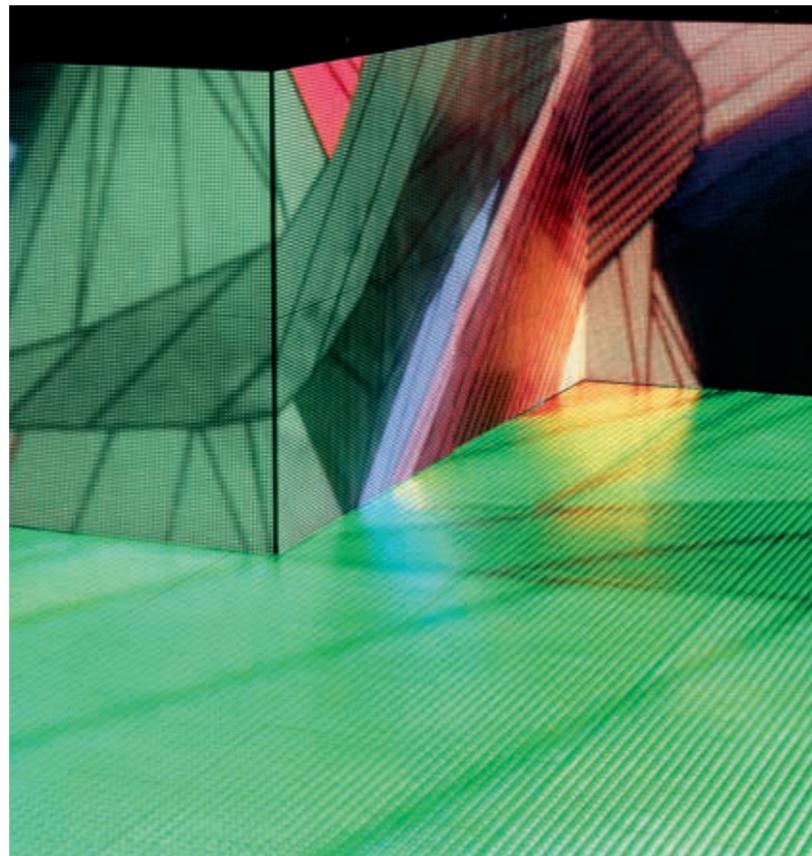
Built-in 360-degree touch-capable infrared cameras outfitted with hemispheric lenses allow these design pieces to auto-detect anyone attempting to lounge on them. The content is entirely customizable for your brand needs.



LED Wall & Floor Tiles

This state of the art LED solution is among the favorite additions to our inventory pool.

This system consists of LEDitgo sB10 tiles with 10 mm pixel pitch and a load capacity of two tons per m². These specifications make it easy to apply the technology to a range of scenarios, from a simple video backdrop for eye candy purposes, to an interactive basketball consumer experience.



Multi-touch Motion Tracking Table

Our in-house R&D team created an innovative & interactive multi-touch table using Multitaction Cell MT550 that allows for simultaneous marker tracking and multi-touch operation. Once again following the satis&fy ethos of using visual aesthetics & design as a constraint when creating the latest & greatest innovative technology, the invisible marker technology enables marker tracking on transparent surfaces without visible markers, QR-barcodes or other elements that could negatively impact the design and overall "look and feel" of the presented product.



Masthead

Editor in chief

Jennifer Ewald

Photography

Misha Ashton-Moore

Camille Blake

Michael Grein

Christina Hillard

Dorothy Hong

Anna Imm

Carsten Klick

Ruben Küster

Ralph Larmann

Bertil Mark

Thomas Rosenthal

Michael Schaefer

Thomas Schacht

Tobias Schall

Thomas Schmitt

Jojo Tillmann

Stefan Wildhirt

Thorsten Zimmermann

satis&fy, LLC

satis&fy AG

Contributing Editors

Christina Cockburn

Maika Janat

Kim Liebig

Cade Moore

Patrick Tyvand

Thomas Schmitt

satis&fy AG

Industriegebiet Dögelmühle

61184 Karben

GERMANY

Phone +49 6039 9210-0

Fax +49 6039 45951

info@satis-fy.com

www.satis-fy.com

satis&fy AG

Industriegebiet Dögelmühle
61184 Karben
GERMANY

Phone +49 6039 9120-0
Fax +49 6039 45951
Karben@satis-fy.com

satis&fy AG Berlin

Schlesische Straße 26
10997 Berlin
GERMANY

Phone +49 30 6120966-0
Fax +49 30 6120966-30
Berlin@satis-fy.com

satis&fy AG Hamburg

Neuhöfer Straße 23
21107 Hamburg
GERMANY

Phone +49 40 696 322-321
Fax +49 40 696 322-339
Hamburg@satis-fy.com

satis&fy Event Productions B.V.

Zuiderloswal 4
1216 CJ Hilversum
THE NETHERLANDS

Phone +31 35 6722-080
Fax +31 35 6722-081
Hilversum@satis-fy.com

satis&fy LLC Portland

5801 NW Cornelius Pass Rd
Hillsboro, OR 97124
USA

Phone +1 503 941 5299
Fax +1 503 372 5694
helloPDX@satis-fy.com

satis&fy AG Werne

Baaken 20
59368 Werne
GERMANY

Phone +49 2389 9289-0
Fax +49 2389 9289-100
Werne@satis-fy.com

satis&fy AG Munich

Landwehrstraße 60-62
80336 Munich
GERMANY

Phone +49 89 416145-20
Fax +49 89 416145-299
Munich@satis-fy.com

Lightcompany GmbH

Ringbahnstraße 15
41460 Neuss
GERMANY

Phone +49 2131 2386-0
Fax +49 2131 275696
info@lightcompany.de

satis&fy LLC New York

14 53rd Street
Brooklyn, NY 11232
USA

Phone +1 503 2770323
helloNYC@satis-fy.com

satis&fy Producoes LTDA.

Rua Monte Alegre 501,
Apt 143 Perdizes, São Paulo
BRASIL

Phone +55 11 2369 7966
SaoPaulo@satis-fy.com

