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PLAYDISPLAY®

transforming
reality /

PlayDisplay has been implementing multimedia **projects** for society and business all over the world for 8 years, which includes the entire range of services, starting with a concept and finishing with a complete interactive space.

PlayDisplay is an exciting user experience that

#sells #trains #impresses

OUR MISSION

To continue being a leader in the sphere of creating impressive media solutions, combining creativity and high technologies and as a result giving people the necessary tools to go beyond

#reality #opportunities
#sensations

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DESIGN +TECH

We create cutting-edge things where design and technology intersect.

We do it better than anyone.

PLAYDISPLAY®

→ Full-fledged interactive spaces and stands

Development of interactive ergonomic environment for showrooms, exhibition stands, museum exhibits and entertainment spaces.

→ Interactive installations

Creation of interactive solutions in the form of holographic installations, augmented reality models, projection rooms.

→ Computer graphics and animation

Augmented and virtual reality creation, interactive realtime graphics and 3D videos.

Project development stages

01
JOINT BRIEFING

02
CONCEPT CREATION

03
TECHNICAL DESIGN

04
DESIGN DEVELOPMENT

05
PROGRAMMING

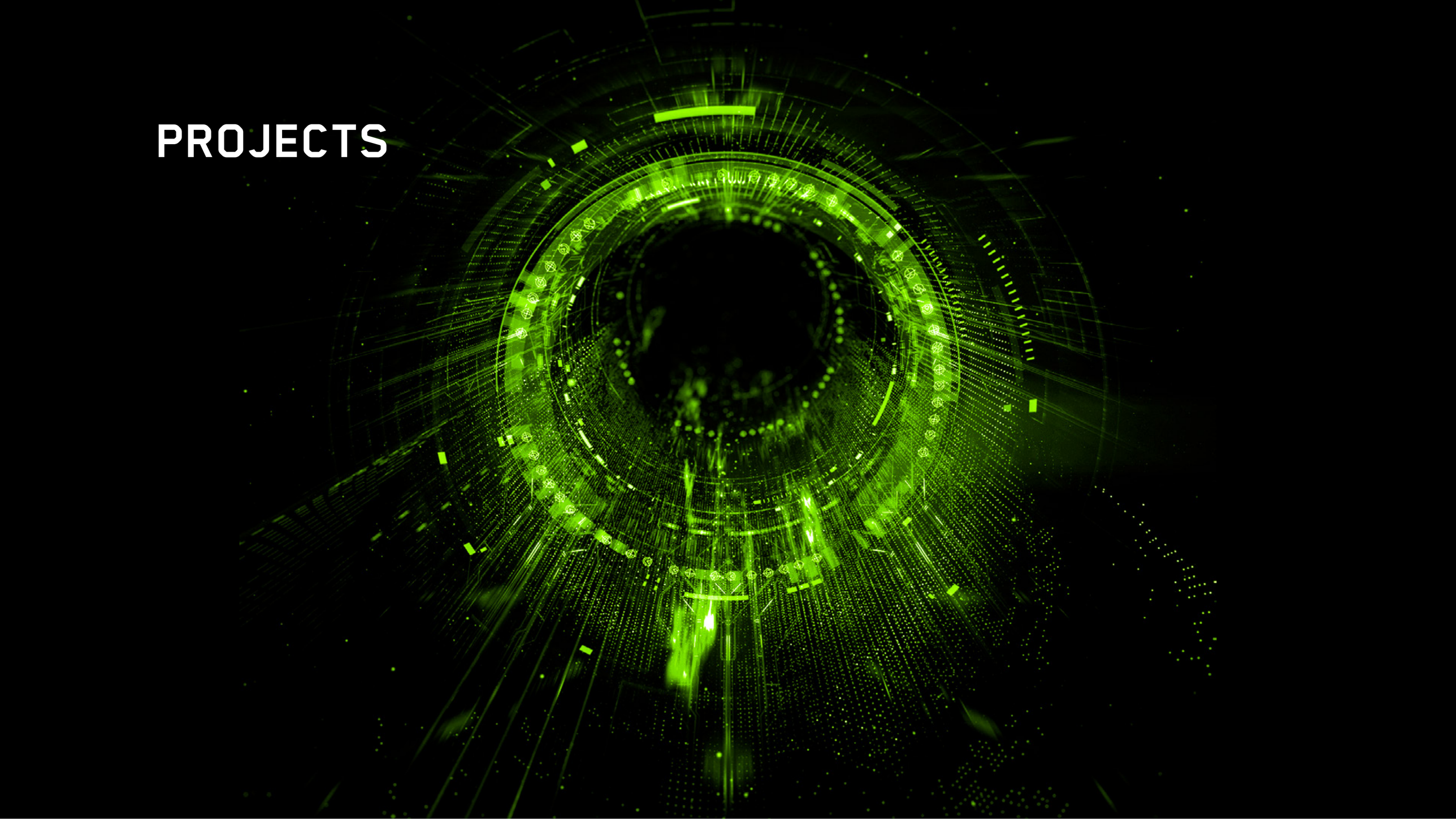
06
MANUFACTURING OF THE INSTALLATIONS

07
TESTING AND DEBUGGING

08
START-UP OPERATION

09
WARRANTY SUPPORT

PROJECTS



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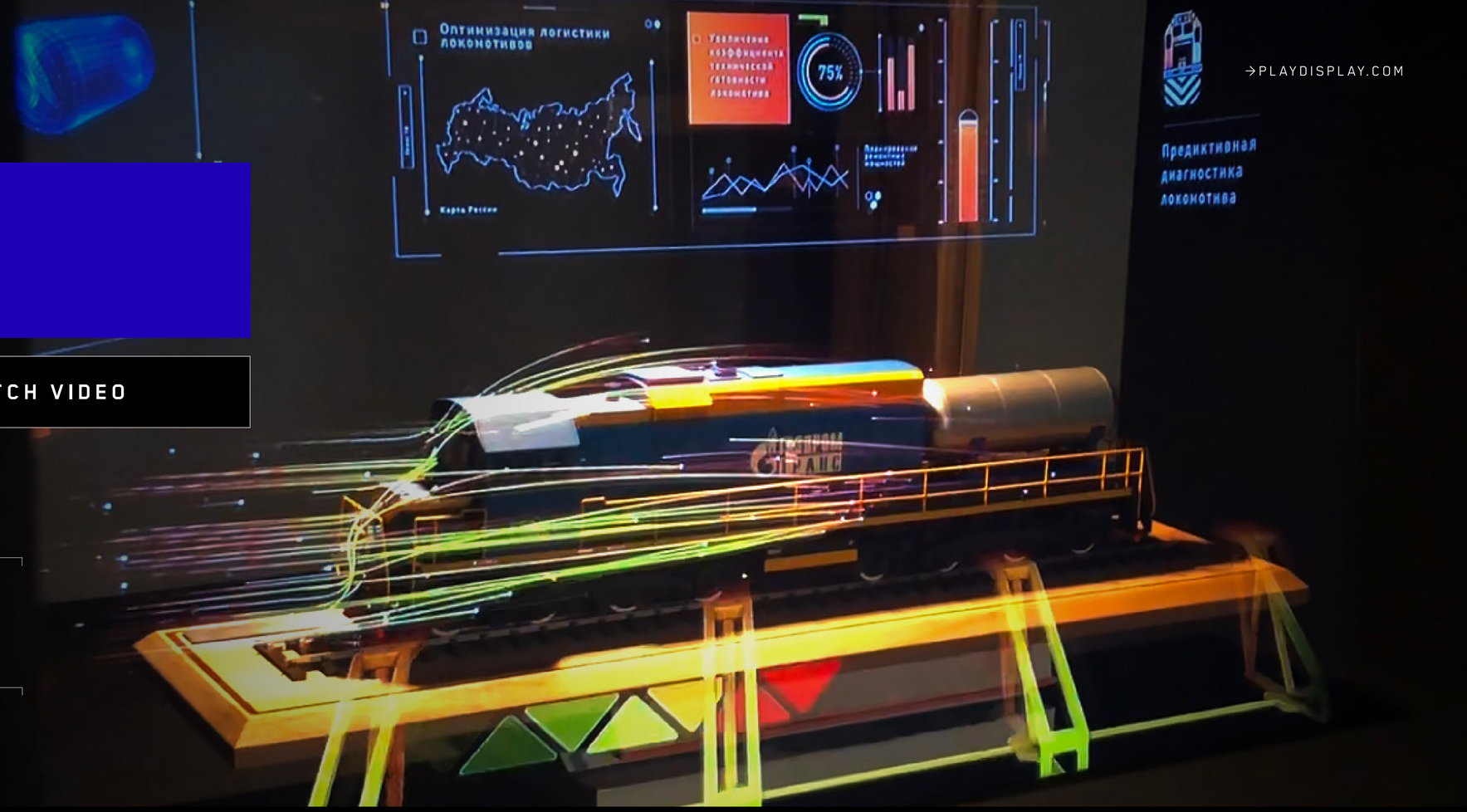
INSTALLATION FOR THE STAND

Holographic Cubes

WATCH VIDEO



CLIENT:
SINARA TRANSPORT MACHINES

YEKATERINBURG	EXHIBITION INNOPROM
JULY 2018	IMPLEMENTATION PERIOD **2 MONTHS**

Project goal:
To demonstrate the process of development, production and operation of locomotives (show the full cycle of the enterprise) in a small space as spectacularly as possible.

→ Solution:
3 holographic cubes connected in a single story line. The mockups were placed inside each cube to imitate production facilities, as well as locomotive design processes and railway equipment operation.

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[S] 108 M²

Interactive Exhibition Stand

WATCH VIDEO

CLIENT: **CITY COUNCIL OF THE GOVERNMENT OF MOSCOW**

MOSCOW	ZARIADYE PARK, URBAN FORUM 2018
JULY 2018	IMPLEMENTATION PERIOD **1 MONTH**

Project goal:
To demonstrate achievements of the 5 Departments included in the complex of the city administration for economic policy.

→ Solution:
The concept of the stand was to deliver visitors the story of changes in the infrastructure of Moscow on behalf of the residents of the capital. The idea was realized through the creation of an interactive pavilion, where we used a number of high-tech solutions: **[1]** LED video wall with 3D graphics **[2]** city maquette with augmented reality **[3]** interactive doors **[4]** touchscreen information system **[5]** flying tour over the VDNH park in VR glasses **[6]** a holographic theater with live actors and a hologram of Moscow Mayor Sergei Sobyanin.

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3D Mapping

VICTORY PASS
→STALINGRAD←

WATCH VIDEO

CLIENT: **MUSEUM-RESERVE "STALINGRAD BATTLE"**

VOLGOGRAD — MUSEUM "STALINGRAD BATTLE"

MAY 2018 — IMPLEMENTATION PERIOD **6 MONTHS**

Project goal:
To attract visitors to the museum space and raise revenues from ticket sales.

→ Solution:
A video projection on the walls of the museum takes the viewer into the past- to the pre-war Stalingrad. Impressively emotional video story about how the city suffered destruction in the process of bombing, street and air battles. The impressive graphics are accompanied by animation of various statistical data. Thanks to the project, museum attendance has doubled.

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Moscow guide in augmented reality

WATCH VIDEO

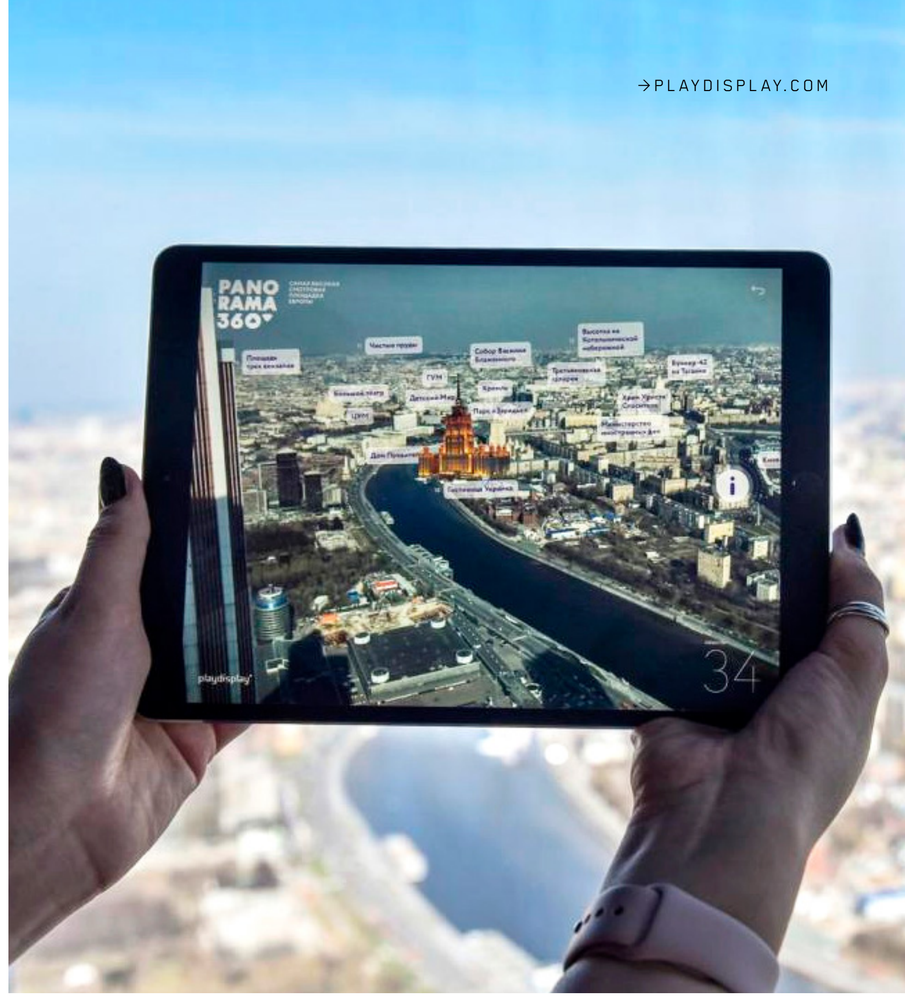
CLIENT: **PANORAMA 360**

MOSCOW

FEDERATION TOWER

MAY 2018

IMPLEMENTATION PERIOD
6 MONTHS



Project goal:
Make a multimedia excursion for visitors of the observation deck. Primary condition for the set up of the Installation was to assure that multimedia equipment would not occupy a lot of space for the comfort of visitors.

→ Solution:
We created an application enabling the visitor to get acquainted with the most renown sights of Moscow – you just need to take an iPad and aim it at the window.
Application shows an interactive icons appearing on the landscape of the city, clicking on which, users read or listen to the story about the capital's objects, and also take an all-round view of them.
The text and audio storytelling were presented in Russian, English and Chinese.
12 luminous platforms with special AR-markers were installed in Panorama 360. It launched 3D models of Moscow City skyscrapers with comprehensive information about them on the phone screen.

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Exhibition stand with augmented reality

CLIENT:
CHANGI SINGAPORE AIRPORT

SINGAPORE	SINGAPORE AIRSHOW 2016
FEBRUARY 2016	IMPLEMENTATION PERIOD **3 MONTHS**

Project goal:
To demonstrate the innovations of the airport and its new terminals.

→ Solution:
A stand was developed for Changi Airport, where anyone could create their own airliner and see how it would fly over the modeled terminals in augmented reality. During the 5 days of the exhibition, 6328 airliners were launched. The average session time was 5 minutes.

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Interactive installation and mapping show

OPENING OF THE ICE ARENA →BARYS←

CLIENT: **KAZAKHSTAN RAILWAYS**

ASTANA	ARENA CLUB "BARYS" HC
AUGUST 2015	IMPLEMENTATION PERIOD **2 WEEKS**

→ **Project goal:**
To present a new ice arena to ex-president of Kazakhstan Nursultan Nazarbayev and make a show for the official opening of the arena.

→ **Solution:**
In order to make a special presentation for the President a program was developed for demonstrating the Ice Palace in 3D-graphics, which allowed viewer to disassemble it in parts and stroll through the floors, see the design of new systems integrated into the architecture. For all the visitors of the arena opening 3D mapping show was realized on the ice.

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Interactive Information System

→AVIATION AND COSMONAUTICS←

WATCH VIDEO

CLIENT:
AVIATION AND SPACE CENTER

MOSCOW	VDNKH
2016	IMPLEMENTATION PERIOD **12 MONTHS**

→ **Project goal:**
To tell the history of astronautics and rocket production on the basis of high-tech solutions.

→ **Solution:**
A unique historical content including archived photos, records, schemes was prepared. The exposition of 115 touch-screens and the installation "History of Manned Cosmonautics" for the United Rocket and Space Corporation in the Aviation and Cosmonautics Center was implemented and up to this day available for visitors.

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Interactive installation

BMW X5

WATCH VIDEO

CLIENT:
BMW CHINA

BEIJING	BMW SHOWROOM X5
APRIL 2016	IMPLEMENTATION PERIOD **1 MONTH**

→ **Project goal:**
To equip the sales office with an interactive solution for the selection and customization of the car.

→ **Solution:**
On the basis of VR technology, touchscreen and holographic installation, potential buyers could explore options of BMW X5 interior and exterior design, select the rims, choose the body color and materials of the vehicle interior. It was possible to see the result both in the surroundings of the futuristic garage and on the road through the desert terrain.

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Multimedia booth at the MAKS 2019 air show

→AVIATION AND SPACE←

WATCH VIDEO

CLIENT:
RUSSIAN AIRCRAFT CORPORATION MIG

ZHUKOVSKIY / RUSSIA	MAKS
2019	IMPLEMENTATION PERIOD 3 WEEKS

→ **Project goal:**
Highlight MIG-35 among the products of other aircraft manufacturers.

→ **Solution:**
Aircraft was showed up with a large basic podium and a 90 m^2 screen behind it. CG video presented key technical specifications of MIG-35.

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Interactive installation

PTK GROUP

CLIENT:
PTK GROUP

SCHERBINKA / RUSSIA

RAILROAD SHOW EXPO 1520

AUGUST 2019

IMPLEMENTATION PERIOD
1 MONTH

Project goal:
Demonstrate PTK rail repairing machines.

Solution:
8 unique machines were presented on the extra wide screen. 3d interactive realtime installation controlled by remote touch screen.

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logistic hub interactive presentation

→DEVELOPMENT←

WATCH VIDEO

CLIENT:
GROUP "COALCO"

MOSCOW

2016

IMPLEMENTATION PERIOD
10 WEEKS

→ **Project goal:**
To create a 3D visualization of logistics and transport hub for presentation to Moscow Government and other investors.

→ **Solution:**
The presentation could work on video or interactive mode and showed world map, transport routes, hub territory, equipment and all basic hubs processes.

CLIENTS


MARS


S7 Airlines


CHANGI
airport singapore


COALCO
DEVELOPMENT


SAP


Zaha Hadid


CTM
СИНАРАТРАНСПОРТНЫЕМАШИНЫ


Группа ПТК


ПРАВИТЕЛЬСТВО
МОСКВЫ


intel


GARAGE


AR
Аэропорты Регионов


RENAULT


BMW


Парк
Горького


KR PROPERTIES


Audi


LANIT


Coca-Cola


Ростех


Hasbro


CG CAPITAL GROUP


ВДНХ


РОСКОСМОС


Транснефть


ГАЗПРОМ


РОСАТОМ

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