

SoWhen 

The CreaTech Company



Fondation

SoWhen?, The createch Company



It was **in 2008** that **our two founders** Freddy Koné and Mohamed Marouene **met on the production of the animated short film “Logorama”**. This animated short film ended up winning an Oscar, a flying start to their partnership and a sign of great things to come!

Boosted by this experience, **they founded SoWhen? in 2010**, to produce content in a flexible, reactive and creative way. **They experimented and played with technology to serve their creativity** – SoWhen? is by nature and design a CreaTech company.

As experts in the creation of both 2D and 3D content (video games, animated films, advertising, cinema, etc.), they channeled their passion for new image technologies, which offered fresh perspectives, by leading audiences towards a new role: **being active participants in an immersive experience**.

In 2016, SoWhen? is acknowledged as virtual reality pioneer by joining the Nokia OZO Pioneer program. French Tech Tour China 2017 Laureates and exhibitors at the French Tech Pavilion at the MWC in Barcelona 2019. SoWhen? becomes an acknowledged reference.

In 2021, recognized by Earlymetrics as **one of the 10% of best French startups** (out of 4500).



Immersive Experience Creators



Since 2010, SoWhen? has been working with companies in various sectors that wish **to communicate in an innovative way**, on B2B and B2C subjects.

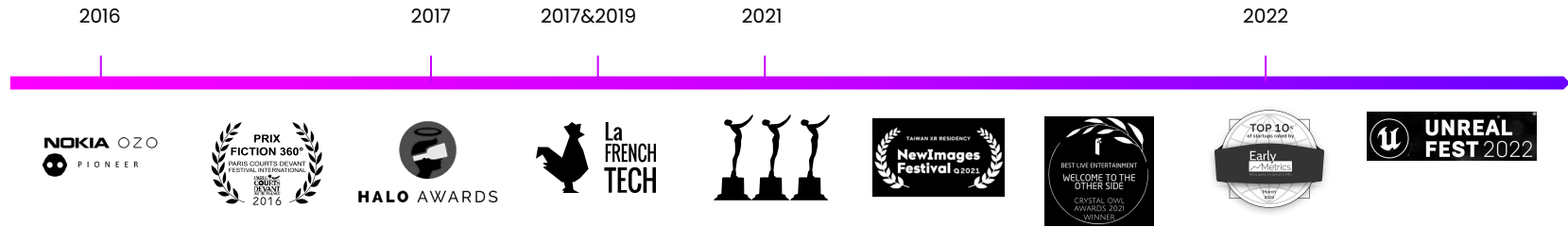
The company also **produces its own cultural entertainment productions** for the general public and accompanies **global artists**.

Each subject is approached through the prism of its corporate vision:

"Building a world of experiential, sensory entertainment... limitless in subject matter, erasing the boundaries between the physical and the digital."



A recognized technical and creative expertise



SoWhen? regularly receives numerous awards for its creations and productions, **recognizing both its technological expertise and its creative concepts:**

2016: 1st prize winner for **best 360° short film** at the Paris Court Devant festival for our coproduction of Lifeline.

SoWhen? became known as pioneers in virtual reality by integrating the **Nokia OZO Pioneer program**.

Recipients of **silver and bronze Halo Awards** at the International VRDays show in Amsterdam for the 360° animated film "Sea prayers" for The Guardian in 2017.

3 Promax Awards in 2021 Key Art: best out-of-home Ad a golden promax - Best New concept/ Innovation a Golden Promax - Experiential or Stunt Promotion for a consumer event a Silver Promax).

Winner of the highly coveted 2021 **Taiwan XR Residency** for our co-production of "Encounters" with the artist Mathieu Pradat.

The SoWhen? team's work on the Jean-Michel Jarre live VR concert earned them a **Crystal Owl Award in the BEST LIVE ENTERTAINMENT category**.

2022:

Early Metrics ranked SoWhen? **in the top 10% of French startups** (out of 4500).

SoWhen? is a **member of the Promax Europe Awards Jury**

SoWhen? is **selected by Epic as a speaker at Unreal Fest 22** in New Orleans.



Our Strategic Partnerships



We are an official partner of HP, Meta Quest.

In connection with the development teams of EPIC Games (creators of Fortnite) for topics around their real-time rendering engine Unreal Engine with which we work.

We are part of the board of the Sesame engineering school, specialized in development, in Tunis.

We opened in 2016 our development lab for our R&D in Tunis, within the school of Sesame: "Takolor International".

Meta Quest





Our Mission?

"Helping you reach your goals by making the unachievable achievable!"



We're able to bring your audience into your universe by creating immersive and meaningful sensory experiences via physical, phygital and 100% virtual devices. And that's not all...

Our experiences help you to:

- Rationalize needs and ideas
- Explore new playgrounds such as virtual worlds – metaverses
- Explain complex concepts to make them accessible to your audience
- Make services and products known and understood via lived experiences,
- Get people talking about you (or your brand),
- Bring your products within reach of your audience, regardless of their complexity and accessibility...
- Create unique connections with your audience
- Create the perfect showcase for your products
- Offer your audience an artistic performance in a unique setting
- Today, technology is more complex than ever, sometimes difficult to grasp, and constantly evolving. How and why should it be used, for what purpose, in what context and at what cost?

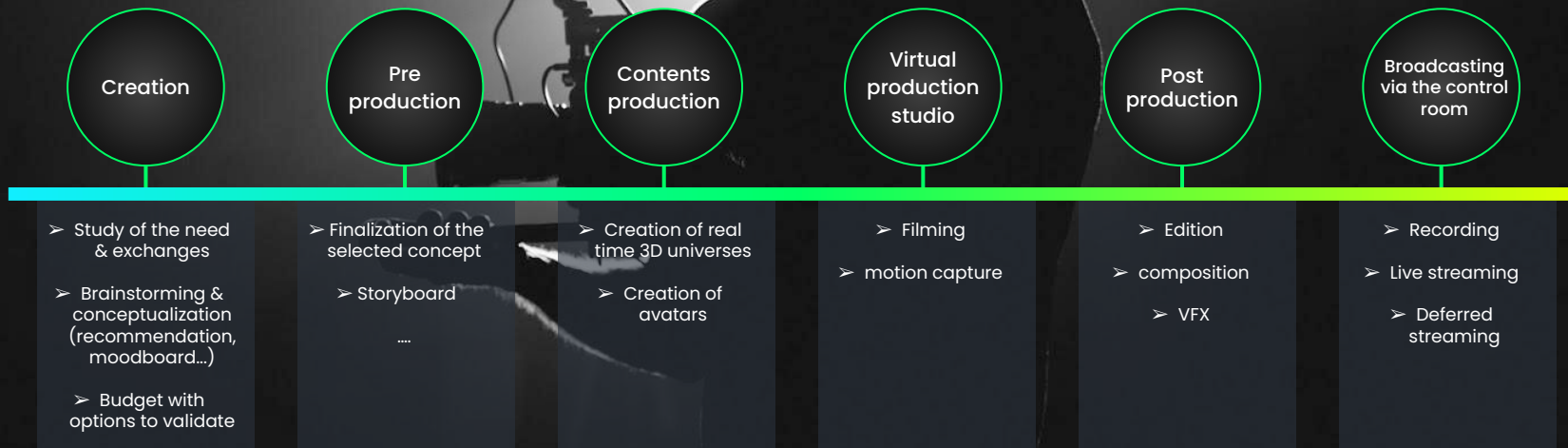
It's also our mission to accompany you through this technological jungle and guide you on the right path to arrive at your destination with peace of mind: technology will become your greatest ally!



Our virtual production studio

on a human scale

A turnkey service facilitating the creation and production of content and virtual works





What we offer



SoWhen? is a cultural entertainment company that produces its own interactive works and content to offer a new kind of experience to the general public.



We provide custom-made interactive solutions for both form and content, handling everything from conceptualization to launch. Build your project with serenity !



We offer personalized interactive solutions that are effective and quick to set up.
A totem with AR, an immersive photo booth, running games...



For experiences and content no longer bound by the physical limits of traditional filming!
Avatars, Metaverses, motion capture, studios, mixed reality...

Specialized since 2010 in the creation of interactive and immersive experiences, we can serenely accompany you in your different experiential projects.