



OFF THE WALL
crafting illusions, creating realities

VISUAL TECHNOLOGY PORTFOLIO 2026

Holograms | Projection Mapping | Immersive Experiences

CRAFTING ILLUSIONS, CREATING REALITIES



ABOUT

OFF THE WALL

Where technology becomes experience

Off The Wall is a visual technology company creating holograms, immersive animation, projection mapping, and interactive installations. We combine in-house content production with custom-built display systems to help brands, institutions, and events turn complex ideas into unforgettable visual experiences.

01

IN-HOUSE R&D

02

CUSTOM BUILDS

03

3D CONTENT

04

GLOBAL
DELIVERY



MISSION & VISION

Building the future of visual storytelling



MISSION

To transform how brands, institutions, and audiences experience content through **pioneering holographic technology, immersive installations, animation, and spatial design**, creating unforgettable interactions that go beyond the limits of traditional media.



VISION

To lead the future of holography and spatial media by shaping a world where digital experiences become more **immersive, intelligent, and human**, redefining communication, storytelling, education, retail, and live entertainment worldwide.

WHAT WE CREATE

Four capabilities. One integrated experience.



HOLOGRAMS

Pyramid, stage, one-sided, fan and custom holographic systems.



3D PROJECTION MAPPING

Architectural, stage and anamorphic projection built around real spaces.



ANIMATION & CONTENT

In-house 3D animation, VFX, storytelling and branded visual content.



EVENT EXPERIENCES

Concept, spatial design, interactive visuals, setup and execution.



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TRUSTED BY

A CROSS-SECTOR CLIENT ECOSYSTEM

Government, retail, healthcare, fashion,
technology and the UN

From global institutions and ministries to
consumer brands and innovation-led companies,
our work is designed to perform in high-visibility
environments where execution, reliability, and
audience impact matter.



UNITED NATIONS



GOVERNMENT



HEALTHCARE



RETAIL



FASHION



TECH



unicef
for every child

جيل
Generation
of Innovation Leaders
unicef

مصرف لبنان
BANQUE DU LIBAN

وزارة الصحة
Ministry of Health

UNITED NATIONS
الأمم المتحدة
ESCWA

PROSPAN
Tremfya
(guselkumab)



w s p r
BY SYLVIE SALIBA

dot.
DIGITAL
OPPORTUNITY
TRUST
LEBANON

جامعة نيويورك أبوظبي
NYU | ABU DHABI

SBM
SAUDI BUSINESS MACHINES

HOLDAL



JuveLook

KRISMA

accelerate
2016



مستشفى الملك فيصل التخصصي ومركز الأبحاث
King Faisal Specialist Hospital & Research Center
Gen.Org. مؤسسة عامة



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RECOGNITION

AWARDS & MILESTONES

Innovation recognized by regional and international programs

Off The Wall has been recognized through entrepreneurship, innovation, and technology programs supported by international organizations and regional ecosystem leaders. These milestones reflect the commercial and creative potential of our visual technology platform.

10+

YEARS BUILDING

20+

MAJOR
INSTALLATIONS

4

CORE
TECHNOLOGIES



European Union



OXFAM
أوكسفام



USAID
FROM THE AMERICAN PEOPLE



**MERCY
CORPS**



**STARTUP
SEEDS**
Powered by Tripoli Entrepreneurs Club

arabnet



التعاون
Taawon

SELECTED WORK

Case studies where technology,
content, and execution became one
experience.

SBM

CHOOSES INNOVATION

BUILT BY OFF THE WALL

SBM partnered with Off The Wall to bring innovation to life through our Interactive Pyramid Hologram.

This cutting-edge display delivers stunning 3D visual experiences, interactive engagement, and a powerful brand presence at international exhibitions.

SBM proudly purchased this custom **Interactive Pyramid Hologram** from **Off The Wall**, reinforcing their leadership in technological advancement and immersive presentation.



SBM
SAUDI BUSINESS MACHINES
الساموية للحاسبات الإلكترونية

Architecting Technology

3D ANIMATION FOR KING FAISAL SPECIALIST HOSPITAL

HUGE LED SCREEN

We created a custom 3D animation for King Faisal Specialist Hospital's massive LED display, bringing their space to life with dynamic motion, fluid visuals, and a premium immersive experience. The content was designed to reflect their identity of excellence, innovation, and human care through high-impact visuals that captivate and inspire every visitor.



CUSTOM 3D
ANIMATION



SEAMLESS LED
INTEGRATION

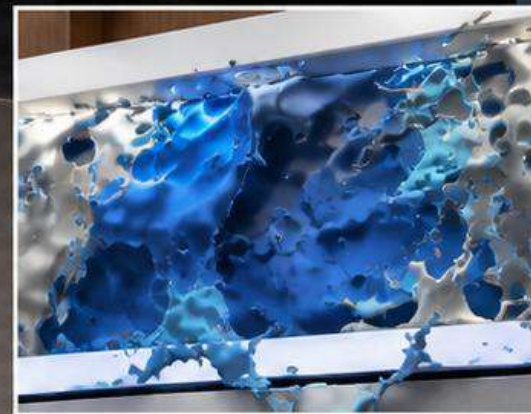


BRAND-DRIVEN
VISUAL STORYTELLING



PREMIUM IMMERSIVE
EXPERIENCE

Proudly delivered by **Off The Wall**,
where technology meets creativity.



VANTOM FOR THE SAUDI ARABIA PAVILION

BIO INTERNATIONAL CONVENTION 2025 | BOSTON | JUNE 16-19

Off The Wall provided Vantom as a compact holographic display for the Saudi Arabia Pavilion at BIO International Convention 2025 in Boston. Positioned on the reception desk, it delivered an eye-catching floating visual experience that helped showcase innovation in a memorable way. We are proud that Vantom was part of Saudi Arabia's first-ever national pavilion, which brought together over 25 institutions, 160 delegates, and multiple MoUs with leading global biotech companies.



COMPACT
DESK DISPLAY



FLOATING
3D VISUALS



EXHIBITION-
READY



PREMIUM BRAND
ENGAGEMENT



MAKANI EVENT EXPERIENCE

A complete event setup delivered in Tripoli

Delivered at the **Chamber of Commerce in Tripoli** for **Oxfam**, this project brought together event management, LED screen setup, on-screen animations, sound and lighting, hologram experiences, booth design, and a selfie backdrop into one integrated event environment. Off The Wall managed the visual and spatial experience to create a polished, engaging, and professional atmosphere for participants and partners.



LOCATION
CHAMBER OF COMMERCE, TRIPOLI



CLIENT
OXFAM



OUR CAPABILITIES



**EVENT
MANAGEMENT**



**LED
SCREEN**



**ANIMATIONS
ON SCREEN**



**SOUND &
LIGHT**



HOLOGRAM



**BOOTH
DESIGNS**



**SELFIE
BACKDROP**



CREATING MEMORABLE EXPERIENCES. DELIVERING REAL IMPACT.



SPINNEYS HOLOGRAPHIC ADVERTISING LAUNCH

Spinneys Hazmieh | In-Store Hologram Campaigns

Off The Wall partnered with Spinneys to launch holographic advertising at the first Spinneys Hazmieh branch, introducing our hologram fleet as a bold new in-store media experience. Through immersive campaigns for PepsiCo, Lay's, Amica Chips, and Franuí, we transformed everyday shopping moments into attention-grabbing brand activations that bring products to life directly at the point of sale. This launch marks an exciting first step in our collaboration with Spinneys and sets the stage for future installations in upcoming branches.



In-Store Media



Hologram Fleet



Brand Activation



Retail Engagement

Proudly delivered by Off The Wall.



KRISMA FASHION LAUNCH EXPERIENCE

Night of fashion, flair, and futuristic visuals

Proud to have joined forces with Krisma for the grand launch of Gaele, Marella, and Elisabetta Franchi fashion stores. From concept to creation, Off The Wall brought the experience to life through holograms, immersive animations, full event design, interactive floor visuals, and complete setup execution. This project is a bold example of how fashion meets innovation.



Holograms



Immersive
Animations



Event
Design



Interactive
Floor

Proudly delivered by Off The Wall.



JUVELOOK LAUNCH EXPERIENCE

Science meets beauty in motion

For the Juvelook Launch, Off The Wall brought innovation to life through a fusion of holographic animation, projection mapping, lighting design, and interactive visuals, transforming science into an immersive visual story.



Holographic
Animation



Projection
Mapping



Lighting
Design



Interactive
Visuals

Proudly delivered by Off The Wall.



SPINE BEIRUT HOLOGRAM EXPERIENCE

25 Synchronized Hologram Fans

Witness the future of nightlife at Spine Beirut. Our spectacular hologram setup, featuring 25 synchronized hologram fans, brought a new dimension to music and atmosphere. As the beats dropped, the holograms came to life, creating an immersive and electrifying experience that blended technology, art, and entertainment into one unforgettable visual journey.



25
HOLOGRAM
FANS



IMMERSIVE
VISUALS



INGHTLIFE
EXPERIENCE



TECH
MEETS ART

Proudly delivered by [Off The Wall](#).



SETUP PROCESS



BUILD IN PROGRESS



ASTRONAUTS



JELLYFISH



ANTS



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HOLDAL x LACOSTE

60 Years Celebration

Celebrating 60 years of style and innovation with Holdal and Lacoste, Off The Wall transformed the event into a striking visual experience. Our team created mesmerizing 3D holograms, stunning holographic centerpieces, and an infinity mirror installation that became one of the highlights of the celebration. From immersive brand visuals to atmospheric lighting and statement pieces, every element was designed to reflect the spirit of innovation behind this milestone moment.



3D
Holograms



Holographic
Centerpieces



Infinity
Mirror



Event
Experience

Proudly delivered by **Off The Wall**.



AFSD STAGE HOLOGRAM EXPERIENCE

Recovery, resilience, and immersive storytelling

The Arab Forum for Sustainable Development (AFSD), organized annually by ESCWA in collaboration with the League of Arab States and other United Nations entities, brings together Arab governments and a broad range of stakeholders to advance sustainable development across the region. For this edition, Off The Wall created a full stage hologram show together with 3D projection mapping to highlight SDGs 4, 5, 14, 15, and 17 under the theme 'Recovery and Resilience', transforming the forum into a powerful immersive visual experience.



Stage
Hologram



3D Projection
Mapping



Immersive
Visuals



SDG
Storytelling

Proudly delivered by Off The Wall.





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وزارة الصحة
Ministry of Health



وزارة الصحة
Ministry of Health

TECHNOLOGY THAT MAKES BRANDS IMPOSSIBLE TO IGNORE

Modular systems, custom engineering,
and in-house visual content.

Solutions for Life

-  Biopharmaceuticals
Innovative therapies for better health
-  Research & Development
Pioneering tomorrow's breakthroughs
-  Advanced Biomanufacturing
Excellence in quality and scale
-  Collaboration & Global Partnerships
Building a healthier world together
-  Sustainability
Committed to a better future

Advancing
Biotechnology
for a Healthier
Tomorrow



Welcome
to the future
of biotech

PYRAMID HOLOGRAM

360-degree 3D product storytelling

The HoloPX4 Pyramid Hologram turns products, objects, and branded animation into a luminous three-dimensional focal point. Designed for exhibitions, retail, and corporate environments, it creates high-impact visibility from multiple viewing angles while supporting custom interactive experiences.

[WATCH PYRAMID DEMO](#)

01

360° VISUALS

02

INTERACTIVE

03

CUSTOM
CONTENT

04

HIGH RECALL

STAGE HOLOGRAM

Life-size visuals for live audiences

Inspired by the Pepper's Ghost principle and engineered for contemporary stages, our holographic projection systems create life-like digital performers, objects, and environments. Systems can be deployed for one-off shows, permanent installations, telepresence, and synchronized live entertainment.

[WATCH STAGE DEMO](#)

01

LIFE-SIZE SCALE

02

TELEPRESENCE

03

LIVE SHOWS

04

PERMANENT
INSTALL

STAGE APPLICATIONS

LIVE PRESENCE, ANYWHERE

Three ways to transform the stage



TELEPRESENCE

Project remote speakers and presenters onto the stage as life-size holographic guests.



COMPANY SHOW

Turn products, data, and brand stories into dynamic, cinematic stage content.



LIVE ENTERTAINMENT

Create connected concerts and performances that combine real and digital talent.

ONE-SIDED HOLOGRAM

Blend physical products with digital content

HoloTex is an all-in-one projection platform that combines real products with contextual holographic animation. Viewed from the front, it creates a convincing three-dimensional display that is practical, cost-effective, and ideal for product launches, retail windows, luxury showcases, and exhibitions.

SYLVIE SALIBA



01

02

03

04

REAL + DIGITAL FRONT-FACING RETAIL-READY CUSTOM BUILD

HOLOGRAPHIC FANS

Floating visuals built for attention

High-speed LED fan technology creates the illusion of 3D objects suspended in mid-air. From single displays to synchronized multi-fan walls, the platform is ideal for retail, events, exhibitions, advertising, and immersive environments where moving content must command attention.

[WATCH FAN DEMO](#)

01

FLOATING 3D

02

MULTI-SYNC

03

HDMI LIVE

04

RETAIL & EVENTS

PRODUCT

3D PROJECTION MAPPING

Visuals that appear to break free from the wall

Transform any surface into a powerful visual experience with Off The Wall's 3D projection mapping service. We combine precise spatial mapping, custom animation, lighting, and immersive storytelling to make buildings, stages, products, and interiors appear to shift, open, transform, and come alive. Designed for launches, events, exhibitions, and permanent installations, each experience is built around the space, the brand, and the audience to create unforgettable moments that command attention and elevate perception.

[Watch Lion's Tower 3D Projection Mapping](#)

01

FORCED
PERSPECTIVE

02

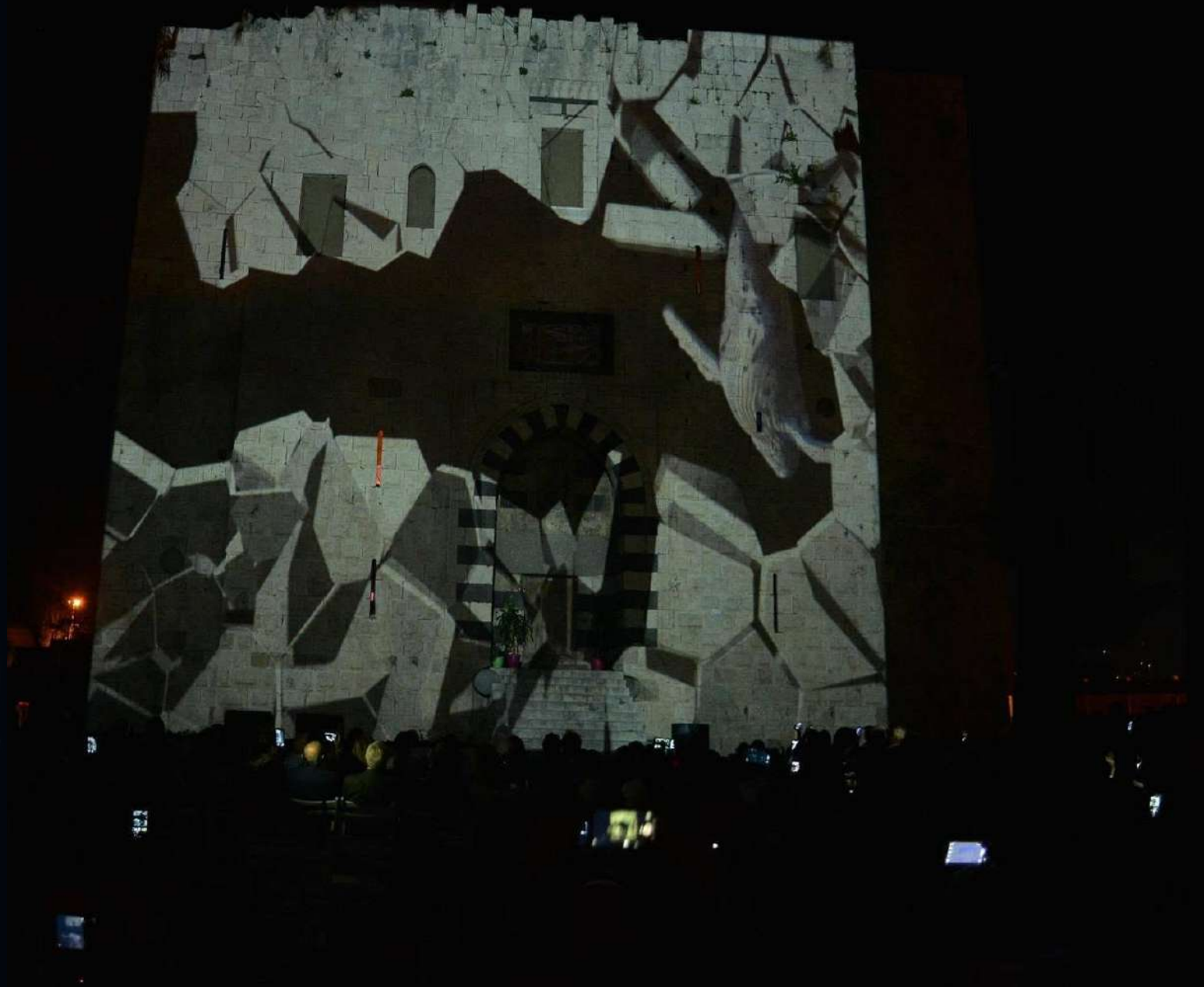
3D DEPTH

03

LARGE FORMAT

04

CAMPAIGN-
READY



WHY IMMERSIVE MEDIA WORKS

BUSINESS IMPACT

Technology is only valuable when it changes audience behavior

01



LASTING IMPRESSION

Build stronger brand recall with an experience people remember.

02



POSITIVE ASSOCIATION

Create curiosity, delight, and a deeper emotional connection.

03



EYE-CATCHING TECH

Direct attention toward products, messages, and key moments.

04



REVENUE OPPORTUNITY

Support upselling, cross-selling, and premium product storytelling.

05



MORE FOOT TRAFFIC

Turn windows and event spaces into powerful visitor magnets.

06



ENHANCED BRANDING

Increase perceived innovation and keep audiences talking.



OFF THE WALL

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VANTOM

A patented holographic AI platform
bridging the physical and digital worlds.

OFF THE WALL / 2026

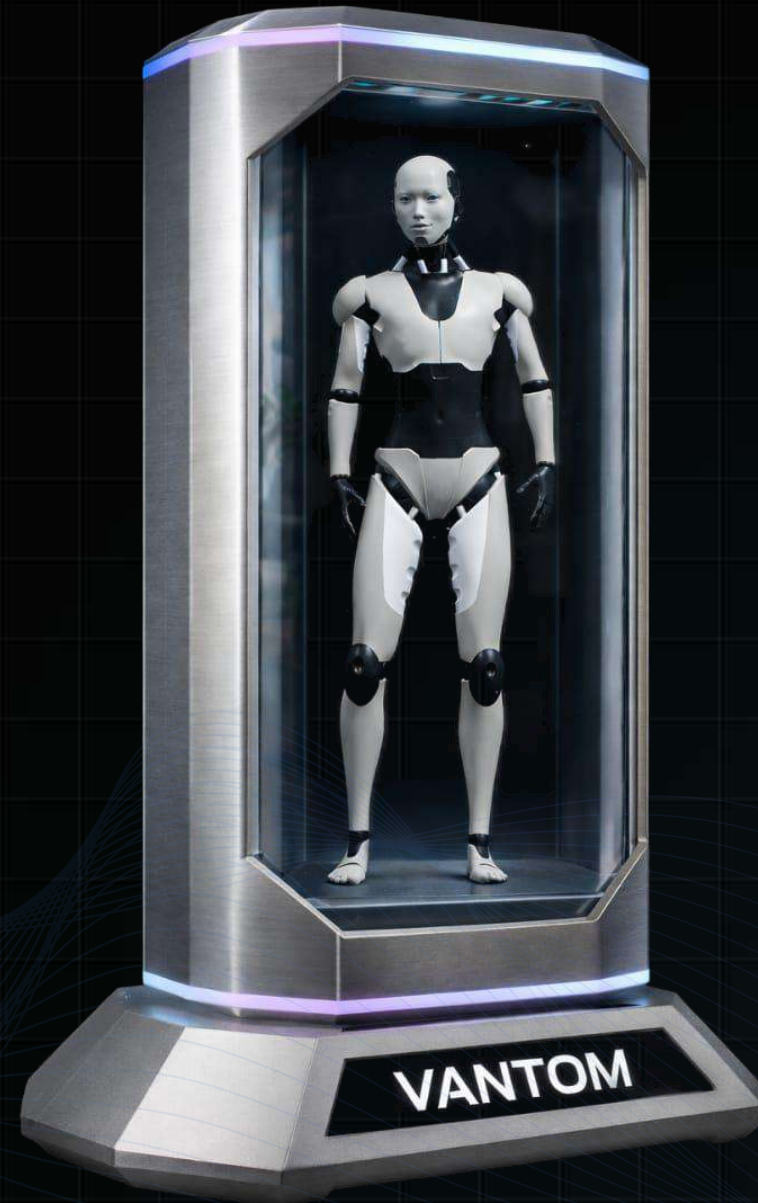


| WHAT IS VANTOM?

SEE INTELLIGENCE. DON'T JUST HEAR IT.

VANTOM is a next-generation **physical AI interface** that merges conversational AI, real-time 3D digital humans, and holographic visual output.

It transforms AI from a voice-only tool into a visible, spatial presence—creating a bridge between digital intelligence and physical space.



FEATURES

Four integrated capability pillars — all shipped and live



Conversational AI

- Agentic LLM (ReAct loop)
- Persistent per-user memory
- 8-turn short-term context
- 13-language multilingual TTS
- Wake-word voice activation



Enterprise Integrations

- Gmail, Calendar, Drive, Tasks
- Google Contacts & Maps
- Web search (live news)
- Morning briefing automation
- Reminders & scheduling



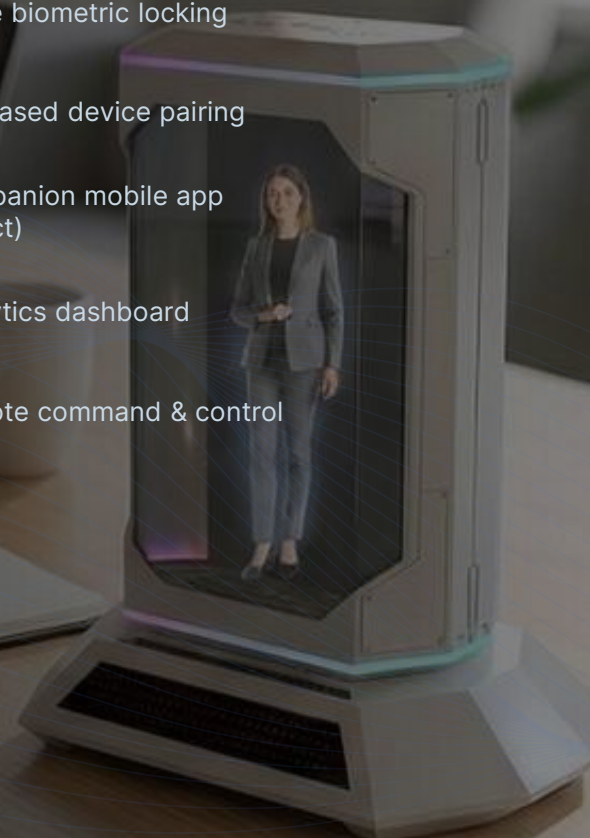
Spatial & Visual AI

- 3D avatar w/ live lip sync
- Face-tracked parallax (MediaPipe)
- Image-to-3D mesh (Hunyuan3D-2)
- AI video generation (Remotion)
- AI infographic from spreadsheet



Management & Security

- Voice biometric locking
- QR-based device pairing
- Companion mobile app (React)
- Analytics dashboard
- Remote command & control



VANTOM COMPANION APP

Full remote management platform



Dashboard

Live device status, online/offline, activity feed, usage analytics with hourly and daily charts.



Skills & Routines

Toggle AI capabilities per device. Enable/disable Gmail, Calendar, translation, YouTube, and more.



Privacy Controls

Microphone toggle, wake-word control, voice biometric enrollment, data export, and account deletion.



Family Hub

Saved announcement templates — send custom messages to Vantom instantly from anywhere in the world.



Pair & Manage

One-time QR scan pairs any Vantom unit. Manage multiple devices from a single account.



BUILT DIFFERENTLY

OUR COMPETITIVE ADVANTAGE

Creative, technical, and commercial flexibility under one roof

01



CUSTOMIZABLE

Every installation is adapted to the brand, venue, and audience.



02



IN-HOUSE CONTENT

Animation and visual storytelling are developed by our own team.



03



UNIQUE PRICING

Rental, purchase, campaign, and permanent installation models.



04



UNIQUE FEATURES

Interactive, synchronized, live-input, and spatial display options.



05



EASE OF USE

Systems are engineered for reliable operation and simple content updates.



06



SAMPLING & PROTOTYPING

We test ideas early and validate the experience before full rollout.



ONE TEAM

Concept to execution



ENDLESS CREATIVE

Pushing boundaries



PROVEN RELIABILITY

Trusted by leading brands



MEASURABLE IMPACT

Experiences that deliver results

INNOVATION WITH A BUSINESS PURPOSE

We build attention - then turn it into action

Off The Wall was founded to reinvent visual advertising and experiential communication. Our work is not technology for technology's sake: every installation is designed to strengthen brand positioning, attract audiences, simplify complex stories, and create measurable commercial value. We combine strategic thinking, engineering, animation, and on-site execution so clients work with one accountable team from concept to launch.

01

STRATEGY

02

ENGINEERING

03

CONTENT

04

EXECUTION



MEET THE TEAM

A multidisciplinary core team driven by curiosity and execution

United by a dedication to innovation and an insistence on strong delivery, the team combines entrepreneurship, marketing, engineering, and visual production to take projects from first idea to final installation.



Mustafa Dasuki
Chief Executive Officer



Nivine Nahmane
Marketing Director



Wassim Yassin
Chief Technology Officer



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STEP INTO THE FUTURE

Holograms | Projection Mapping | Immersive Experiences

www.offthewallagency.com

www.vantom.io

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