

The SHOWCASE / The Phygital Luxury Solution

The SHOWCASE

/ Need For Qualitative Phygital Experiences



Need to ensure a **constant qualitative link** between customers and the sales force or the manufacture.

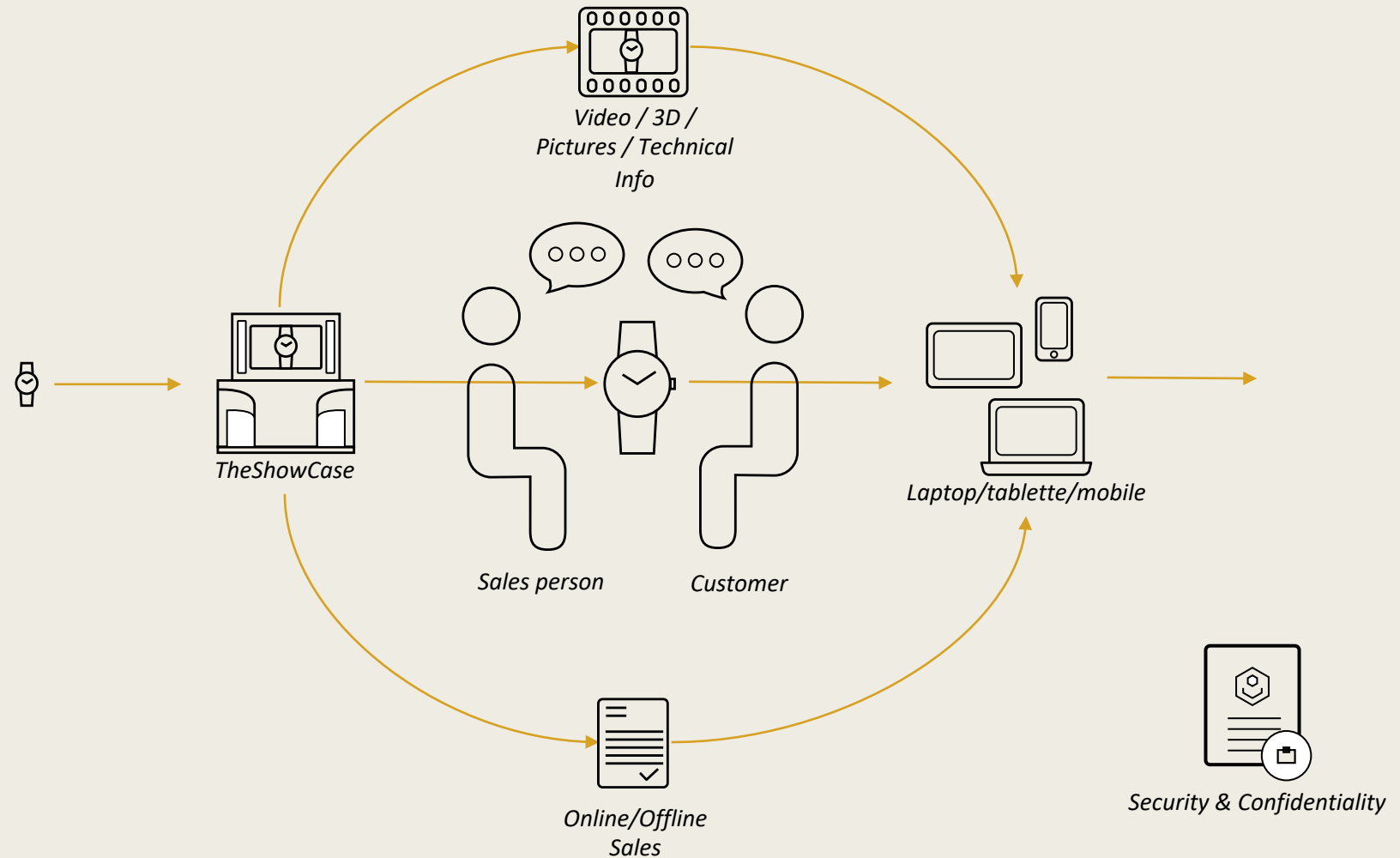
Optimize **sales force available time**, while boutique traffic is erratic and travels are difficult.



Give a **best-in-class distance selling experience** rendering **product emotion** with a **digital solution**

The SHOWCASE

/ Phygital Solution -> Between Retail & Digital



The SHOWCASE

/ Easy For The Customer & For The Salesperson

*Easy access for
customer*

*Have constant
contact with
customer*



*Show the product
in a qualitative
environment*

The SHOWCASE

/ Video Mobile Studio... Plug & Play



The SHOWCASE

/ Easy For The Customer & For The Salesperson



Seamless Customer experience
No need for any specific software, access
through internet with the invitation



Salesperson presents with
video/pictures/presentation and/or only
physical products
The second camera always give a large
high-definition **favorable look**

The SHOWCASE

/ Inside The Showcase

Professional Photographic studio conditions
Product can be handled from all sides without
«unwanted» reflections



Non retouched picture done with The Showcase



Non retouched picture done with The Showcase

Even able to adjust to macro shots
In order to fully appreciate the detail of a hand, a
movement finishing or a Tourbillon

The SHOWCASE

/ Inside The Showcase



Inside the **showcase 2** specific touchpads allow to manage a seamless presentation

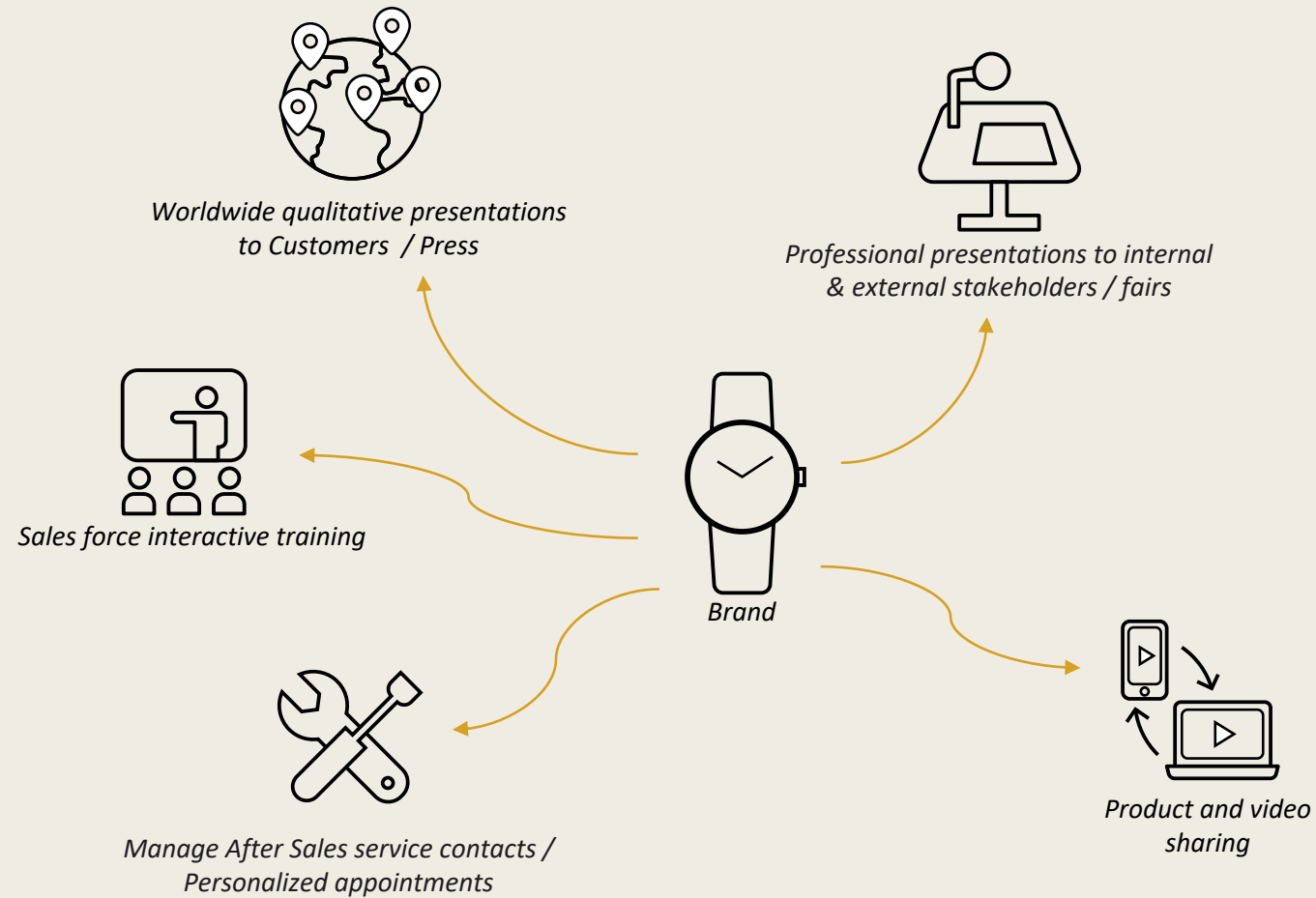
With white gloves to alternate between touchpads and products, speaker can also present pictures or videos

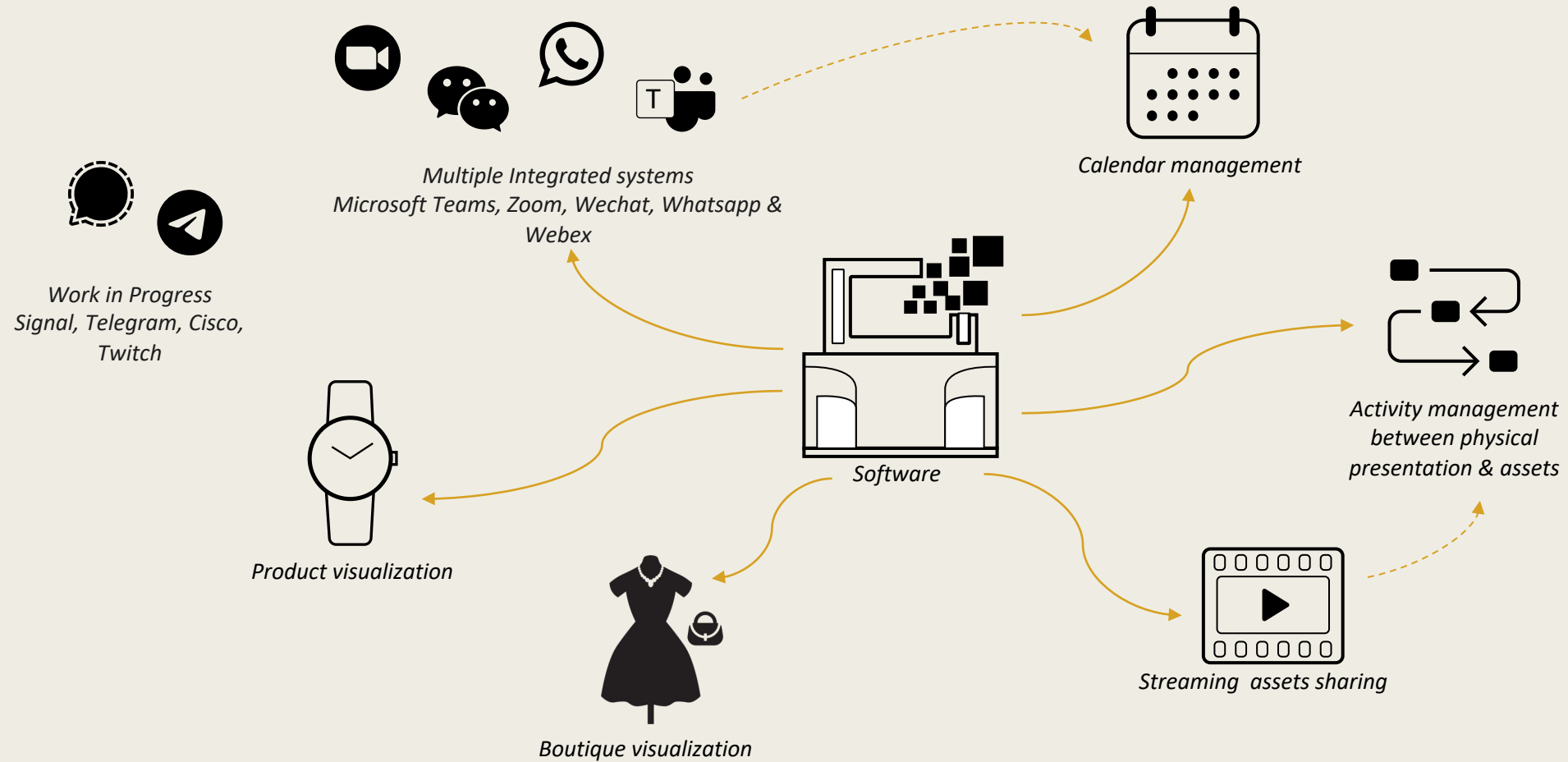
He can also decide who is on the screen, **fully enjoying the sales event without thinking about technology**



The SHOWCASE

/ Return On Investment Thanks To Multiple Usages





The SHOWCASE

/ Technical Aspects -> Video Mobile Studio ... Plug & Play

Easy choice between
Teams, WhatsApp,
Zoom et Wechat
and more

Boutique View

Video control
management

Integrated Macro

Digital Asset
Management

Professional Microphone

Customer camera

View received
from customer

View sent to
customer



The SHOWCASE

/ Drawer for Jewelry



The SHOWCASE

THE TEAM

Fabrice Rabhi, 45 years old.

Digital filmmaker who has earned an excellent reputation for his films over the last **20 years**.

Pioneer in the making of 3D films for the watchmaking industry, his expertise in this domain is well-proven.

Trained in design and special effects, he co-founded **Le truc®** in 2007 which specializes in, amongst other things, the creation of immersive experiences via virtual reality techniques.



Denis Hayoun, 53 years old.

A renowned *photographer* specialized for over **30 years** in Luxury watchmaking, he founded his studio **diode®** in Geneva in 2006.

He is also a member of the jury for **Grand Prix d'Horlogerie de Genève 2020** and works for the biggest names in jewelry and watchmaking.

His visual signature is easily distinguished from his peers for the quality of its staging, lighting and his commitment to the finer details.

The SHOWCASE

Merci !

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