



PHYSICAL AND INTERACTIVE BRAND EXPERIENCE

Story Room

A permanent immersive system that makes processes, materials and expertise clear during visits, showroom sessions and commercial meetings.

Turn your brand from something people know into something they have experienced.

Configurations from EUR 20,000 excl. VAT | Turnkey delivery in 3-6 months.

PROBLEM AND OUTCOME

From an unstructured visit to a repeatable commercial journey.

The Story Room standardises key messages, links processes and samples to clear evidence, and ends with a trackable action. The project is evaluated through message consistency, audience understanding and commercial progression.

CURRENT ISSUE	ACTION	DECISION INDICATOR
Messages depend on the guide	A consistent narrative, adapted to the audience	consistency across sessions and messages understood
Processes and materials are difficult to place in context	Coordinated objects, images, audio and lighting	understanding of the competitive difference
Interest ends when the visit does	CTA, consent and follow-up connected to the visitor journey	purchase, sample, meeting or opportunity

EXPECTED OUTCOME

A repeatable visit that makes the company's distinctive value clear and produces an observable next step, without attributing sales to the project that would have happened anyway.

VISIT PATH

The room coordinates preparation, the session, follow-up and conversion.

A branded web app, included in Core, can connect the invitation, topic selection, content and final action. CRM, booking or POS integrations are included only when they support the business case.

PHASE	SYSTEM	OPERATIONAL OUTPUT
Preparation	invitation, booking, audience, language	planned demand and capacity
Session	content, objects, interaction, messages	consistent experience and completion
Follow-up	showroom, production, tasting, meeting	evidence and qualified enquiries
Conversion	action, consent, follow-up, systems	purchase, sample, meeting or opportunity

DIGITAL CONTINUITY

The web interface opens from a QR code or link, with no installation. The project defines which steps must be tracked, what consent is required and which system receives the data.

COMPLETE SYSTEM

Hardware, content, commissioning and measurement within a single scope.

The Story Room is the physical environment; Activation defines occasions and scheduling; Measurement connects use, understanding and subsequent actions. The final proposal sets quantities, responsibilities and options.

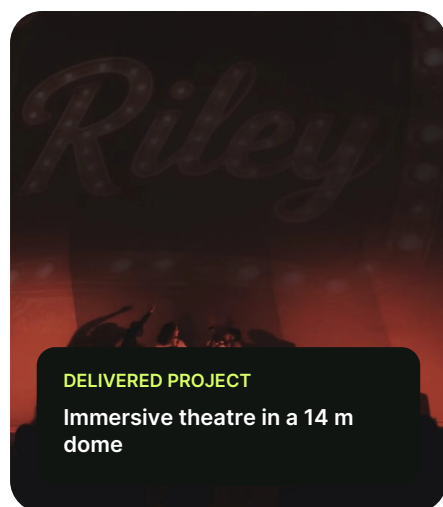
AREA	INCLUDED IN THE PROJECT	TO BE DEFINED IN THE PROPOSAL
Environment and control system	180-degree system, audio, lighting, control	scenography, objects and building works
Content and software	first visitor journey and branded web app	duration, languages, original productions
Commissioning	FAT, installation, SAT and training	site access, utilities and onsite responsibilities
Activation	calendar and initial materials	media, PR and ongoing events
Measurement	Sessions, attendance, completion and CTA	CRM, POS and incremental analysis
Life cycle	delivery documentation	support, SLA and subsequent updates

Main standard exclusions: building and utility works, original productions, ongoing campaigns, advanced integrations and support beyond the stated period, unless explicitly included.

DELIVERY CAPABILITY

Space, content and commissioning: already proven in the field.

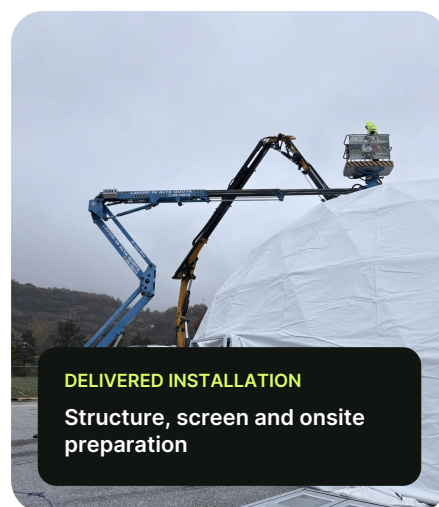
The documented case concerns a separate immersive production. It demonstrates the integration of space, projection, audio, lighting, technical production and live audience operations; it does not document economic or operational results for the Story Room.

**DELIVERED PROJECT**

Immersive theatre in a 14 m dome

**ONSITE PRODUCTION**

Projection, cabling and technical production

**DELIVERED INSTALLATION**

Structure, screen and onsite preparation

In a 14-metre geodesic dome, we integrated space, 360-degree projection, audio, lighting, technical production and fit-out for a public experience. The case documents immersive integration and live-operation capability; it does not constitute evidence of Story Room ROI.

EVIDENCE BOUNDARY

The evidence supports our integration and live-operation capability. The 180-degree configuration, physical interactions, SLA and economic return are specified and verified for each individual project.

ECONOMIC DECISION

The project is viable only when compared with the scenario without the Story Room.

Incremental value and genuinely avoided costs must cover TCO within the agreed horizon. The model uses effective capacity, net contribution margin, ROI, payback and, when required, NPV.

CHECK	INPUT	APPROVAL CRITERION
TCO	investment, works, content, management, Activation, support	complete and approved scope
Economics	incremental margin and cash savings	ROI and payback within company thresholds
Capacity	deliverable slots and reachable demand	break-even volume that can realistically be served
Evidence	baseline, source, owner and comparison	benefit distinguishable from business as usual

FINANCIAL RULE

ROI = (incremental economic benefits + verifiable savings - TCO) / TCO. If the threshold is not plausible, we resize the configuration or advise against the investment.

CONFIGURATION

Four clear scopes, from the operational base to bespoke.

The proposal makes inclusions, exclusions, responsibilities, recurring costs and acceptance criteria explicit. The configuration is selected according to space, interactions, content and economic threshold.

CORE 180°	EUR 20,000-24,000 excl. VAT	For a 180-degree system, software, first visitor journey, installation and training.
PHYSICAL INTERACTION	EUR 26,000-32,000 excl. VAT	For integrating 2-3 objects or physical interactions into the visitor journey.
SCENOGRAPHIC	EUR 32,000-45,000 excl. VAT	For a complete physical environment with 3-5 coordinated interactions.
BESPOKE	From EUR 45,000 excl. VAT	For special geometries, multiple zones, large machinery or original productions.

3-6 months on average, from approved proposal to turnkey delivery.

Typical sequence once space, materials and approvals are available: site survey | concept | detailed design | FAT | installation | SAT | training.

TECHNICAL AND FINANCIAL FEASIBILITY

We determine whether the project is technically and financially viable.

Using the room, audience, flows, margins and commercial objective, we develop an initial configuration, TCO, break-even threshold and data requirements. The outcome may be positive, conditional or negative.



Request a 30-minute feasibility review

theusualnext.com/r/en/sr

info@theusualnext.com

Sources and references

[Immersive dome theatre - project delivered by the usual neXt](#)

[Brakus, Schmitt and Zarantonello, Journal of Marketing, 2009](#)

[Davey, Sung and Butcher, Journal of Brand Management, 2024](#)

[AMEC Integrated Evaluation Framework](#)

[Igloo Vision, Measuring the ROI of your shared immersive space](#)

The company references cited are public examples. Your Story Room business case is built around your company's flows, margins and objectives.

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