

#### **COMPREHENSIVE CASE STUDY**

Taking a retrospective glance at our deliveries





### Indian Mobile Congress Our Understanding

IMC 2023, committed to catalyzing India's digital transformation and driving global innovation. Goal is to shed spotlight on India's role in shaping the future of digital transformation through innovative technologies and solutions.

This event serves as a catalyst for meaningful conversations, connections, and ingenuity across industries.



# Role of TCS Our Understanding

At IMC 2023, TCS stands as a technology luminary, illuminating the path to the future. Their exhibition spotlights 5G marvels, beyond displays TCS leads discussions, forms connections, and champions digital transformation.

With a dynamic presence, they weave innovation into the fabric of the event, shaping tomorrow's technology landscape.





### TCS Objective

Drive India's digital transformation narrative, spotlighting innovations in 5G, mobile connectivity, healthcare, agriculture, mining, autonomous vehicles, and drones.

- Showcase India's Digital Role: Highlight India's impact on global digital transformation.
- Technology Leadership: Position TCS as a luminary shaping the future of innovation.
- Sector-Specific Solutions: Display innovative tech for 5G, healthcare, agriculture, mining, autonomous vehicles, and drones.



## XS Worldwide Delivery Rationale

Leveraged analytics-driven design and brand marketing expertise to create an immersive showcase for TCS, blending technology, aesthetics, and economics.

Analytics-Driven Design: Mapped visitor journey, integrating touch tables, holograms, VR, and touchscreens for a dynamic experience.

**Experiential Booth Design:** Fused aesthetics with economic strategies, positioning TCS prominently on the IMC Showfloor.

Economic Showfloor Solutions: Implemented ROI-focused elements, including Anamorphic 4D LED Wall, ensuring maximum impact and value.

Attractive Entry Point: Utilized Anamorphic 4D LED Wall to captivate and welcome visitors from a distance.

Immersive Tunnel Experience: Designed a captivating entrance, blurring fiction and reality for an engaging start to the exhibit.

Interactive Holograms: Placed holograms strategically to showcase TCS's tech prowess in diverse sectors like healthcare, agriculture, and more.

**Autonomous Car Simulation:** Developed a surrealistic showstopper, providing a glimpse into TCS's future in self-driving cars.

Connected Future Presentation: Illustrated TCS's excellence through cutting-edge technology, reinforcing its role in shaping the future.

# Some of our creative work samples at IMC 2023



















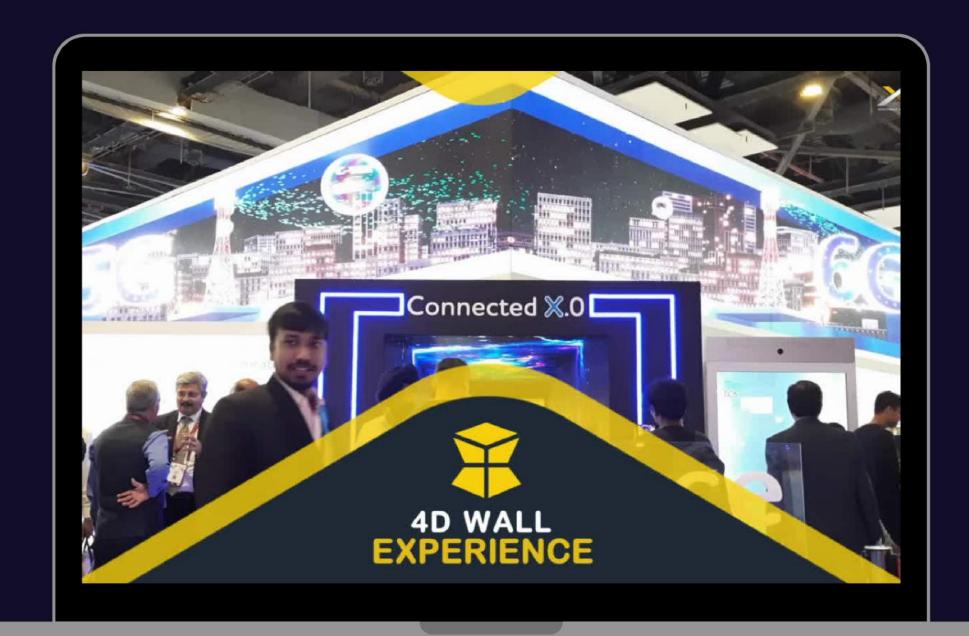




#### **Setting the Future in Motion!**

Here are a few immersive and interactive technologies that enhanced the visitor experience on the TCS show floor:





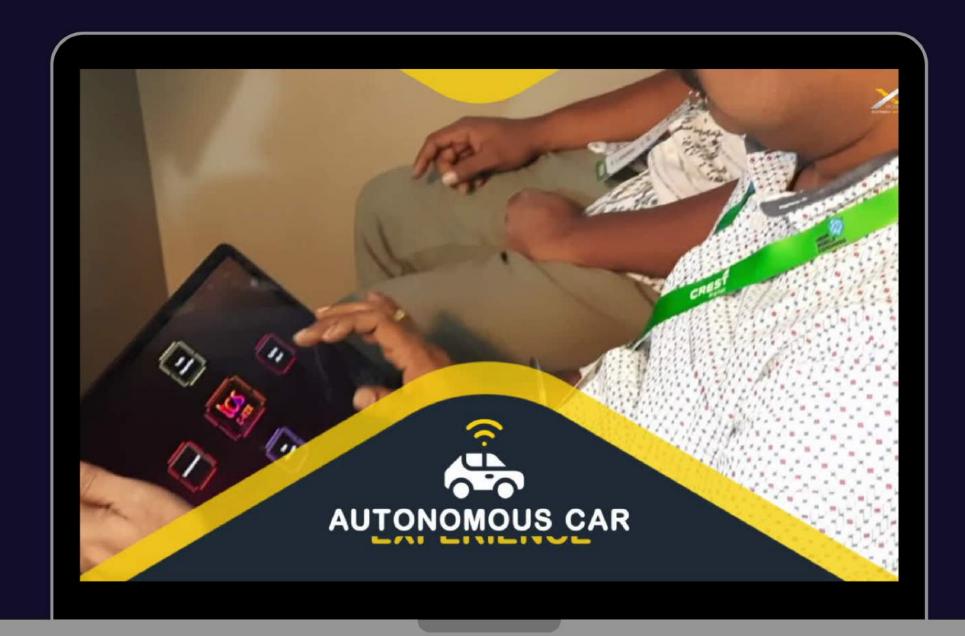
#### **4D Anamorphic Display**

TCS showcased the fundamental idea of their solution via a 4D anamorphic display, effectively conveying their purpose and captivating the audience present at the show.



#### **Immersive Tunnel**

An LED tunnel was crafted to exhibit TCS's brand philosophy, illustrating its consistent revolutionizing of the tech space.



#### **Autonomous Car Simulation**

Via autonomous car simulation, audiences experienced the practical application of their intended communication.



#### **TouchTaction Table:**

The MultiTaction table showcased TCS's impact across industries by placing miniature elements for visitor interaction, offering insights into TCS's tech solutions for various industries.

### THANK YOU!!

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TOUCH WITH US

