Technology Stack

Immersive Art and Technology is an international Deep Design collective and North America's most interactive sales and marketing solutions. With enterprise-level hardware designed, engineered and manufactured in-house at our 100,000 square foot facility, we specialize in creating advanced immersive display solutions, combining cutting-edge optoelectronic technology with modern production equipment. Our specialities include indoor and outdoor full-colour LED and LCD displays, transparent LED screens, flexible LED modules, glass curtain wall LED displays, and custom solutions for irregular, spherical, and pole-shaped displays.

Serving aviation, automotive, retail, real estate, education, entertainment, healthcare and public infrastructure, our products transform spaces into interactive environments for exhibitions, corporate branding, immersive art installations, and marketing experiences. We mean to revolutionize the collective experience of the physical world.

Reality is what you make it.

Here are Immersive's Technology Stacks:

/ Stack 1
Immersive Passage

/ Stack 2
Immersive Room

/ Stack 3
Immersive Touch & Design

/ Stack 4
Immersive Floor

/ Stack 5
Immersive Glass

/ Stack 1

Immersive Passage

Prime your audience prior to entering your arena of business.

A walk-through gallery that brings cinema to brand stories. Memorable, shareable experiences generate organic engagement. Passive audiences become active participants. Interactive elements provide real-time insights into preferences and behaviour. Data drives more targeted and effective marketing strategies.
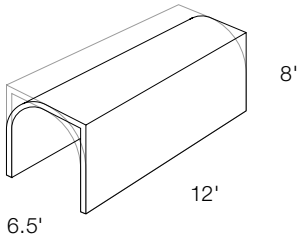
Immersive Passage
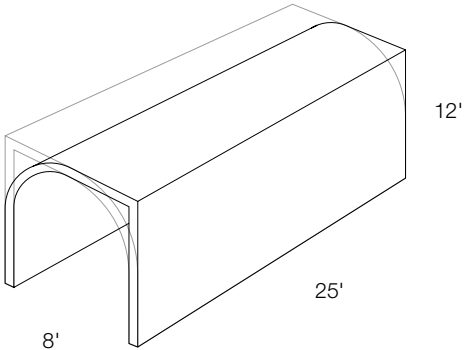
Compact Installation
Minimum Recommended Size

Dimensions

6.5'(W) x 8'(H) x 12'(L)
2m(W) x 2.5m(H) x 5m(L)

Capacity

1-3 people at a time

Use Cases

Brand activations
Pop-up events
Interactive exhibits
Promotional experiences

8'

12'

6.5'

Medium Installation
Optimal Recommended Size

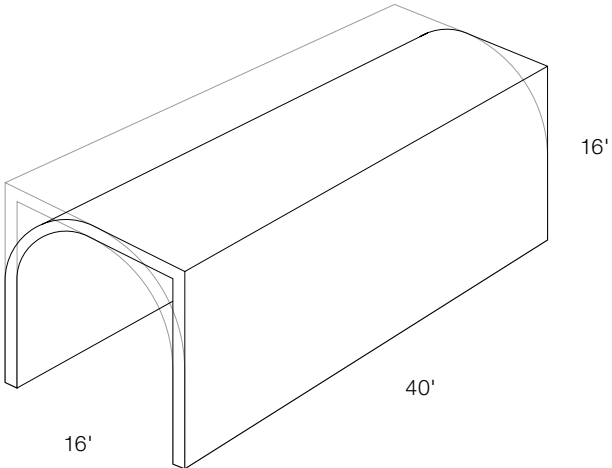**Dimensions**

8'(W) x 12'(H) x 25'(L)
2.5m(W) x 3m(H) x 8m(L)

Capacity

5-10 people at a time

Use Cases

Art installations
Corporate events
Product launches
Museum displays

12'

25'

8'

Grand Scale Installation
Maximum Recommended Size

Dimensions

16'(W) x 16'(H) x 40'(L)
5m(W) x 5m(H) x 12m(L)

Capacity

20+ people at a time

Use Cases

High-profile events
Immersive entertainment
Permanent installations

16'

40'

16'

*The sizes above are our recommendations only.
All products can be customized to your specifications.
The crown of the tunnel can be angled or curved.

/ Stack 2

Immersive
Room

Surround your audience with your brand.

Immerse your audience in dynamic architectural environments, where they can step inside the lobby, explore the amenities or walk through neighbourhood spots—all within a fully realized 360-degree world. Each interaction offers a glimpse into the future, leaving an impression that transcends traditional storytelling.
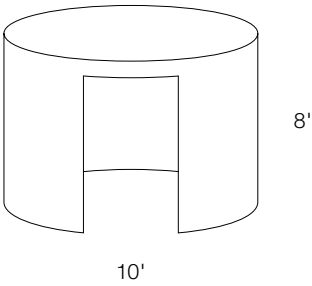
Immersive Room (Round)

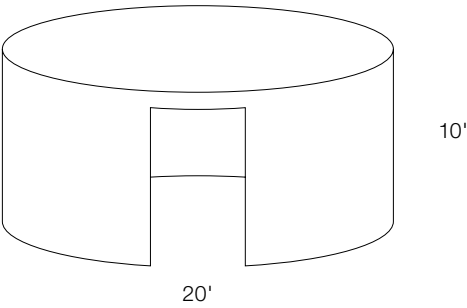### Small Installation / Personal Use
Minimum Recommended Size

Dimensions

10'(Diameter) x 8'(H)
3m(Diameter) x 2.5m(H)

Capacity

1-3 people

Use Cases

Personal VR setups
Small interactive displays
Intimate virtual experiences
Augmented reality experiences

8'

10'

Standard Commercial Use
Optimal Recommended Size

Dimensions

20'(Diameter) x 10'(H)
6m(Diameter) x 3m(H)

Capacity

5-10 people

Use Cases

Corporate presentations
Educational setups
Museum displays
Collaborative design reviews

10'

20'

Event / Venue Use
Maximum Recommended Size

Dimensions

50'(Diameter) x 16'(H)
15m(Diameter) x 5m(H)

Capacity

20-50 people

Use Cases

Immersive art installations
Public events
Exhibitions
Large-scale VR experiences

16'

50'

***The sizes above are our recommendations only.
All products can be customized to your specifications.**

Immersive Room (Rectangular)

Small Installation / Personal Use
Minimum Recommended Size

Dimensions

10'(W) x 10'(D)
3m(W) x 3m(D)

Capacity

1-4 people

Use Cases

Personal VR setups
Small interactive displays
Intimate virtual experiences
Augmented reality experiences

8'

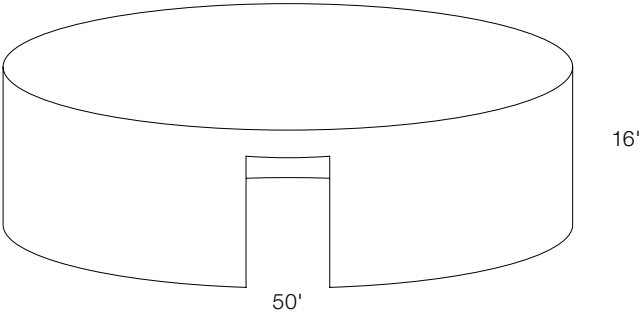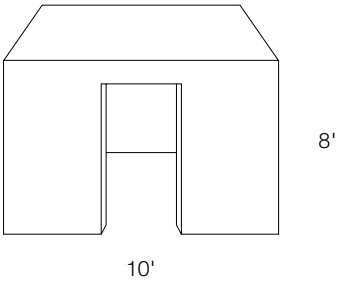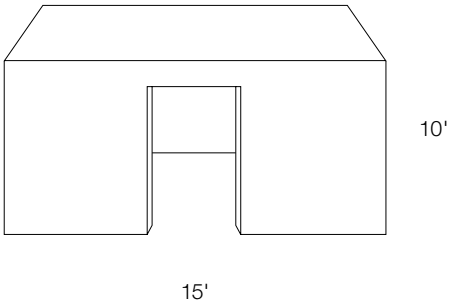10'

Standard Commercial Use
Optimal Recommended Size

Dimensions

15'(W) x 15'(D)
4.5m(W) x 4.5m(D)

Capacity

4-10 people

Use Cases

Corporate presentations
Educational setups
Museum displays
Collaborative design reviews

10'

15'

Event / Venue Use
Maximum Recommended Size

Dimensions

30'(W) x 30'(D)
9m(W) x 9m(D)

Capacity

20-50 people

Use Cases

Immersive art installations
Public events
Exhibitions
Large-scale VR experiences

16'

30'

*The sizes above are our recommendations only.
All products can be customized to your specifications.

IMMERSIVE ART + TECHNOLOGY

PRODUCT STACK

/ Stack 3

Immersive
Touch & Design

A design centre technology that brings your customers' homes to life.

A design studio technology that allows your customers to personalize their home with ease. They can explore various features and finishes, choose their colours and purchase upgrades. With real-time renderings, every selection comes to life instantly. Touch, view and customize every detail: it's interactive, effortless, all their own.
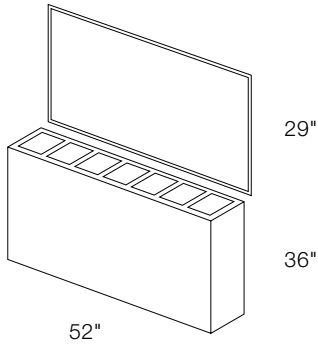
Immersive Touch & Design

Small Installation
Minimum Recommended Size

Dimensions

60" Screen (Display)
52"(W) x 36"(H) (Table)

Capacity

1-2 people

Use Cases

Presentation centres
Tradeshow kiosks

29"

36"

52"

Commercial Use
Optimal Recommended Size

Dimensions

85" Screen (Display)
74"(W) x 36"(H) (Table)

Capacity

1-5 people

Use Cases

Presentation centres
Tradeshow kiosks
Corporate presentations
Educational setups
Museum displays

42"

36"

74"
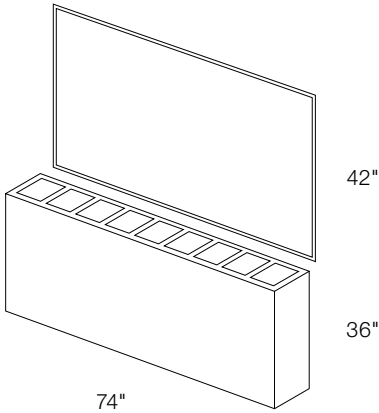
Event / Venue Use
Maximum Recommended Size

Dimensions

Customizable LED display
74"(W) x 36"(H) (Table)

Capacity

10+ people

Use Cases

Presentation centres
Public events
Exhibitions
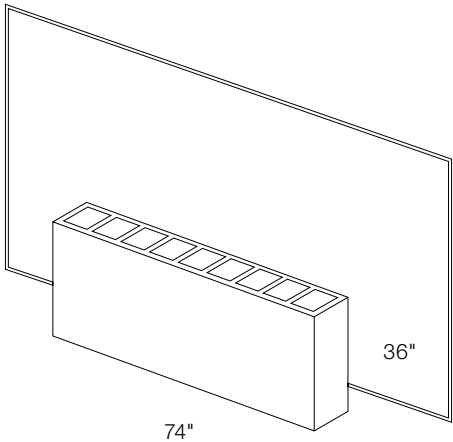
36"

74"

***The sizes above are our recommendations only.
All products can be customized to your specifications.**

/ Stack 4

Immersive Floor

The 4th dimension to your brand.

A cutting-edge floor system that integrates high-resolution LED panels beneath a durable, transparent surface. This technology creates dynamic, interactive, and visually immersive experiences by displaying custom content, animations, and effects that respond to user interaction and environmental factors.

Immersive Floor

Compact Installation
Minimum Recommended Size

Dimensions

6.5'(W) x 6.5'(D)
2m(W) x 2m(D)

Capacity

1-2 people

Use Cases

Retail window displays
Small interactive exhibits
Photobooths
Event stage effects

6.5'
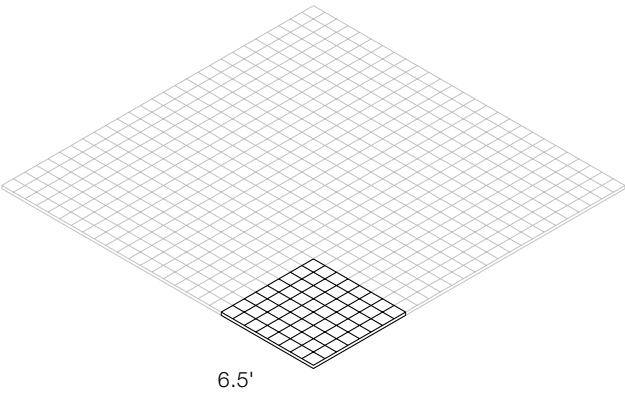
This is the minimum recommended size for compact spaces.
Immersive Floor can be customized to your specifications and square footage.
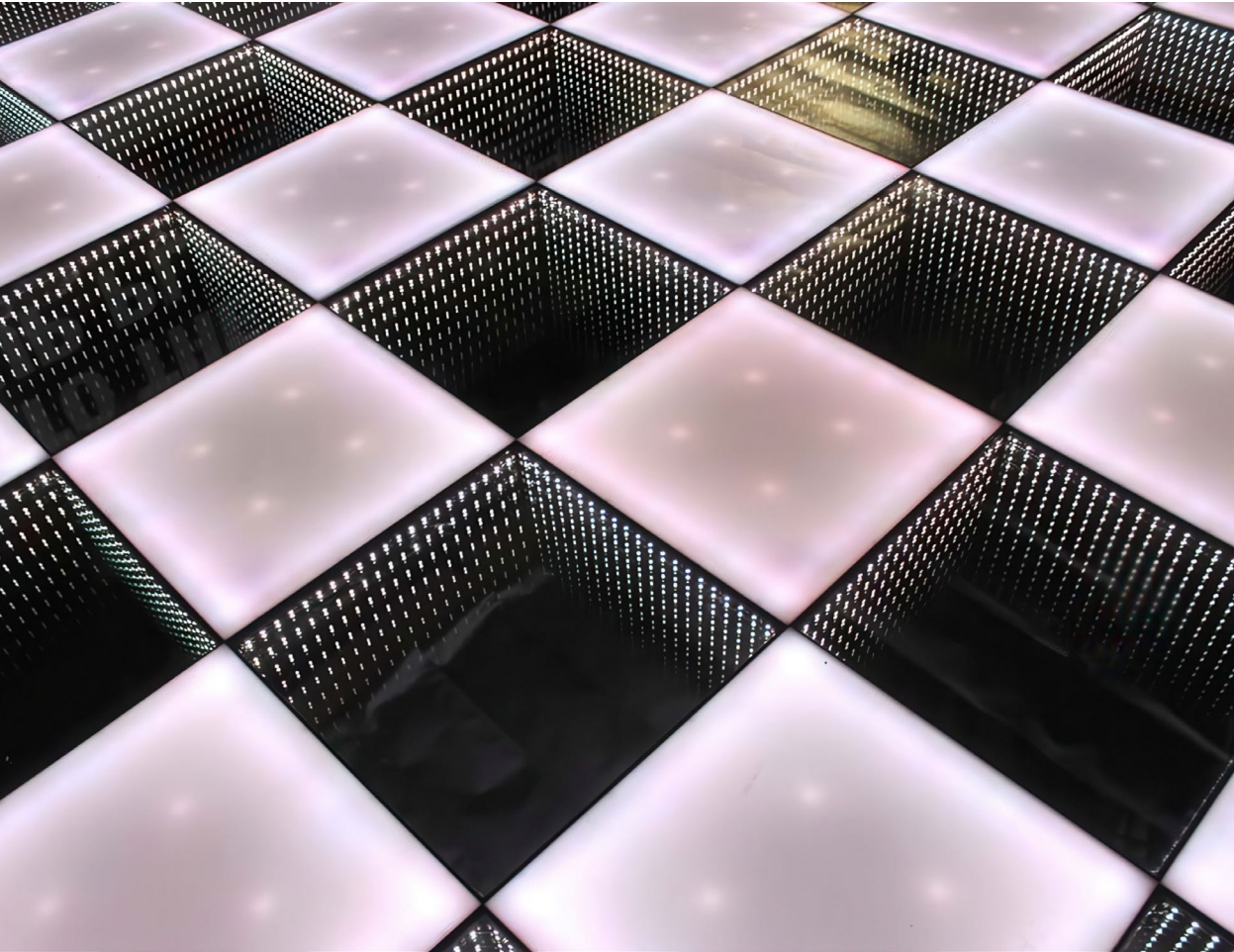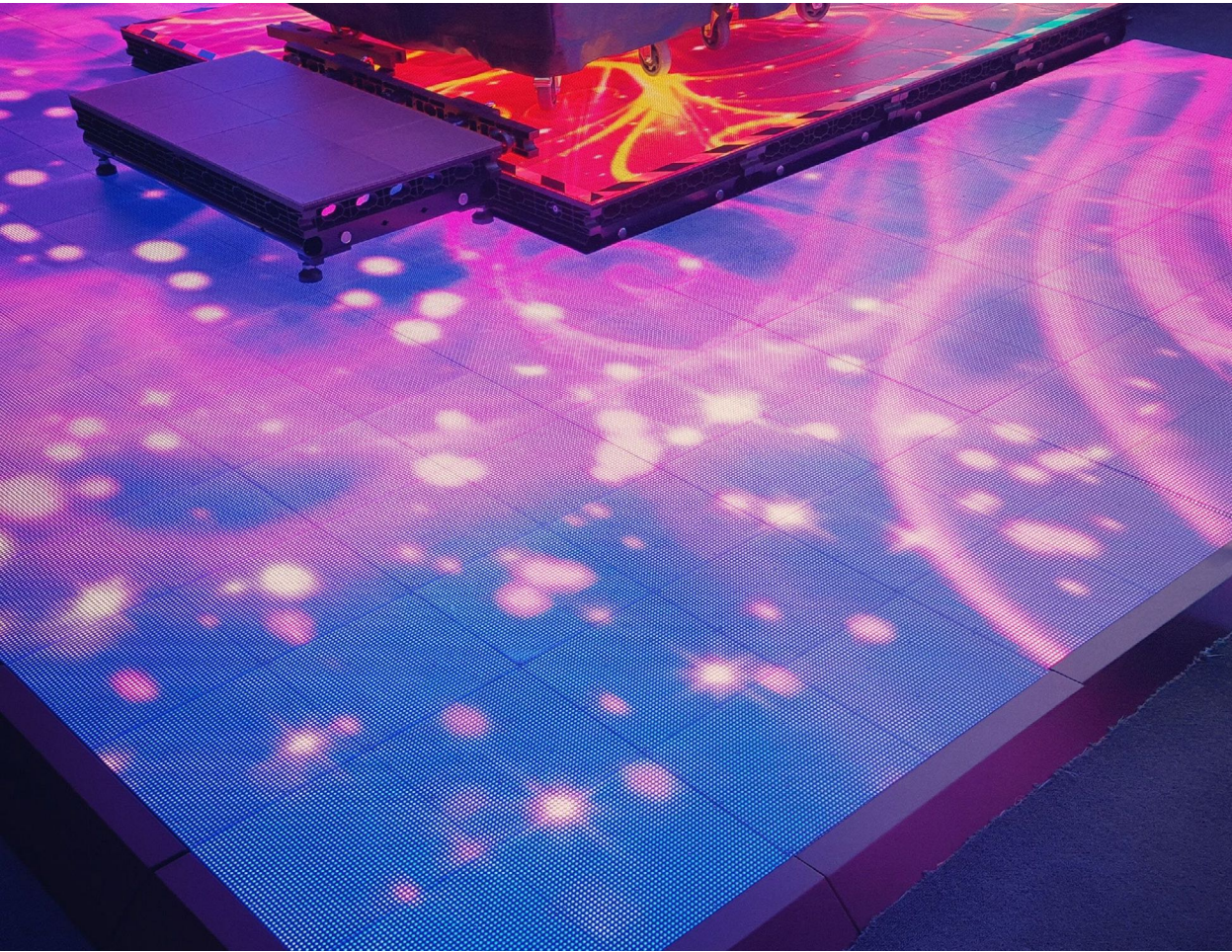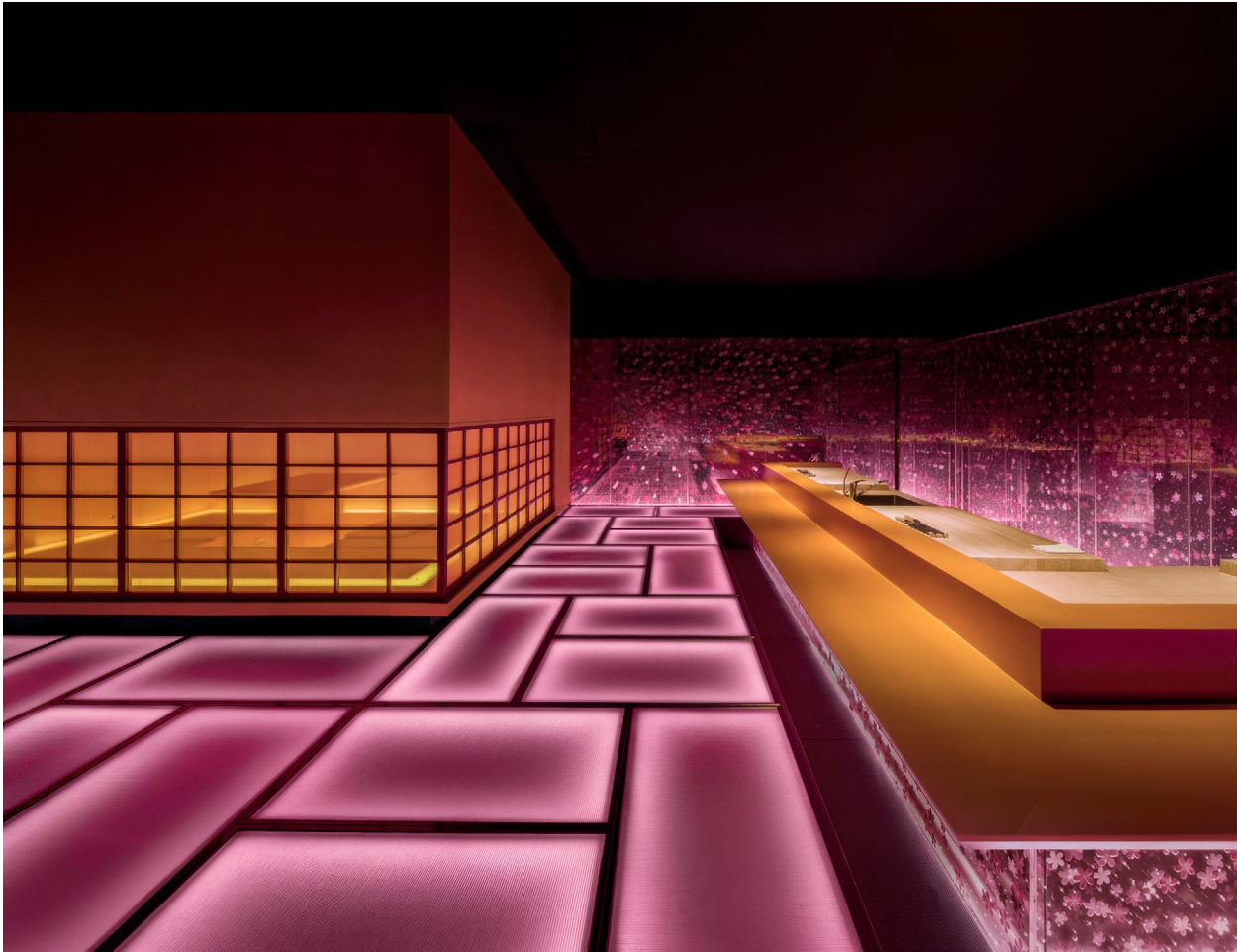
/ Stack 5

Immersive Glass

Innovation that shines through.

A clear, transparent glass panel embedded with high-resolution LEDs that display dynamic content on windows, walls and other glass surfaces, both indoors and outdoors, while remaining virtually invisible when off. This allows digital media to be seamlessly integrated without obstructing natural light or the view.

Immersive Glass

Compact Installation
Minimum Recommended Size

Dimensions

6.5'(W) x 6.5'(D)
2m(W) x 2m(D)

Use Cases

Storefront displays
Small product showcases
Meeting rooms
Office partitions
Exhibit backdrops

Capacity

1-2 people

6.5'

6.5'
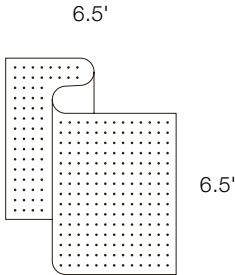
This is the minimum recommended size for compact spaces.
Immersive Glass can be customized to your specifications and total coverage.

The Immersive Art and Technology Product Stack is next-generation UX and UI, designed with holistic interior and exterior architecture. Each product is fully scalable, down to the dimensions—from single screens to expansive video walls. For the consumer it's an engine of Expression, while for the brand it's an instrument of Intelligence; real-time analytics capture and inform both sides of every interaction—every touch, gesture, and glance—bridging creativity and data-driven insight with extraordinary results.

IMMERSIVE ART + TECHNOLOGY

PRODUCT STACK

Reimagine the very spirit of space.

/ Products available individually or in custom packages.

/ Products can be transferred between locations.

/ Products can be installed indoors and outdoors.

/ Products warrantied for 1 year and serviced on-site for up to 3 years.

Immersive Passage

PRODUCT OVERVIEW

Hardware	High-quality LED panels, durable frame structure, and immersive sound systems
Software	Customizable content management systems to control visuals, interactivity, and synchronized audio
Content Creation	Content packages created in-house or in partnership with creative studios to deliver custom animations, videos, or interactive experiences
Installation Services	Professional setup ensuring seamless operation and maintenance
Support & Maintenance	Long-term technical support, software updates, and repair services

PRODUCT ADVANTAGES

Immersive Experience	Create unforgettable, multi-sensory experiences that captivate audiences
Customizability	Adaptable for branding, storytelling, and interactivity to suit diverse applications
Scalability	Modular design allows scaling to fit small events or permanent installations

PRODUCT APPLICATION

Retail	Enhance in-store experiences with branded campaigns and interactive product displays
Entertainment	Use in theme parks, museums, and exhibits to create memorable attractions
Corporate Events	Elevate trade show booths, brand activations, and product launches
Hospitality	Transform hotel lobbies or corridors into experiential spaces
Healthcare & Wellness	Provide calming, immersive environments for relaxation or therapy

Immersive Room

PRODUCT OVERVIEW

Hardware Projectors or LED Panels	High-definition, ultra-bright, and energy-efficient displays, capable of creating vibrant, seamless visuals. LEDs offer superior colour accuracy and longevity, while projectors can provide larger, more expansive projections
Sound System	Immersive audio solutions, including surround sound or directional audio to enhance the sensory experience
Sensors/Interactivity	Motion sensors or touch-free technology to allow users to interact with the room in real time
Control Systems	User-friendly software for managing content, controlling the environment, and adjusting lighting or sound levels
Software Content Management System	A platform to manage content, such as video, images, animations, or interactive elements
Interactive Features	Integration of gaming, virtual reality, or augmented reality elements for engagement
Custom Content Creation	Tailored content packages or tools to create personalized experiences
Installation Services	Full-service setup, ensuring proper configuration of projectors or LED panels, sensors, and integration with the room's acoustics and lighting
Ongoing Support	Technical assistance, content updates, and maintenance for long-term functionality

PRODUCT ADVANTAGES

Immersive Environments	Transport people to new worlds with high-quality visuals, sound, and interactivity
Endless Customization	Tailor experiences to any theme, from educational and corporate to entertainment and relaxation
Versatility	Adapt the Immersive Room to fit various purposes, including events, conferences, entertainment, art installations, training environments, or even relaxation spaces
Easy Integration	Compatible with existing spaces, whether corporate offices, schools, museums, galleries, or hospitality settings
Enhanced User Engagement	Create memorable, interactive experiences that engage audiences on a deeper emotional level

PRODUCT APPLICATION

Corporate & Events	Revolutionize meetings, conferences, and trade shows with immersive environments for brainstorming, product launches, or interactive presentations
Education & Training	Offer immersive learning experiences for classrooms, training rooms, or virtual simulations
Entertainment	Create transformative experiences for theme parks, museums, art galleries, or cinemas
Healthcare & Wellness	Design rooms for meditation, therapy, or stress reduction using calming visuals and sounds
Retail & Hospitality	Use Immersive Rooms for experiential marketing, pop-up shops, or themed hotel rooms to drive customer engagement and brand loyalty

Immersive Touch & Design

PRODUCT OVERVIEW

Hardware Projectors or LED Panels	A vibrant, high-definition display with advanced touch sensitivity to allow for smooth navigation, zooming, and rotating of 3D models in real time
Input Devices	Touch gestures, stylus input, or motion sensors for a more hands-on design process. Optional haptic feedback devices for enhanced tactile interaction
Connectivity	Wireless or wired connections to cloud-based systems for real-time pricing, stock updates, and live data integration
Software Content Management System	An intuitive, user-friendly platform that allows customers to personalize their products by selecting features, materials, sizes, and other product attributes
Dynamic Pricing Engine	A pricing module that updates the cost in real time as the user customizes the product, incorporating various factors like material choice, complexity, and any special discounts or promotions
3D Visualization Tools	Advanced 3D modeling software to provide a real-time, interactive representation of the product as it's being built. This includes rotating, zooming, and viewing the item from different angles and perspectives
Instant Availability Updates	Integration with inventory systems to show real-time availability of components and provide users with delivery estimates based on their selections
Augmented Reality (Upgrade)	Allow users to see their built products in their own environment via AR integration
Multi-User Collaboration	In case of larger design projects, allow multiple users to interact with the console at the same time, offering team collaboration for product creation
Support Services Training & Onboarding	Provide clear instructions and tutorials to guide customers on how to use the immersive console and fully utilize its capabilities
Customer Support	Dedicated help for troubleshooting, product inquiries, and ongoing technical assistance
Maintenance & Updates	Regular software updates and maintenance services to ensure smooth functionality and new feature integrations

PRODUCT ADVANTAGES

Engaging User Experience	The console's high-definition LCD screen delivers a visually stunning, hands-on experience for customers, allowing them to interact directly with the product as they design it
Instant Pricing Transparency	As users make changes to their product, the pricing is instantly updated, giving them a clear understanding of costs as they personalize each element
Seamless Integration	The console integrates seamlessly with backend systems (e.g., inventory management, order processing, CRM), ensuring live data is reflected in the customization process
Customized to Any Industry	Whether it's fashion, furniture, automotive, or tech products, the Immersive Console can be tailored to suit any business's specific product offerings and needs
Real-Time Feedback	Instant adjustments to the product design or pricing based on customer preferences, helping to streamline decision-making processes

Immersive Floor

PRODUCT OVERVIEW

Hardware Control System	A powerful, intuitive software platform that allows users to customize the content and effects displayed on the LED floor. This can include motion-sensing capabilities, touch interactivity, and even integration with other systems, such as smart lighting or sound
Connectivity	Multiple input options, including HDMI, Wi-Fi, Bluetooth, and Ethernet, enabling seamless integration with external devices, sensors, and control interfaces
Durable Surface	The floor is designed with a robust, slip-resistant, and impact-resistant surface, ensuring safety while maintaining the visual integrity of the LED panels
Software Interactive Content	The ability to upload, edit, and schedule content, from simple animations to complex, data-driven visualizations that react to touch, motion, or sound
Customization Features	Allows for creating unique environments, whether for art installations, branding experiences, or retail displays. Users can design bespoke content to fit the space's theme, from dynamic patterns to immersive environments
Motion & Touch Interactivity	The floor responds to movement or touch, providing an engaging experience for users, whether it's for gaming, events, retail environments, or interactive exhibits
Smart Integration	Ability to sync with other smart systems in the environment, like smart lighting, sound systems, and climate control, for a fully immersive experience
Support Services Installation and Setup	Professional installation services to ensure the floor is set up correctly and integrated with the control systems. This may include calibrating the LED panels and setting up the software interface
Ongoing Content Management	A service where clients can receive support for content updates, custom animations, and ongoing maintenance
Warranty and Maintenance	Comprehensive warranty options and periodic maintenance services to ensure optimal performance

PRODUCT ADVANTAGES

Immersive Experience	The Immersive Floor transforms any environment by projecting dynamic visuals, offering an unparalleled level of interaction and engagement for users
Customizable Content	Perfect for businesses, venues, or artistic installations, users can easily design and customize content that enhances the space, whether for branding, marketing, or interactive experiences
Multi-Sensory Integration	Sync the LED floor with sound, lighting, and even environmental factors to create an immersive atmosphere that captivates audiences
Durability and Safety	Designed to withstand heavy foot traffic, the floor's transparent surface ensures both visual impact and safety, making it ideal for public spaces, retail, or event venues
Interactivity	Whether through motion sensors or touch-sensitive technology, the floor can react to user actions, offering a new layer of interactivity that keeps people engaged

Immersive Glass

PRODUCT OVERVIEW

Hardware Control System	A robust software platform that allows users to manage and customize the content displayed on the glass. It can support video, animations, brand messaging, and interactive content
Connectivity	Supports HDMI, Wi-Fi, Bluetooth, and Ethernet for seamless integration with external devices, sensors, and control systems
Durable Glass Surface	The transparent glass is designed for both visual and structural integrity, with scratch resistance, UV protection, and impact resistance, ensuring longevity and safety
Software Content Management System	Allows users to upload, schedule, and customize content for the glass, providing a user-friendly interface for dynamic control. This could include static visuals, animations, or interactive displays based on real-time data
Interactive Features	Supports touch or motion-sensing interactivity, allowing the glass to respond to user input, making it ideal for retail environments or exhibitions
Smart Integration	Ability to sync with smart systems such as lighting, security, and environmental controls for a seamless, immersive experience that can be customized to different settings
Support Services Installation & Integration	Professional installation service to ensure the transparent LED glass is installed correctly and integrates with existing systems. This includes calibration, content setup, and connectivity
Ongoing Content Support	Continuous support for content updates, upgrades, and troubleshooting
Warranty and Maintenance	Options for long-term warranty and periodic maintenance to ensure optimal performance and longevity of the product

PRODUCT ADVANTAGES

Transparency	The transparent nature of the LED glass offers all the benefits of digital displays without compromising visibility, allowing for seamless integration into environments where visibility and natural light are essential
Interactive & Customizable	Supports touch or motion interactivity, enabling immersive experiences where users can engage with the content directly, ideal for exhibitions, retail displays, or corporate spaces
Dual Functionality	The glass functions both as a transparent, functional architectural element (such as windows or partitions) and as a medium for high-quality digital displays, making it perfect for creating innovative spaces
Energy Efficiency	The LED technology ensures bright, vivid displays while maintaining energy efficiency, especially in environments that require large-scale digital content to be displayed
Seamless Integration	Designed to fit easily into both new builds and renovation projects, providing flexibility in installation. Its transparency allows for harmonious integration into both interior and exterior spaces
Safety & Durability	Built with durable, impact-resistant glass, the transparent Immersive Glass is perfect for high-traffic areas and can withstand wear and tear while maintaining aesthetic integrity

Schedule a private tour of the Immersive Art + Technology Product Stack, or inquire about leasing the Immersive Showroom in Yorkville.

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Contact us.