

PRELIMINARY TECHNICAL SUMMARY

Configurations and installation requirements

Four configurations, minimum space requirements and scope of supply.

STORY ROOM

Data, responsibilities and acceptance criteria before production.

Four configurations

CONFIGURATION	PRICE	SUITABLE WHEN
Core 180°	EUR 20,000-24,000 excl. VAT	a complete base system and first visitor journey are required
Physical interaction	EUR 26,000-32,000 excl. VAT	2-3 objects or physical interactions enter the visitor journey
Scenographic	EUR 32,000-45,000 excl. VAT	physical environment and 3-5 coordinated interactions
Bespoke	From EUR 45,000 excl. VAT	geometry or production falls outside the standard

SPACE

Feasibility is assessed across geometry, lighting, audio and visitor flows.

The room may be dedicated or integrated into a compatible showroom, reception, foyer or waiting area. A site survey confirms dimensions, light control, access, acoustics, safety and operational continuity.

4.3 × 4.2 m

MINIMUM OPERATING SIZE

Height 2.5 m; approximately 18 m2; indicative capacity 2-5 people.

4.8-5.5 m

IDEAL WIDTH

Depth 4.8-5.8 m; height 2.7-3.2 m; approximately 23-32 m2.

4-8

PEOPLE

Typical capacity in the ideal configuration, subject to flow and safety assessment.

ITEM	PROJECT REQUIREMENT	CHECK
Screen	180 degrees, standard 4 m diameter, approximately 2 m usable height	dimensions and sightlines
Lighting	controllable light exclusion and no direct light	onsite verification
Audio	level compatible with adjacent spaces and privacy	acoustic survey
Access	transport, assembly, maintenance and evacuation	site survey
Power	power, circuits and technical positions to be sized	services survey
Network	connectivity and software requirements defined during detailed design	network and IT policy

SCOPE

What is included and what is added according to project requirements.

The final proposal specifies quantities, content, responsibilities and options. This matrix guides configuration selection; it does not replace a site survey.

COMPONENT	CORE	PHYSICAL INTERACTION	SCENOGRAPHIC	BESPOKE
Panoramic system, audio and lighting	Included	Included	Included	Defined
Software and branded web app	Included	Included	Included	Defined
First visitor journey*	Included	Included	Included	Defined
Objects and physical interactions	0-1	2-3	3-5	Defined
Scenography and physical surfaces	Basic	Selective	Complete	Defined
Installation, FAT/SAT and training	Included	Included	Included	Defined
Visitor launch and initial measurement	Included	Included	Included	Defined
CRM, POS and incremental analysis	Optional	Optional	Optional	Defined

* Duration, scenes, available materials, languages and revisions for the first visitor journey are defined in the proposal. Options and exclusions: building works, original productions, large objects, campaigns, integrations, maintenance and subsequent SLA.

PROCESS

Typical duration: 3-6 months from the availability of prerequisites.

The schedule starts once the space is available, materials have been received and approvals agreed. FAT and SAT verify the acceptance criteria defined in the final proposal.

01	Discovery	Objectives, audience, space, objects, content, subsequent visitor journey and data.
02	Concept	Control system, layout, experience, inclusions, responsibilities and approvals.
03	Detailed design	Physical production, software, content, interactions and installation plan.
04	FAT	Factory Acceptance Test: startup, cues, interactions, reset and stability before onsite installation.
05	SAT and training	Site Acceptance Test in the actual space and training for at least two people.
06	Launch	Initial schedule, operational measurement and review in the following weeks.

ACCEPTANCE TEST TARGETS

Standard configuration: target startup within 2 minutes and target reset within 30 seconds. Timing, conditions and operator autonomy are verified during the agreed SAT.

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