



# Technology & Innovation Edition

Tech has evolved from “tool” to “stage” — an emotional canvas for storytelling, participation, and memory creation. AI, immersive worlds, and neuro-reactive systems are redefining the experience economy.

The winning brands will be those who combine intelligent technology + emotional resonance + participatory design.



# Immersive Realities

VR, AR, Mixed Reality, Holography & Spatial Worlds

## WHY IT MATTERS

Immersive experiences convert audiences from spectators to participants. Participation drives emotional peaks which equals stronger memory encoding.



## Micro Trends



### Hologram Integration at Live Events (Holo-Presence)

The Trend: Beaming speakers or artists into venues as high-fidelity, life-size 3D holograms (e.g., Proto, ARHT Media).

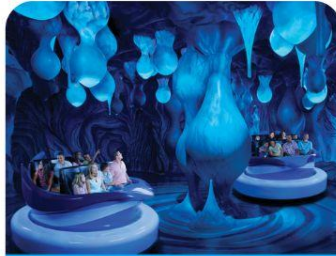
Why: It reduces carbon footprint while increasing "presence," allowing VIP talent to be in two places at once, interacting with audiences in real-time without travel.



### 3D Volumetric Product Showcases

The Trend: Moving beyond flat screens to "naked eye" 3D displays (like Hypervsn or anamorphic billboards) where products float in mid-air.

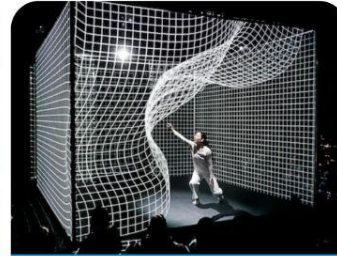
Why: It stops the scroll. 3D visuals create a "pattern interrupt" in a busy environment, allowing guests to inspect product details in 360-degrees without physical inventory.



### Immersive "Rides" + Simulation Experiences

The Trend: Brands building cinematic, 4D environments (like the Squid Game trials at Netflix House) where guests physically move through the narrative.

Why: Movement cements memory. By turning a brand story into a physical journey with wind, haptics, and surround sound, you convert passive viewers into active heroes.



### Interactive Projection & Motion Architecture

The Trend: Environments that "see" and react to the guest. Using Lidar sensors and motion tracking, walls ripple when touched, and light fields act as musical instruments, turning the venue into a responsive partner.

Why: It creates agency. When the room responds to the guest without them needing a device, they feel a sense of magical control, shifting them from "viewer" to "protagonist."



### Mixed-Reality (MR) Pop-Ups

The Trend: Physical retail or event spaces designed with a hidden "digital twin" layer.

Guests use phones or smart glasses to reveal floating wayfinding, hidden product stories, or gamified tokens that overlay the physical set.

Why: It adds infinite depth to finite space. Brands can tell a massive, complex story without cluttering the physical design, rewarding curiosity and increasing dwell time



## What This Means For Brands

- ✓ Use immersion to extend narrative, not distract from it
- ✓ Layer simple + high-tech elements to keep activation inclusive
- ✓ Invest in MR tools that create personalised or multi-path stories

### EVENT MARKETER INSIGHT

*Immersive layers increase dwell time and  
"return visits" within the experience.*



## Rebel Lens

Kristy Castleton - Chief Memory Maker @ R&S - "Immersion isn't just about screens; it's about story. If the tech doesn't advance the narrative, cut it. The best memories are made when guests feel like the hero, not the audience."



### BRAND CASE STUDIES



#### Sphere Las Vegas

The world's largest spherical structure uses 16K LED screens to turn "watching a gig" into a visceral, architectural journey, proving that scale + sensory saturation = unforgettable awe.



#### Dior 3D Pop-Ups

Dior partnered with WASP to create a pop-up store 3D-printed entirely from natural materials (clay and sand). It merges high-tech innovation with eco-consciousness, creating a retail space that feels like a piece of organic sculpture rather than a shop.



#### Netflix House

Permanent experiential destinations where fans don't just watch TV—they live it. From navigating the Squid Game glass bridge to dancing on a Bridgerton set, it turns passive IP consumption into active, social world-building.



# AI As Experience Designer

Adaptive Storytelling, Personalisation, Real-Time Content Generation

## WHY IT MATTERS

AI helps deliver hyper-personalised, emotionally relevant experiences — two pillars of strong long-term memory formation.



## Micro Trends



### AI-Curated Event Flows

The Trend: Predictive agendas that suggest connections, talks, and zones based on a guest's live behaviour and LinkedIn data.

Why: It eliminates "FOMO" and decision fatigue. Attendees feel the event was designed specifically for them, increasing satisfaction and networking ROI.



### Real-Time Adaptive Content

The Trend: Generative visuals (like Refik Anadol's work) that change colour, speed, or form based on the crowd's aggregate noise levels or movement.

Why: It creates a "living" environment. When the room reacts to the crowd, the audience feels a sense of collective agency and ownership over the experience.



### Machine-Driven Personalisation at Scale

The Trend: AI photobooths and Kinect-style walls that instantly generate stylised, on-brand avatars or digital art for guests to take home.

Why: Personalised souvenirs have higher share rates. When AI makes the guest the "art," they are far more likely to post it to social media.



### AI-Led Creative Collaboration

The Trend: Live "text-to-experience" prompts where audiences type keywords into a festival app, and AI generates the stage visuals or music style in real-time based on the crowd's request.

Why: It creates radical ownership. The audience isn't just watching the show; they are directing it, which creates a massive emotional spike and sense of community.



## What This Means For Brands

- ✓ AI should support human creativity, not replace it
- ✓ Use AI to generate personalised pre-event, in-event, and post-event content
- ✓ Build guardrails around ethics and transparency

### EVENT MARKETER INSIGHT

*"AI reduces production hours, accelerates iteration cycles, and creates regional content variants quickly."*



## Rebel Lens



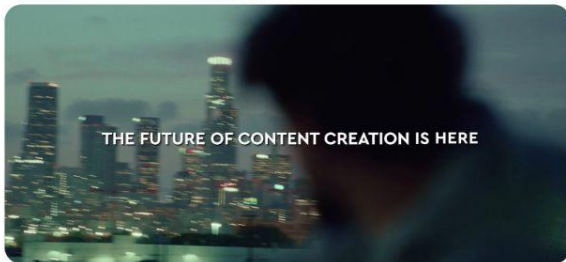
Natasha Shamash - Business Development & Partnerships Manager @ R&S - "What we're starting to see with experiences using AI is its ability to design moments that adapt in real time, ensuring no two moments land the same way - and therefore become truly memorable."

### BRAND CASE STUDIES



#### Coca-Cola – Create Real Magic

Coke invited digital artists to use GPT-4 and DALL-E to generate original artwork using iconic brand assets. The best creations were displayed on billboards in Times Square, handing the brand keys to the community and turning AI into a co-creation tool.



#### WPP – AI Creative Testing

WPP partnered with NVIDIA to build a generative AI content engine that allows brands to create hyper-realistic product environments in minutes. It enables rapid iteration of "what if" scenarios, ensuring the final live experience is visually perfect before it's even built.



#### The Generative Gala

For a bespoke client dinner, we're working on a live sentiment analysis to shift the room's lighting and soundscapes. As conversations grow louder and more animated, the visuals will bloom in response —visualising the "energy" of the connection in the room.

A person is shown in profile, wearing a VR headset. The background is a dark blue gradient. Overlaid on the person's head and the background is a complex, glowing blue neural network or data visualization. A circular logo is visible on the top of the headset, featuring a radar-like pattern and the text "REBEL RADAR REPORT".

# Biometric & Neurotech Experiences

Neuroscience-Led Responsiveness, Wearables, Data-Driven Immersion

## WHY IT MATTERS

Wearables + neurotech create adaptive experiences, which increases attention — a critical step before memory can be formed.



## Micro Trends



### EEG-Driven Music and Lighting

The Trend: Using brainwave headbands (like Neurable) to allow guests to "conduct" an orchestra or change the colour of a room with their focus levels.

Why: It creates a "flow state" experience. It visualises the invisible (thought), creating a deep sense of wonder and intimate connection with the brand.



### Mood-Responsive Colour Environments

The Trend: Wearables that track heart rate or skin temperature (haptics) to adjust environmental lighting. If the crowd gets excited, the room pulses faster.

Why: It amplifies emotional peaks. The environment acts as an emotional amplifier, validating and heightening the shared feeling of the crowd.



### Wearables Collecting Behavioural Data

The Trend: Smart badges (e.g., Klik) that track dwell time, heat maps, and interaction levels without manual scanning.

Why: It provides "passive" ROI data. Planners get granular insights on what content actually worked, without interrupting the guest experience with surveys.



### Crowd Sentiment Analysis

The Trend: Using privacy-compliant computer vision to analyse the aggregate "mood" of the crowd (smiles, attention spans, excitement levels) in real-time.

Why: It creates an emotional feedback loop. If the room detects a dip in energy, the visuals can automatically shift to higher-energy content to re-engage the audience. - for a picture for this section try and find something like Computer Vision Heatmap\* image where a crowd is overlaid with colourful heat zones showing attention / energy spikes.



## What This Means For Brands

- ✓ Use biometric insight to orchestrate peak emotional moments
- ✓ Prioritise consent + data transparency
- ✓ Use wearables to improve operational efficiency + enhance journey design

### EVENT MARKETER INSIGHT

*“Wearables help understand footfall, dwell time, engagement triggers  
– insights that justify ROI to senior stakeholders.”*



## Rebel Lens

Senior Events Producer @ R&S - "If brands are able to use these tools thoughtfully, without imposition and measure how the experiences truly land this insight can be groundbreaking. It will help us design activities that people genuinely enjoy. Ultimately, it's about creating experiences that are both engaging and meaningful".



### BRAND CASE STUDIES



#### Coldplay – Music of the Spheres Tour

The band partnered with Subpac to provide haptic vests for deaf and hard-of-hearing fans. The vests translate bass and melody into vibration, allowing guests to feel the music physically. The Takeaway: Tech didn't just enhance the memory; it made the memory possible, proving that sensory inclusion drives deep emotional loyalty.



#### Bentley – The Inspirator

The Insight: Bentley used facial recognition AI to track micro-expressions (joy, surprise, confusion) as customers watched lifestyle videos. The system then automatically configured the "perfect" car to match their emotional reactions, bypassing the conscious brain entirely. The Takeaway: Biometrics can act as the ultimate concierge. By reading the guest's face, the brand delivered what they wanted before they even knew it themselves.



#### The Neuro-Tasting

We paired a whisky tasting with 360 degree screens and a sonic experience delivered through headsets. Guests could see how different flavour notes were enhanced by the change in on screens visuals and sound (golden liquid particle waves followed by ice cracking as the liquid is poured on to it) creating a heightened awareness and reason to remember.



# Phygital Commerce & Interactive Installations

Digital Twins, Ar Commerce, Mixed-World Engagement

## WHY IT MATTERS

Phygital mechanics deepen engagement, ownership and emotional reward, all essential in memory-making.



## Micro Trends



### Connected Products (NFC & AR)

The Trend: Embedding NFC chips or AR triggers directly into merchandise or event lanyards. A simple tap reveals the product's origin story, unlocks a digital collectible, or launches an exclusive playlist.

Why: It turns a static object into a media channel. The product isn't the end of the journey; it's a portal to ongoing brand engagement.



### The "Forever" Ticket (Token-Gating)

The Trend: Using digital assets (NFTs or Wallet Passes) as "smart tickets." These assets verify a guest's status to automatically unlock VIP lounges, secret menus, or fast-track queues at live events.

Why: It builds a "cult" community. The ticket becomes a badge of honour that holds value long after the event ends, turning attendees into lifetime members.



### Spatial Commerce (Shopping the Story)

The Trend: Retail spaces where the physical design is minimal, but the "digital twin" (viewed through a phone) is maximalist. Guests can "shop the look" from a runway show or capture virtual art installations that only exist on their screens.

Why: It solves the "Inventory vs. Experience" conflict. Brands can build immersive, artistic spaces without cluttering them with stock, while still driving instant sales.



## What This Means For Brands

- ✓ Build multi-sensory “touch + reveal” journeys
- ✓ Use phygital layers to increase participation rates
- ✓ Integrate retail and experience narratives
- ✓ Prioritise user agency — let guests “complete” something

### EVENT MARKETER INSIGHT

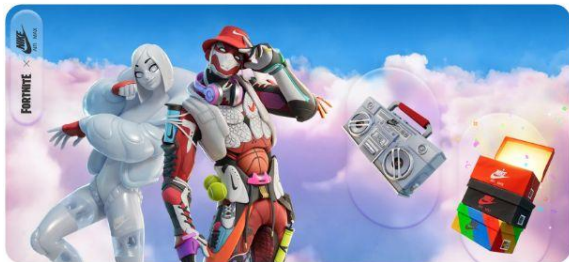
*“Gamification drives higher recall and increases the number of brand touchpoints.”*



## Rebel Lens

Alvin Loh - 3D Production Wizard @ R&S - "A.I. is the foundation block to what we will build Artificial Personalities on - A.I. with a touch of human emotional sentience."

### BRAND CASE STUDIES



#### Nike .SWOOSH

Nike created a web3 community where members can co-create virtual sneakers. The magic happens when these digital assets unlock physical access—like exclusive "Airphoria" events or limited-run physical sneaker drops—blurring the line between gaming and street style.



#### Louis Vuitton "Via Treasure Trunk"

LV sold digital "Treasure Trunks" (NFTs) for €39,000, which act as keys. Owners get a physical replica trunk, but more importantly, the digital key unlocks exclusive future products and experiences, turning a digital purchase into a lifetime membership.



#### Musical Tables

We embedded every table at a gala dinner with pressure sensors hidden inside each place setting's glass coaster. When guests lifted their drinks the coasters played a note. Each coaster played a unique note, allowing the table to co-create their own musical tables.



## The Rebel Radar Takeaway

Technology is the stage, not the star. The most powerful tech is invisible. It doesn't scream "look at me"—it says "look at this."

### The Future Formula



Ready to upgrade your reality? Tech is just the hardware.

Emotion is the software. We apply neuroscience to dial up emotions at events and encode memories that last a lifetime.

Want to audit your Event Tech Stack?

Book a 60-min 'Memory Mapping' session with us using our proprietary neuroscience framework, **INVOLVE®**

Ready to Design the Future?

Let's co-create experiences that merge innovation with meaning.



# References

## **Page 3 — Immersive Realities Micro Trends**

### *Sources:*

*Proto Hologram; ARHT Media; HYPERVSN; Netflix; Universal Creative; Moment Factory; UVA; Dior; Vogue Business; Event Marketer; TeamLab*

## **Page 5 — Immersive Realities Brand Case Studies**

### *Sources:*

*Sphere Entertainment Co.; Architectural Digest; AV Network; WASP; Abitare; Haute Today; Netflix Press; Fast Company; Variety*

## **Page 7 — AI as Experience Designer Micro Trends**

### *Sources:*

*Bizzabo, EventMB, LinkedIn Marketing Solutions, Refik Anadol Studio, Moment Factory, Hypervsn, Snap AR, WPP, NVIDIA, Event Marketer*

## **Page 9 — AI as Experience Designer Brand Case Studies**

### *Sources:*

*Coca-Cola Company, OpenAI, Ad Age; WPP, NVIDIA, The Drum; Event Marketer, Moment Factory, Affectiva*

## **Page 11 — Biometric & Neurotech Micro Trends**

### *Sources:*

*Neurable; MIT Media Lab; Moment Factory; Signify; Klik (Bizzabo); EventMB; CrowdVision; Affectiva*

## **Page 13 — Biometric & Neurotech Brand Case Studies**

### *Sources:*

*SUBPAC; Rolling Stone; BBC; Bentley Motors; Accenture; Wired; University of Oxford; Event Marketer*

## **Page 15 — Phygital Commerce & Interactive Installations Micro Trends**

### *Sources:*

*Nike / RTFKT; Coachella; Billboard; Apple Wallet; Burberry; Nike Newsroom; Vogue Business*

## **Page 17 — Phygital Commerce & Interactive Installations Brand Case studies**

### *Sources:*

*Nike Newsroom; WARC; The Verge; Louis Vuitton; Vogue Business; Financial Times; MIT Media Lab; Moment Factory; Event Marketer*

