



# COMPREHENSIVE CASE STUDY

Taking a retrospective glance at our deliveries

A case study by





# 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.**

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# Role of TCS

## Our Understanding

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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.**



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# 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.

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# XS Worldwide Delivery Rationale

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

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**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 show-stopper, 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

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5G Holographic Communication

TATA  
CONSULTANCY  
SERVICES  
tcs

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SERVICES  
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experience

#tcs





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Generative AI  
Connected Devices 5G  
Extended Reality  
Open RAN  
Cloud Native

Technology

G-V2X

Drones V2X VR/AR

Robot

5G Holographic Communication

Connected X.0

experience



TATA







H4  
4th Floor  
Ground Floor



Connected X.0  
experience

INDIA MOBILE CONGRESS  
27-28 & 29 OCT 2023  
Promoted by: ECI  
Powered by: tanika

PROMOTING  
SUSTAINABLE  
DEVELOPMENT  
FOR GREENER  
FUTURE!

ICOS  
DATA  
CONSULTANCY  
SERVICES

Future of Technology

Geographic Communication





H4  
Water  
Ground Floor

INDIA MOBILE CONGRESS

PROMOTING SUSTAINABLE



Connected X.0  
experience

5G Holographic Communication

Future of Technology

DATA CONSULTANCY SERVICES



**tcs** TATA  
CONSULTANCY  
SERVICES

Reimagine network solutions for the future of business

Connected Devices

OpenRAN

Extended Reality

Cloud Native





**Bharat Pavilion Partner**  
  
**SESSION HALLS**  
**MEDIA CENTER**  
**VIP LOUNGE & LUNCH**  
**DELEGATE LUNCH AREA**  
**RESTROOM**

5G enabled  
autonomous drone



Intelligent Port

H4  
H4

EXIT

EXIT

2 5  
← →







tanla



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Intelligent Port Operations









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SERVICES

| **aws**



**Intelligent Port Operations**





# Setting the Future in Motion !

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

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## [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.

[Click her to view the video](#)





## [Immersive Tunnel](#)

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

[Click her to view the video](#)





## [Autonomous Car Simulation](#)

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

[Click her to view the video](#)





## [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.

[Click her to view the video](#)



**THANK YOU !!**

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TOUCH WITH US**

