

MOBILE IMMERSIVE BOX

FIVE-SIDED LED IMMERSION.
BUILT TO MOVE.

20GP / 20HC / 40HC

A freight-ready event venue for touring
activations across the United States.

THE PROBLEM

Immersive impact is easy to build once — hard to rebuild in every city.

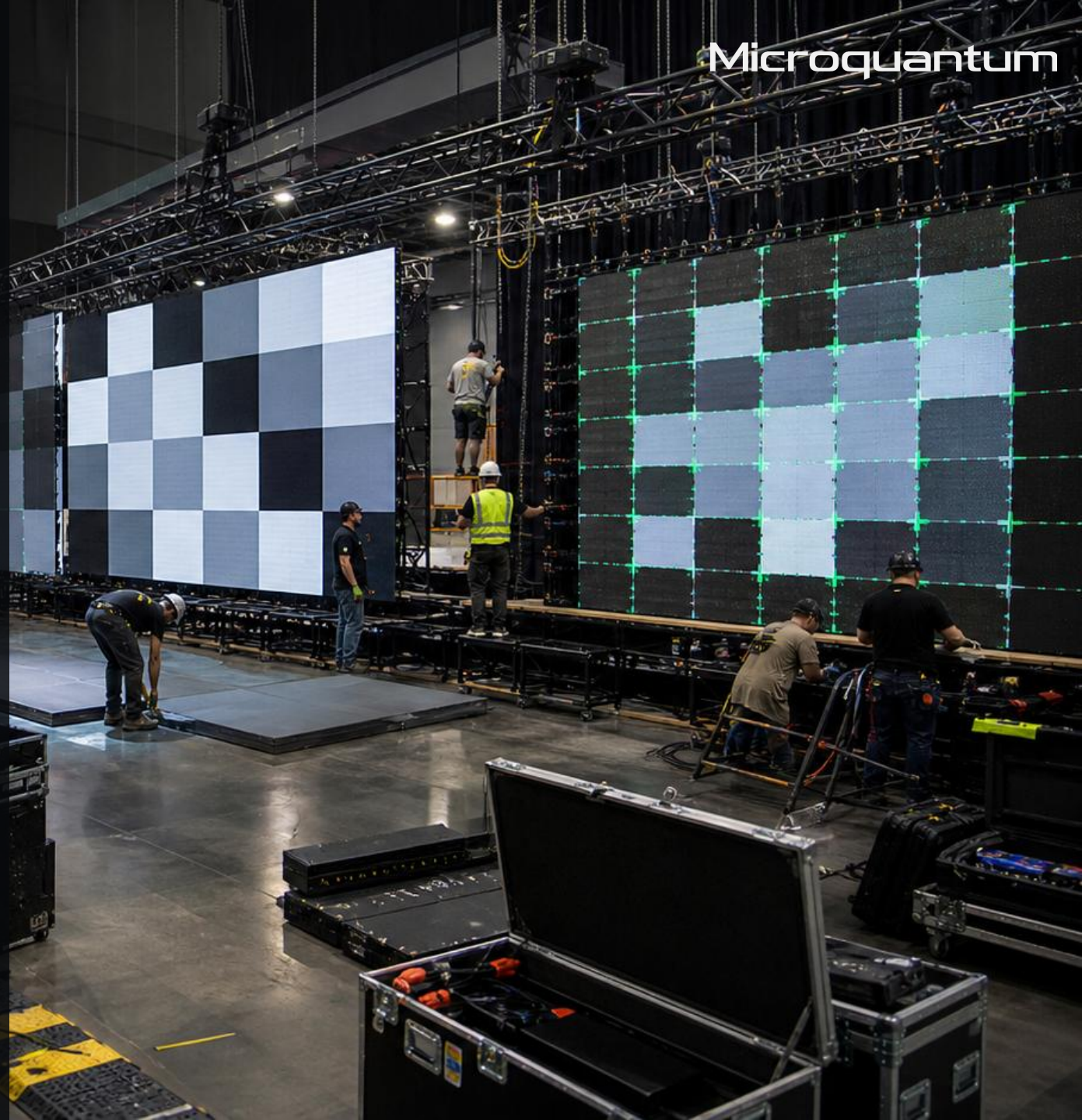
Traditional LED environments become site-specific construction projects.

- **Repeated labor**

Rigging, cabling, alignment and commissioning start again at every venue.

- **Variable outcome**

New crews, room geometry and ambient conditions can change the experience.



CORE VALUE

Turn a temporary build into a touring brand asset.

Engineer the experience once. Move it city to city.
Preserve the content, calibration logic and guest journey.

01

INTEGRATED
SYSTEM

02

FREIGHT-READY
FORMAT

03

REPEATABLE
EVENT MODE

BUILD ONCE. TOUR REPEATEDLY.



TWO OPERATING STATES

A freight-ready shell becomes a venue in hours.

SOCIAL EVENTS.

SHAREABLE IMMERSIVE MOMENTS.



TWO OPERATING STATES

A freight-ready shell becomes a venue in hours.



TRANSPORT MODE

Closed, secured and compatible with standard container logistics workflows.

EVENT MODE

Long-side doors folded left and right; the full aperture becomes the guest-facing elevation.

FIVE-SIDED DEFINITION

Five LED surfaces create one continuous digital environment.

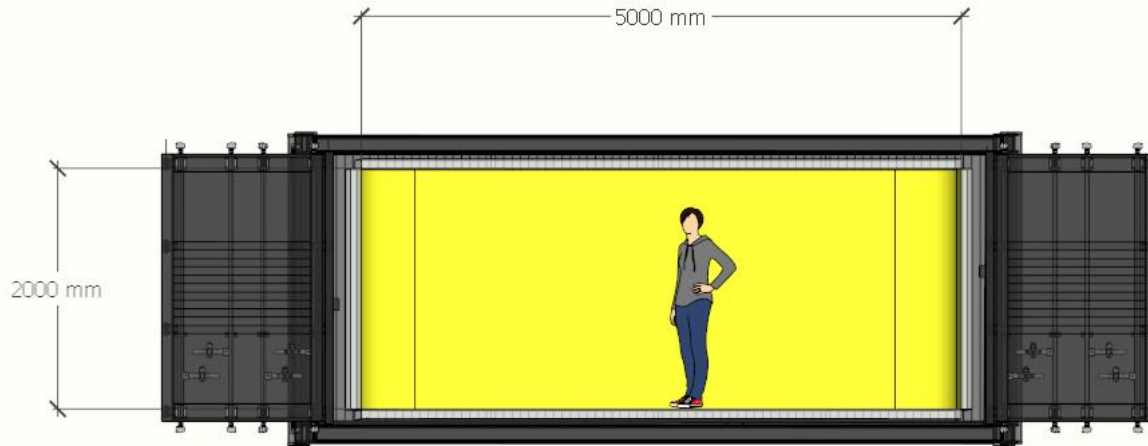
The open long side remains open — it is the entrance, exit and public viewing elevation.

- 01 REAR LONG WALL
- 02 LEFT END WALL
- 03 RIGHT END WALL
- 04 LED CEILING
- 05 LED FLOOR

PRODUCT FAMILY

One platform. Three physical scales.

Product views are intentionally shown independently — exact comparison is defined by the ISO exterior dimensions below.



BOX 20

20ft Standard

Container size (mm) : 6058×2438×2591 (L×W×H)

LED display size (mm) : 5000×2000×2000 (L×W×H)

LED display area (m²) : 38

Screen resolution (px) : 3600×1200 (L×W)



BOX 20H

20ft High Standard

Container size (mm) : 6058×2438×2896 (L×W×H)

LED display size (mm) : 5000×2000×2250 (L×W×H)

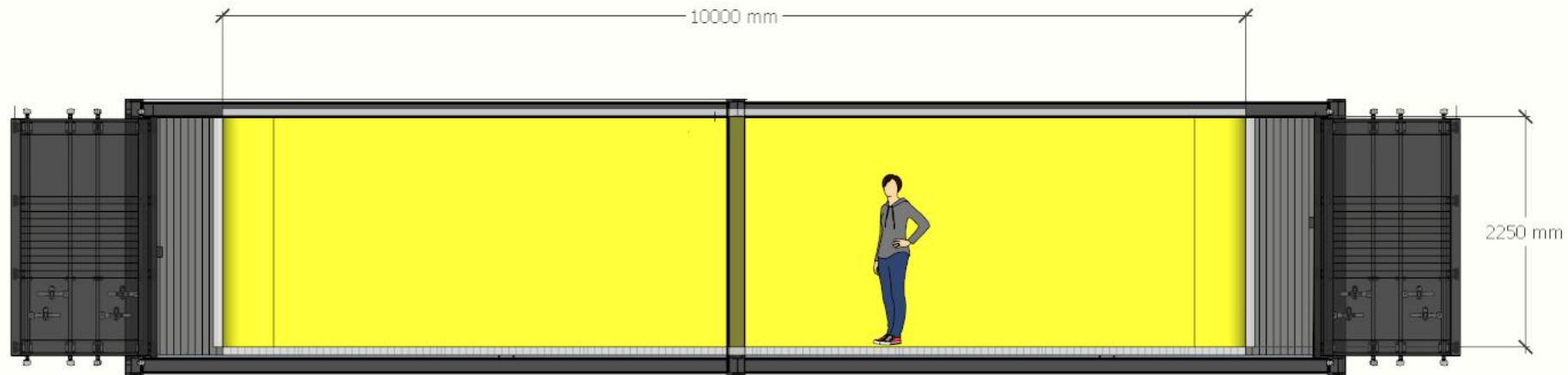
LED display area (m²) : 40.25

Screen resolution (px) : 3600×1250 (L×W)

PRODUCT FAMILY

One platform. Three physical scales.

Product views are intentionally shown independently — exact comparison is defined by the ISO exterior dimensions below.



BOX 40H

40ft High Standard

Container size (mm) : 12192×2438×2896 (L×W×H)

LED display size (mm) : 10000×2000×2250 (L×W×H)

LED display area (m²) : 71.5

Screen resolution (px) : 5600×1250 (L×W)

BOX 20

Microquantum

Maximum mobility. Complete immersion.

A compact five-sided environment for high-frequency urban pop-ups and focused brand stories.

Best fit / retail pop-up · launch teaser · campus activation

BOX 20H

The balanced touring format.

The same 20ft footprint with more vertical canvas, stronger sightlines and a more generous interior volume.

BOX 40H

A flagship immersive journey.

The longer spatial sequence supports larger groups, longer narratives and more distinct interaction zones.

SELECTION LOGIC

Choose by experience
objective — not
screen count.

The right format is the one that resolves the site,
audience flow and story duration.

- **BOX 20**

Highest mobility; compact sites; short, repeatable sessions.

- **BOX 20H**

Balanced comfort and vertical storytelling in the same 20ft footprint.

- **BOX 40**

Flagship dwell time, higher throughput and multi-zone narratives.



UNIFIED DESIGN PRINCIPLES

Microquantum

Transportable. Deployable. Repeatable.



01 ISO BASE

Road logistics begin with a standard freight form.

02 LONG-SIDE OPENING

Door leaves park at both ends; the aperture remains clear.

03 FIVE-SURFACE SYNC

One frame, one color system, one spatial canvas.

04 FRONT SERVICE

Service-critical zones favor access from the guest-facing side.

AUDIENCE JOURNEY

The guest journey starts before the doors open.



01

ATTRACT

02

QUEUE

03

ENTER

04

IMMERSE

05

INTERACT

06

CONVERT

CONTENT SYSTEM

Five screens behave as one spatial canvas.

Content is authored for the complete volume, not as five independent rectangles.

- **Spatial mapping**

Shared 3D coordinates preserve motion and perspective through corners.

- **Comfort by design**

Motion speed, horizon placement and dwell time are tuned for close viewing.

- **One black level**

Frame sync, color calibration and unified black reproduce a single world.



LED PERFORMANCE BASELINE

A professional performance envelope — not a fictional one-SKU promise.

Indicative Performance Envelope / final product, power and quantities follow engineering development

WALLS + CEILING

PIXEL PITCH	2.5mm
BRIGHTNESS	800–1,200 nits
REFRESH	Target 7,680 Hz
GRAYSCALE	14 bit
FORM FACTOR	250 × 1000 mm class
SERVICE	Front access preferred

LED FLOOR

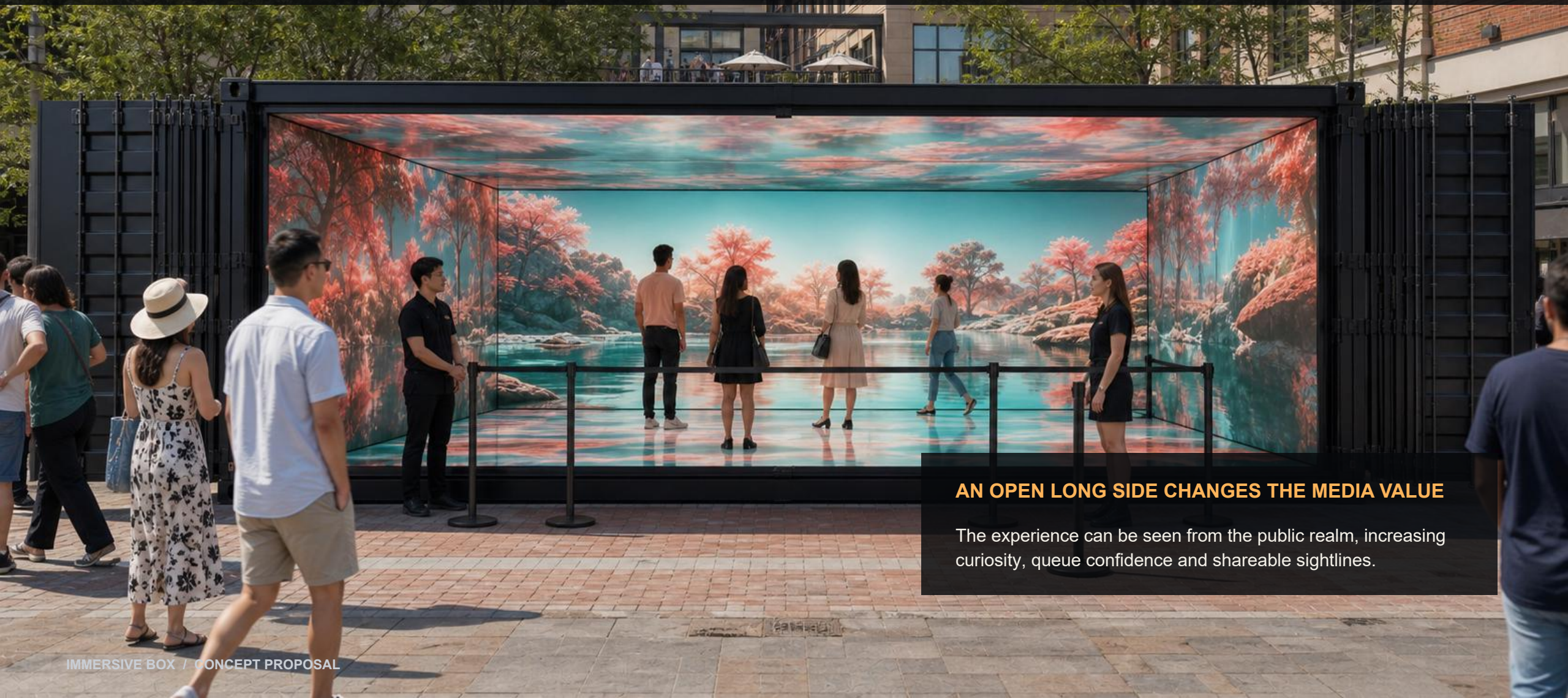
PIXEL PITCH	2.6 mm
BRIGHTNESS	800–1,200 nits
REFRESH	7,680 Hz
LOAD	5–15 kg/m ²
SURFACE	Acoustically Transparent
SERVICE	Top access + level frame

Design safeguards / internal 90° corners · secondary overhead safety · five-surface frame sync · unified color calibration

EXTERNAL EVENT FORM

Microquantum

The exterior attracts. The interior delivers the memory.



AN OPEN LONG SIDE CHANGES THE MEDIA VALUE

The experience can be seen from the public realm, increasing curiosity, queue confidence and shareable sightlines.

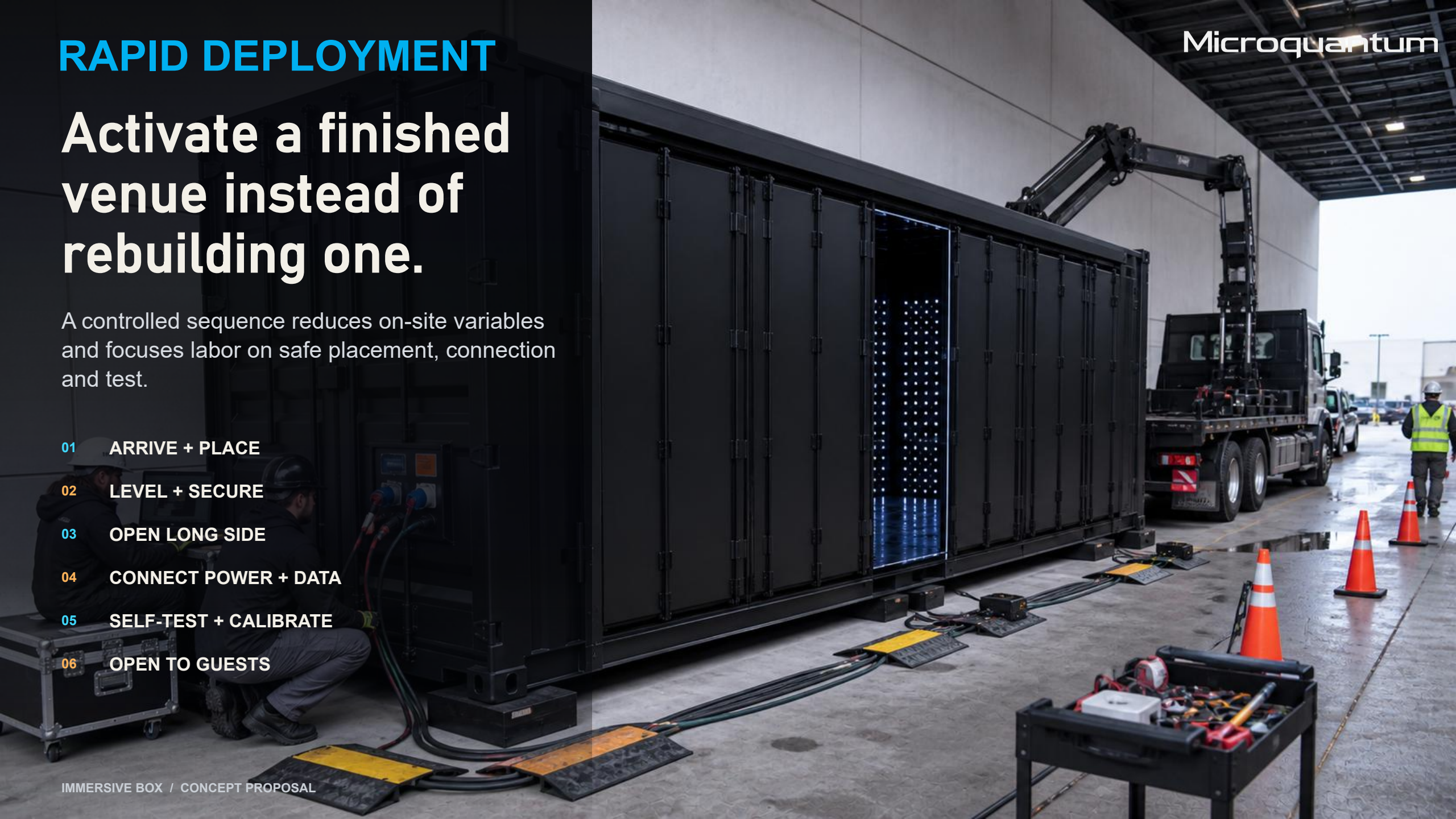
RAPID DEPLOYMENT

Activate a finished venue instead of rebuilding one.

A controlled sequence reduces on-site variables and focuses labor on safe placement, connection and test.

- 01 ARRIVE + PLACE
- 02 LEVEL + SECURE
- 03 OPEN LONG SIDE
- 04 CONNECT POWER + DATA
- 05 SELF-TEST + CALIBRATE
- 06 OPEN TO GUESTS

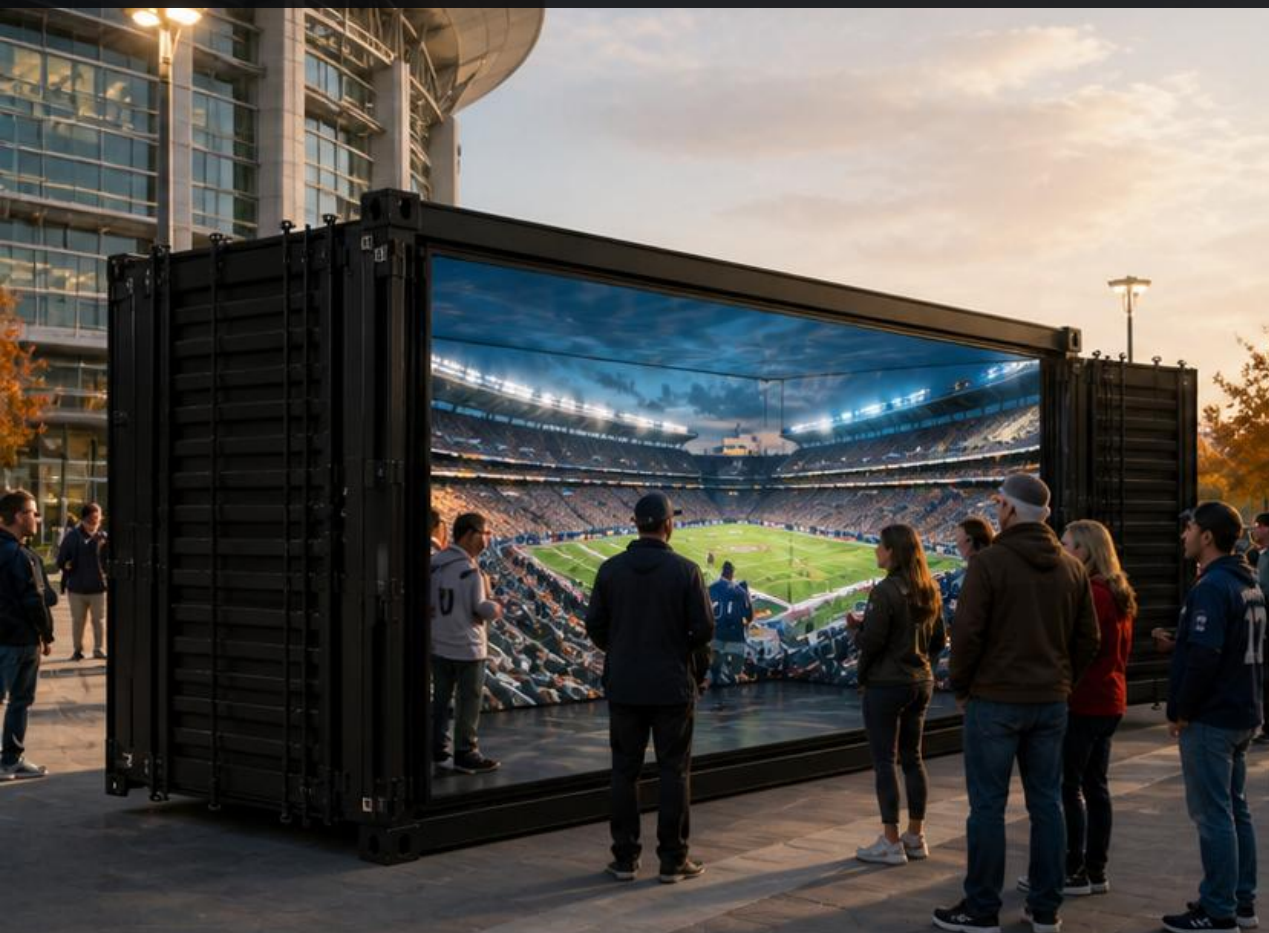
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VENUE ADAPTABILITY

Microquantum

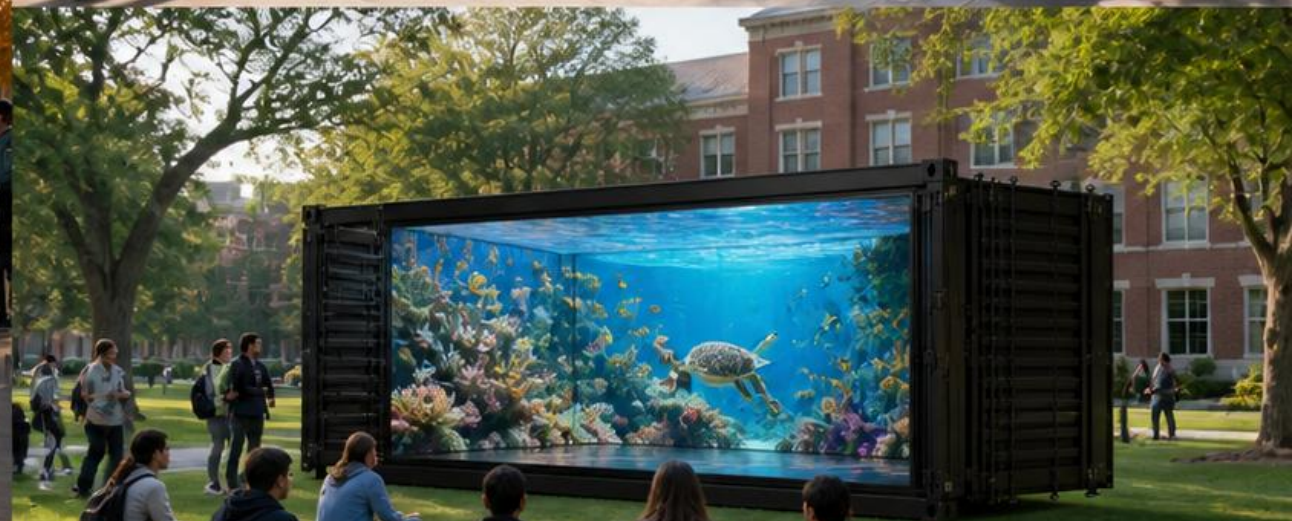
One platform fits the places where events already happen.



ARENA FAN ZONE



COMMERCIAL PLAZA



UNIVERSITY CAMPUS

US MARKET PRECEDENTS

Container activations already perform in demanding US events.

These are market precedents — not IMMERSIVE BOX deployments.



FORMULA 1 MIAMI GRAND PRIX

Container-based VIP lounge activation / Miami, FL



ROCKSTAR ENERGY OPEN

Touring container-based XR video booth

APPLICATIONS

Built for the industries that compete for attention.

Automotive launches are a natural flagship use — supported by technology, sports, entertainment, retail and B2B programs.

AUTOMOTIVE

TECHNOLOGY

SPORTS

ENTERTAINMENT

RETAIL

B2B



COMMERCIAL VALUE

The more cities you tour, the more reuse matters.

Value comes from carrying a finished system, a consistent guest journey and proven operating knowledge into the next market.

- **Reuse the asset**

Structure, screens, processors and interaction stack travel together.

- **Protect the experience**

Content geometry and calibration logic stay consistent across cities.

- **Learn once, improve often**

Operating data and crew routines accumulate instead of resetting.



NEXT STEP

Select the format.
Define the first city.
Engineer the
experience.

DECISIONS FOR CONCEPT DEVELOPMENT

- 01 Format + tour route
- 02 Site and audience model
- 03 Content and interaction scope
- 04 LED / structure engineering
- 05 Compliance and deployment validation

A venue that travels. An experience that stays with people.

