



**SPECIAL EFFECTS**

PEOPLE · TECHNOLOGY · SOLUTION

# PEOPLE TECHNOLOGY SOLUTION

We have been present in the global events market for nearly 40 years, providing creative design, state-of-the-art audiovisual technology and comprehensive project management services.

Whether it's boutique or large-scale events, concerts, conferences or unique exhibitions, the company's main effort is to constantly rethink and improve. Special Effects develops solutions that enable customers to conduct their events in more efficient, exciting, safe and sustainable ways.



# EVENT PRODUCTION

We are specialized in planning and executing large scale events, which require complex production skills, creativity, strategic thinking and the utmost efficiency.

Our group of professionals fully understands what it takes to leave an unforgettable impact on the audience, therefore they always attempt to deliver the WOW-effect using the latest event technology.



# TOURING AND LIVE ENTERTAINMENT

As a full-service provider of video, audio, lighting, LED and staging, Special Effects Touring and Live Entertainment can serve as a single point of contact to cover all technical aspects of concerts, tours, festivals or any kind of shows indoor and outdoor.



# HOTEL AV SERVICES

We deliver the best suiting technology solutions in most 4- and 5-star hotels in Budapest for any type of event or client need. Onsite equipment pool, dedicated in-house project managers with years of hotel industry background and English-speaking technicians help you to achieve successful events.



# INTERNATIONAL EVENTS

Wherever your event takes you, we are able to provide you with installation, design, audiovisual and production services globally at the highest level. Being a member of two prestigious professional networks, AV Alliance and Congress Rental Network, we have access to over 80 warehouses worldwide, teaming up with the best regional suppliers.



# EXHIBITION AND INSTALLATION

Engage your audience with innovative exhibition stands that showcase 21st-century digital technology. Taking into account the latest local and international trends, our team of creative experts and personalized project management offer a one-stop-shop solution from design to execution.

Our own warehouse, transportation capability and in-depth knowledge of the most frequented expo centers enable us to create your tailor-designed or turnkey booths at any location in the world.



# CREATIVE EVENT DESIGN

An exceptional event experience starts with creative thinking. Our 3D and graphic designers offer fresh concepts, custom designs and professional implementation of various ideas.





## MEET SAFE

The goal of the Meet Safe concept is to define innovative, regionally independent solutions that allow the return of live events, while minimizing health risks.

Meet Safe guides its users to make conscious decisions about events when circumstances are unpredictable.

[meetsafe.speceffect.com](https://meetsafe.speceffect.com)

With the guest experience in mind, our carefully crafted health & safety solutions serve the aim to regain attendees' confidence in live events.

By further developing the Idea Book, we are constantly expanding our service portfolio to ensure we continue to deliver innovative, creative and sustainable event solutions to our clients and partners.





## EXPERIENCE-FOCUSED CREATIVE WORKSHOP

We create atmospheres, experiences and interactions by a unique combination of design and technology.

Special Effects is the co-owner of Kraftwerk, the Dubai-based agency, specialized in the development of a comprehensive visual concept of events. Thanks to our Hungarian team of excellent designers and developers, the company's solutions are available throughout Europe.



## **FIXED INSTALLATION, AV INTEGRATION**

With hundreds of successfully completed projects worldwide, our company is available to clients in the field of architecture-related special technologies.

We provide design and construction of low-current networks, audiovisual and stage systems, as well as smart homes, buildings, offices and other facilities.



# CONTACT

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[www.speceffect.com](http://www.speceffect.com)



REFERENCES

## EVENT PRODUCTION





**Point S Event**  
Millenaris Park, Budapest, 2019





**MAPFRE Award**  
Athens, 2019





**MAPFRE Award**  
Athens, 2019





**Global Education & Skills Forum**  
Dubai, 2018







**MAPFRE Award**  
Vienna, 2014





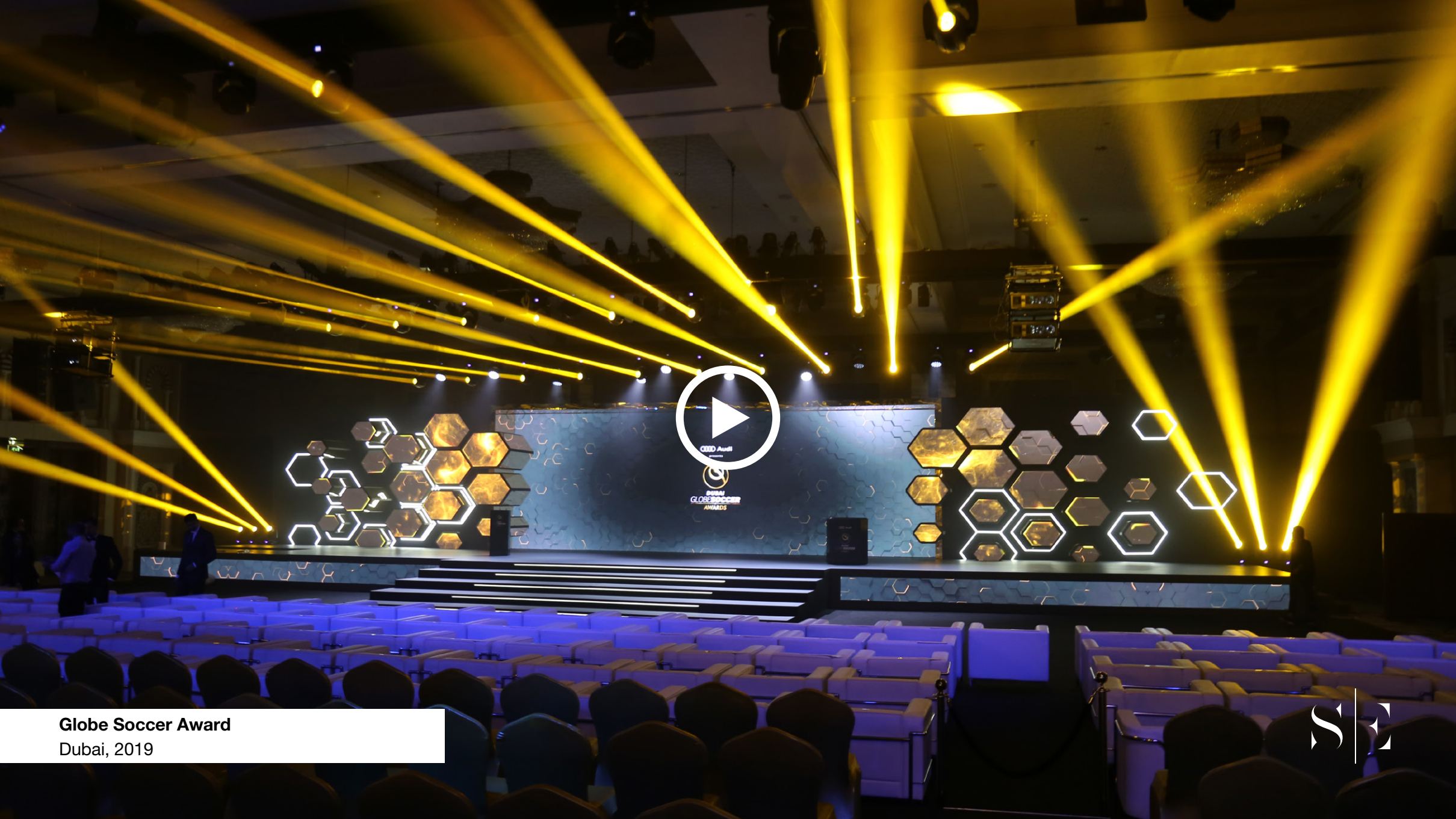
**MAPFRE Award**  
Vienna, 2014





**Middle East Special Event & Exhibition Show**  
Dubai, 2018





**Globe Soccer Award**  
Dubai, 2019





**Globe Soccer Award**  
Dubai, 2018





**Kyani Event**  
Budapest Sports Arena, 2012



SE



**Nu Skin Award Ceremony**  
Hungexpo, Budapest, 2013



REFERENCES

## **GALA EVENTS**







**Gala Dinner**

Museum of Fine Arts, Budapest, 2019





**Gala Dinner**

Kiscell Museum, Budapest, 2019





**Gala Dinner**

Kiscell Museum, Budapest, 2019





**Point S Event**

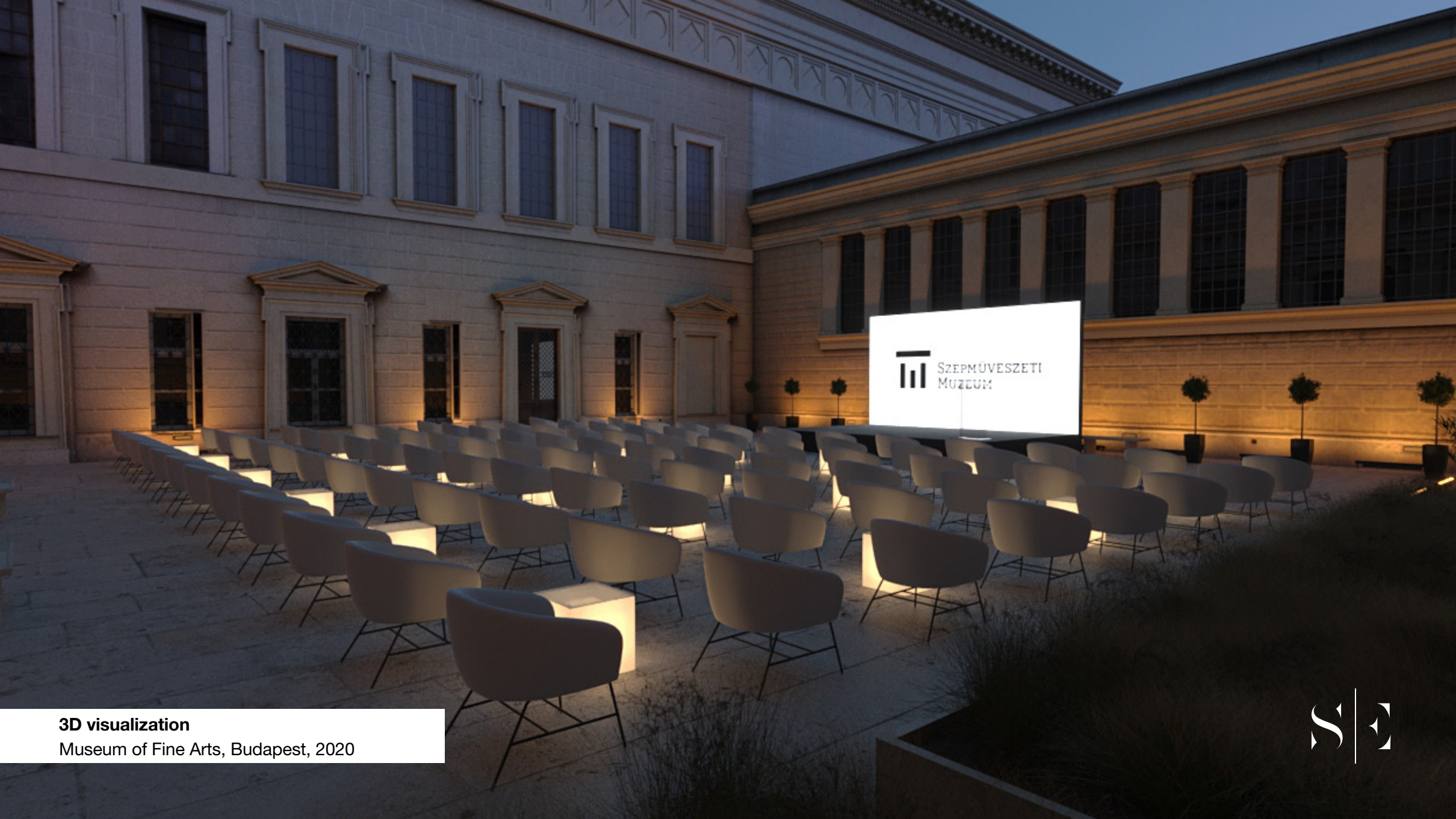
Hungarian Railway History Park, Budapest, 2019





**DP World Annual Customer Gathering**  
3D visualization





**3D visualization**

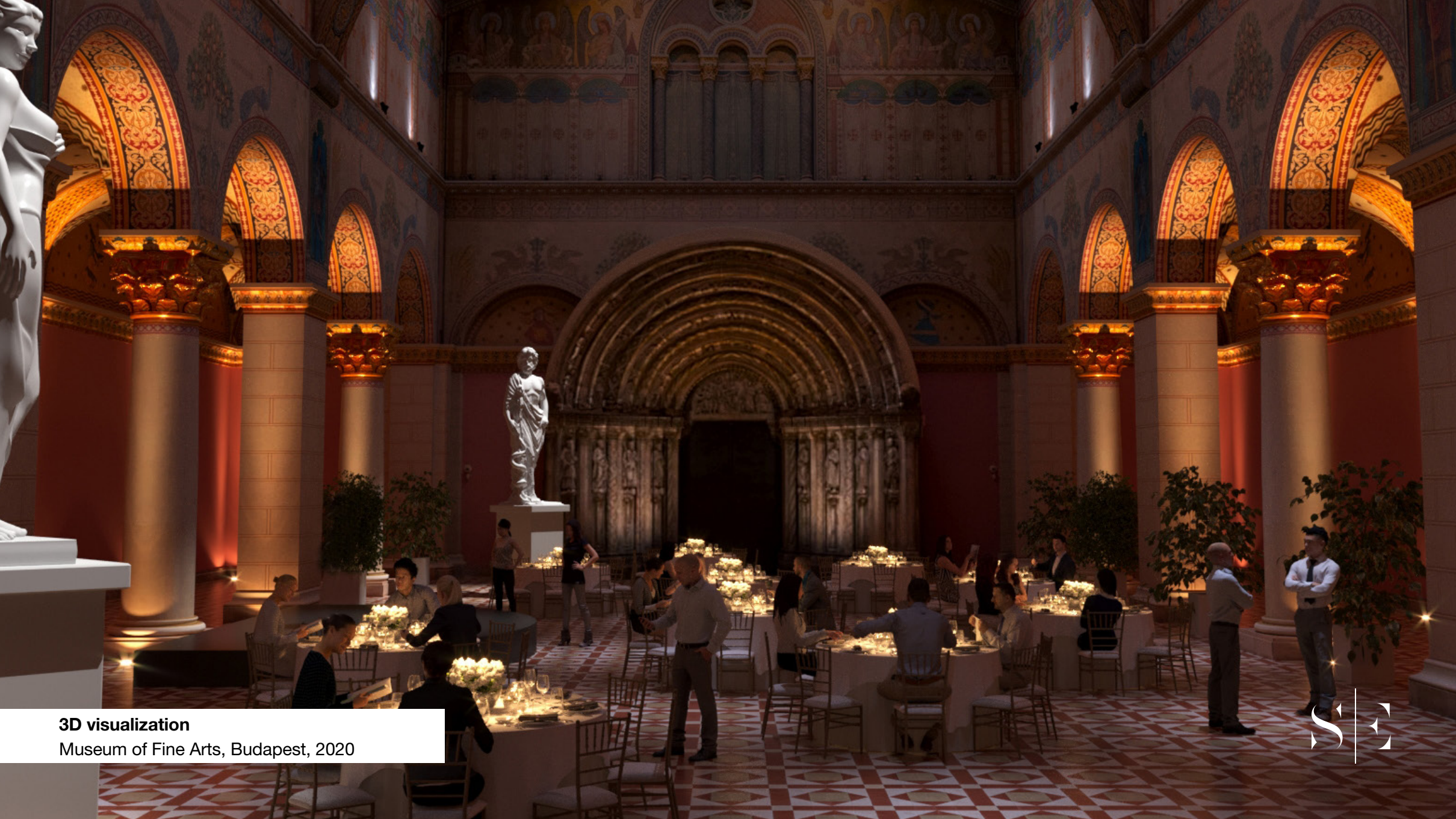
Museum of Fine Arts, Budapest, 2020





**Christmas Party**  
Vienna, Hofburg, 2017



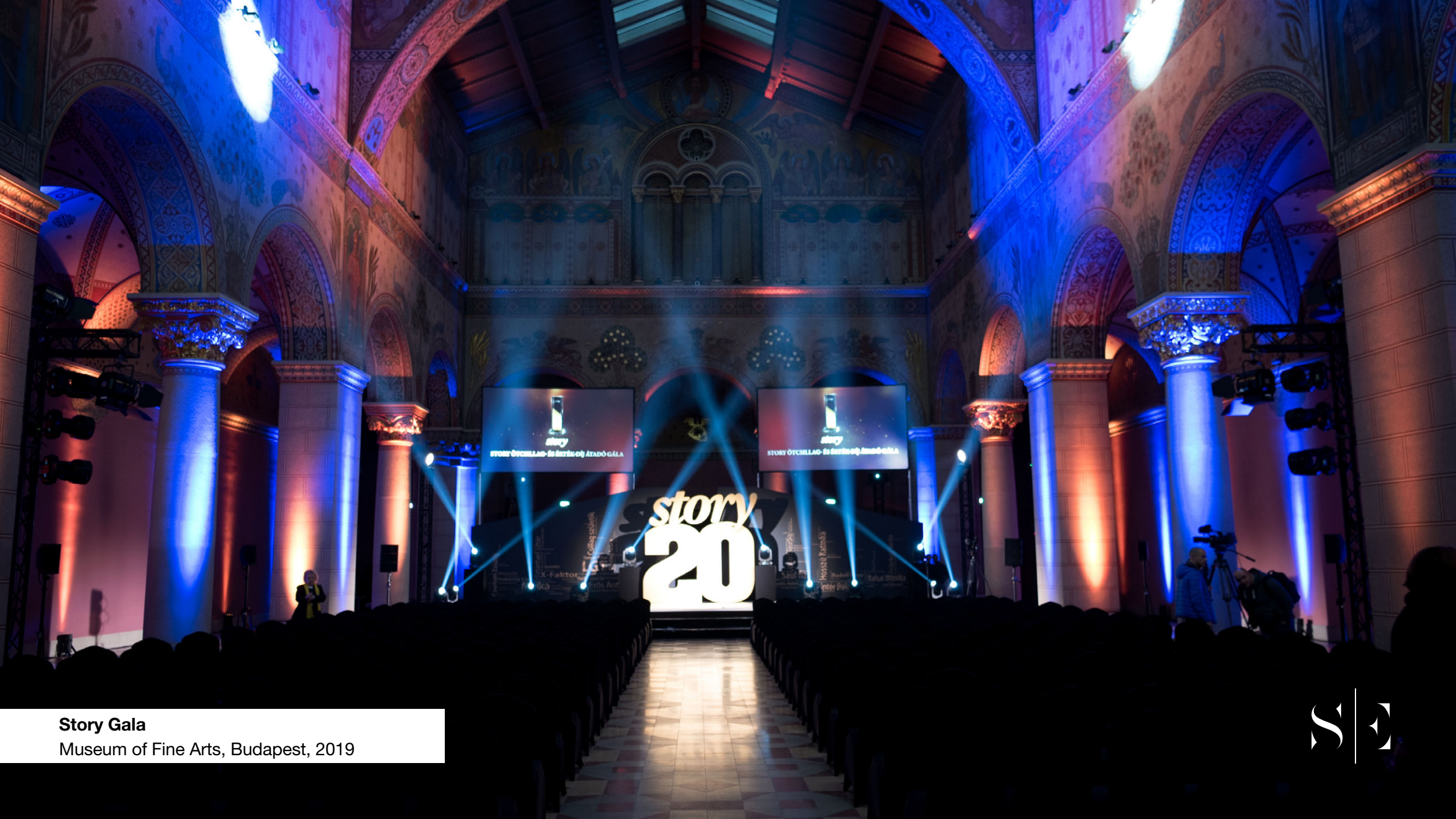


**3D visualization**

Museum of Fine Arts, Budapest, 2020







**Story Gala**

Museum of Fine Arts, Budapest, 2019





**Gala Dinner**

Museum of Fine Arts, Budapest, 2019





**Gala Dinner**

Várkert Bazár, Budapest, 2017



REFERENCES

## CONCERTS





**Miller Music Amplified**  
Twentysix Budapest, 2019





**Miller Music Amplified**  
Twentysix Budapest, 2019





**Miller Music Amplified**  
Twentysix Budapest, 2019





**Will Smith | Movie premier, concert**  
Budapest, 2019





**Operetta Gala**  
Savoya terrace, Budapest, 2019





**Havasi Concert Show**

Kiscell Museum, Budapest, 2017



REFERENCES

## OUTDOOR EVENTS





**Wedding**

Lions Court - Buda Castle, Budapest, 2013



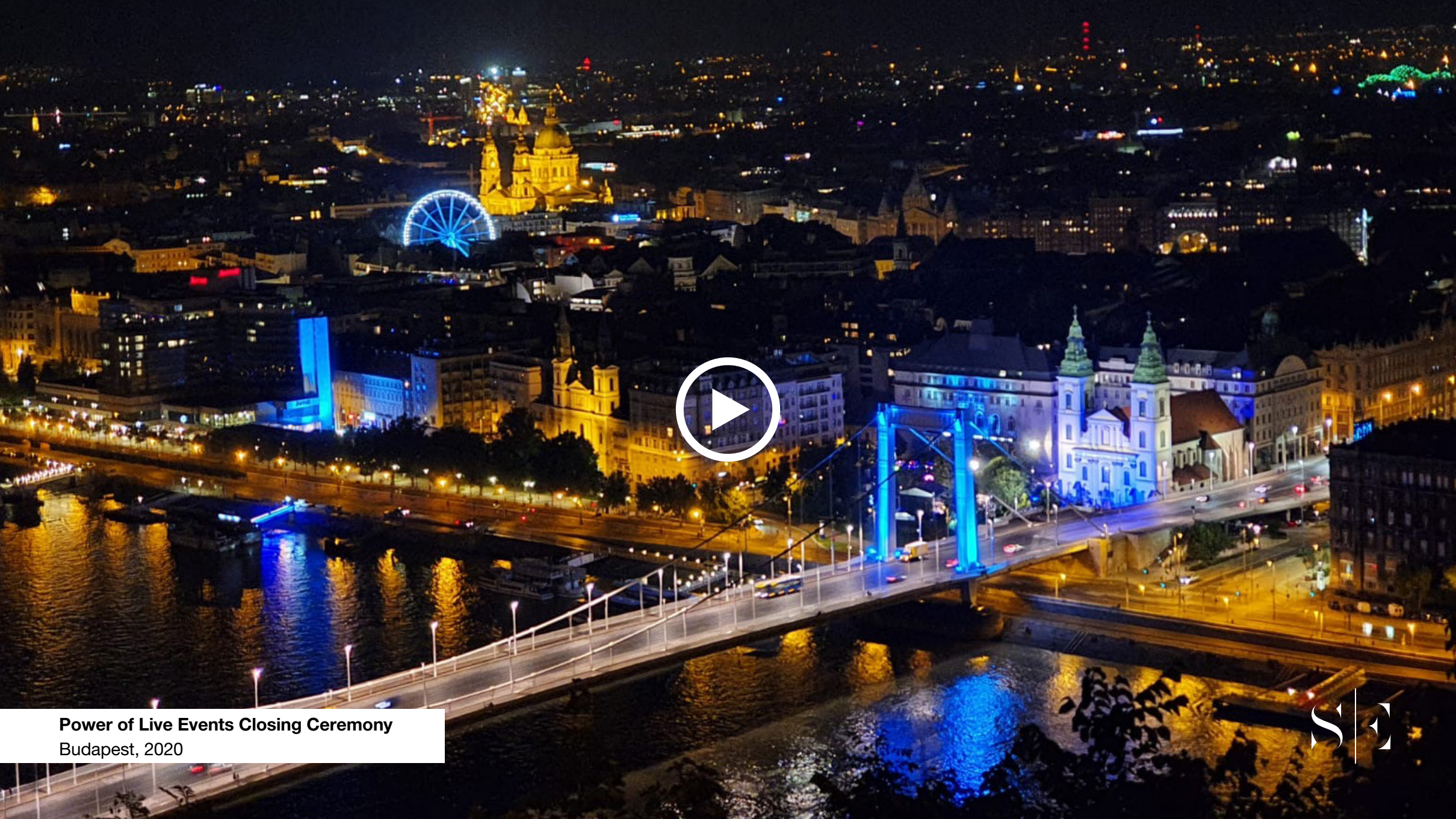


**Wedding**  
Monaco, 2012



**Generali Event**  
Savoya terrace, Budapest, 2017



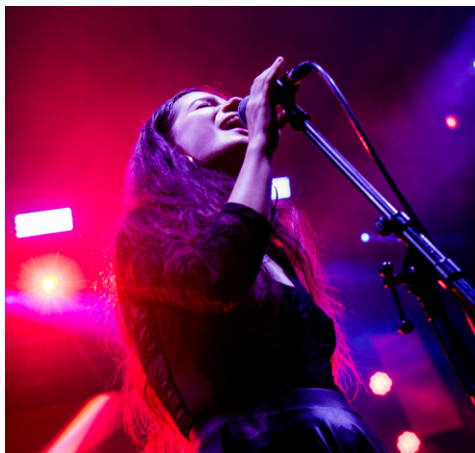


**Power of Live Events Closing Ceremony**  
Budapest, 2020





**Power of Live Events Closing Ceremony**  
Budapest, 2020







**YAS Marina Circuit**  
Abu Dhabi, 2015



**Nissan Launch Event**  
Dubai, 2019



REFERENCES

# CONFERENCES





**Fastweb Conference**  
Budapest Congress Center, 2016





**Growth Summit**  
Stockholm, 2019





UEFA Champions League  
Amsterdam, 2019



**EKO Conference**  
Intercontinental Budapest, 2020





**Merck Conference**  
Corinthia Hotel Budapest, 2018







**Merck Conference**  
Budapest Congress Center, 2019



Global Education  
& Skills Forum 2015  
Education | Equity | Employment  
Delivering on the Promise



Global Education  
& Skills Forum 2015  
Education | Equity | Employment  
Delivering on the Promise



Global Education  
& Skills Forum 2015  
Education | Equity | Employment  
Delivering on the Promise

Global Education & Skills Forum  
Dubai, 2015



REFERENCES

# VIRTUAL SOLUTIONS





**Nissan Xterra Digital Reveal**  
Dubai, 2020





**Leaders Forum**  
Budapest, 2021





Virtual Studio  
Budapest, 2021





**XR Demo day**  
Marriott Budapest, 2021





**XR Demo day**  
Marriott Budapest, 2021





*Lsecta*



**XR Music video shooting**  
Budapest, 2021



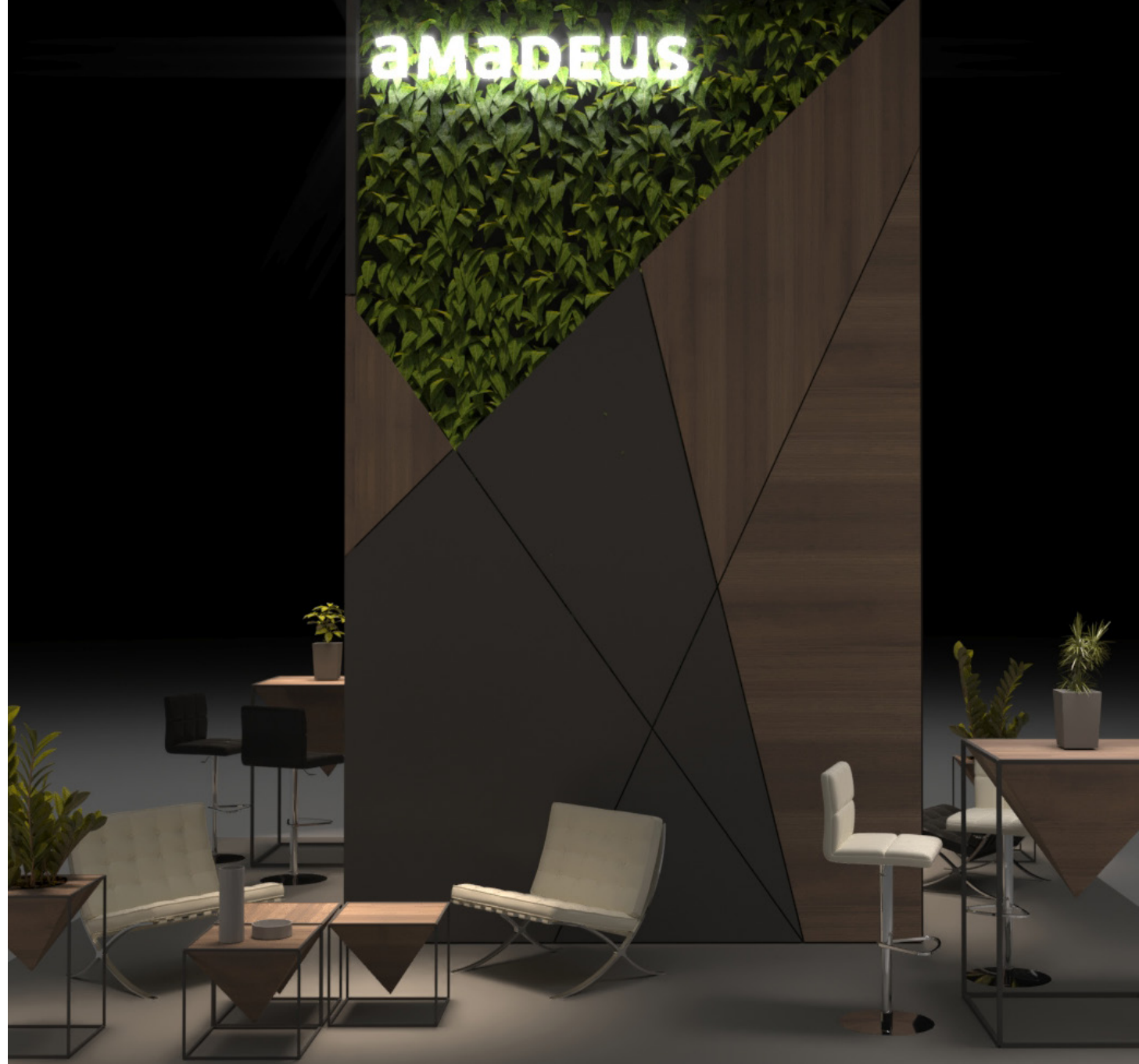


**XR Music video shooting**  
Budapest, 2021



REFERENCES

# EXHIBITION STANDS



# HUNGARY

#HelloHUNGARY

المجر



Tastes of Hungary



heritage  
music  
sports  
ambassadors  
design  
citarella  
vibr  
folk dance

#HelloHUNGARY



HUNGARIAN TOURISM AGENCY

ATM  
Dubai, 2018





NESPRESSO  
PROFESSIONAL

NESPRESSO  
PROFESSIONAL

Honnan származnak  
a NESPRESSO  
kávék?

Célunk 2020-ra  
A Positive Cup Program

100%

A tökéletességhez vezető

A Nespresso számára fontos a:

- Minőség
- Fenntarthatóság
- Terme



- Feldolgozás
- Válogatás
- Kézi szüretelés

- Alumínium
- Egyedi őrlés
- Pörkölés

NESPRESSO

Nespresso  
Sirha, Hungexpo, Budapest, 2020





**Bosch Kitchen**  
Budapest Sports Arena, 2020





WINES OF HUNGARY

#hello HUNGARY

#hello HUNGARY

WINES OF HUNGARY

#hello HUNGARY

BOTRYTIS BAR

Prowine  
Düsseldorf, 2019





**Givaudan Stand - 3D visualization**  
2020





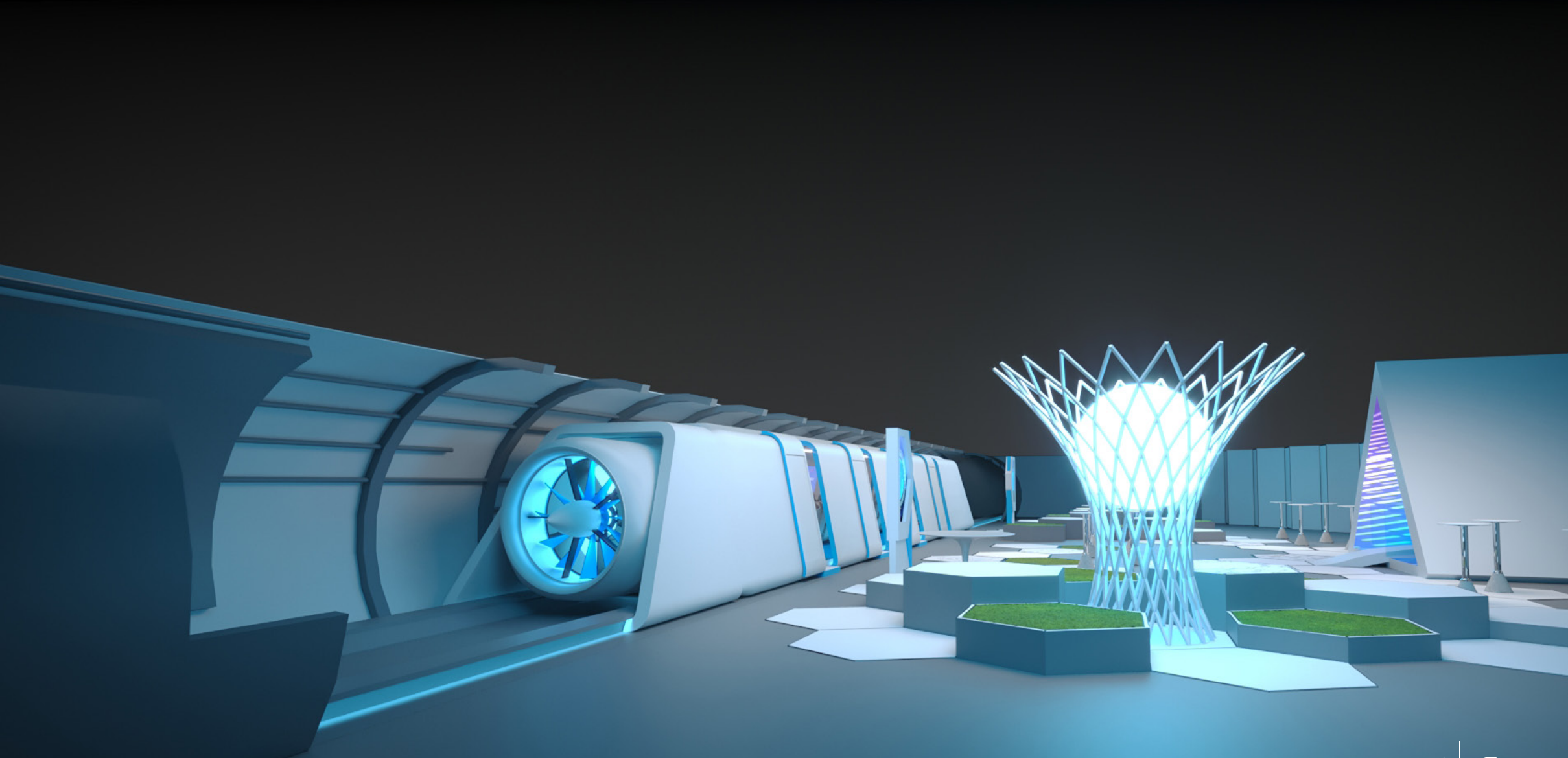


**Medicontur Stand**  
Tihany, 2019



Euroshop - Special Effects Stand  
Düsseldorf, 2020





**Technology Innovation Institute Launch Event**  
2020



REFERENCES

# INTERACTIVE DIGITAL EXHIBITIONS





**Meraas The Square Lunch**  
Dubai, 2017





2009

UNRWA WFP Save the Children unicef OXFAM

Plan Room to Read BILL & MELINDA GATES foundation care

2009

2009  
2010  
2011

10 YEARS OF SUCCESS

PARTNERSHIP

EVIDENCE

LEARN

NUTRITION

HYGIENE

EVIDENCE

HYGIENE

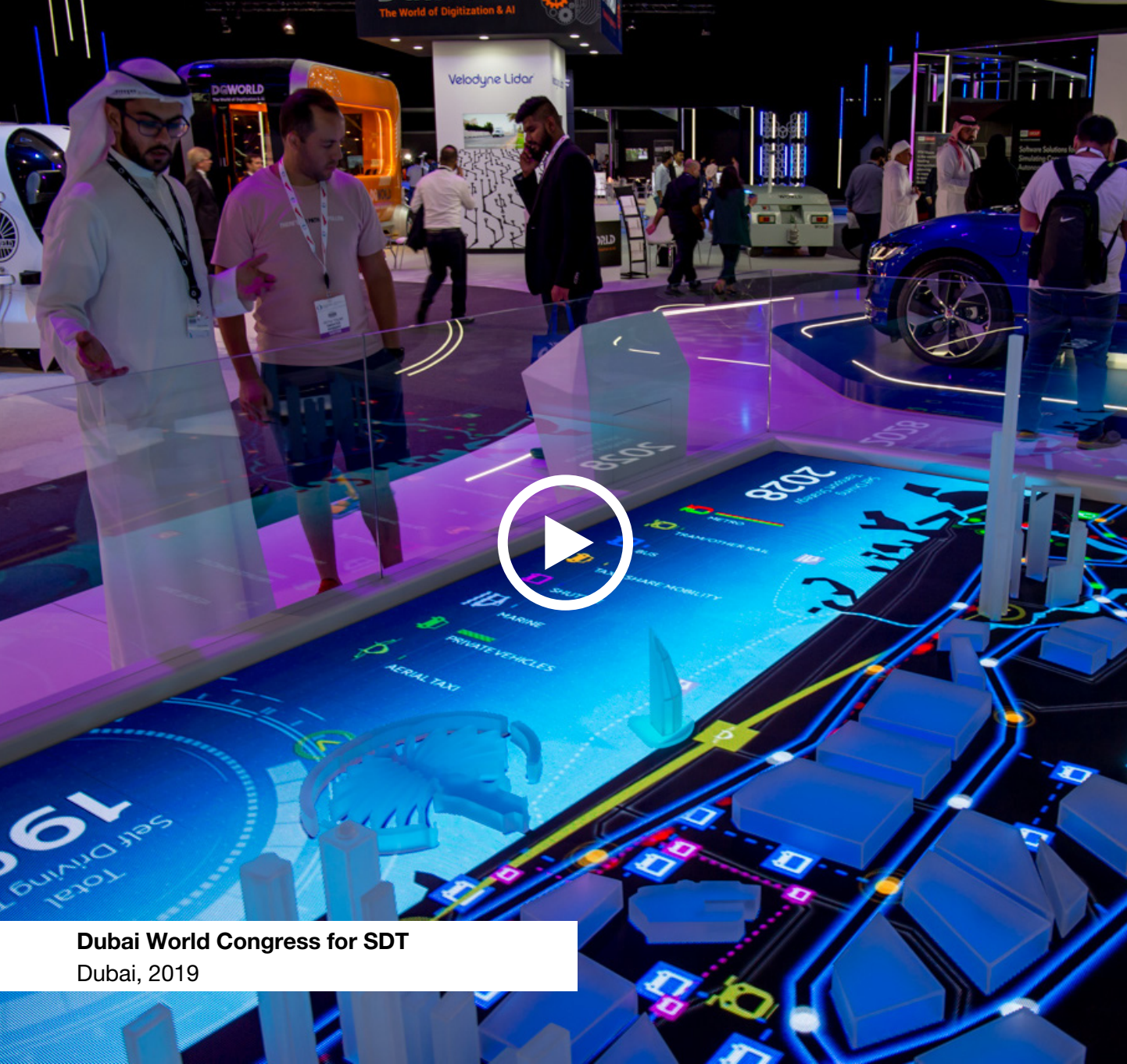
Dubai Cares 10th Anniversary  
Dubai, 2017



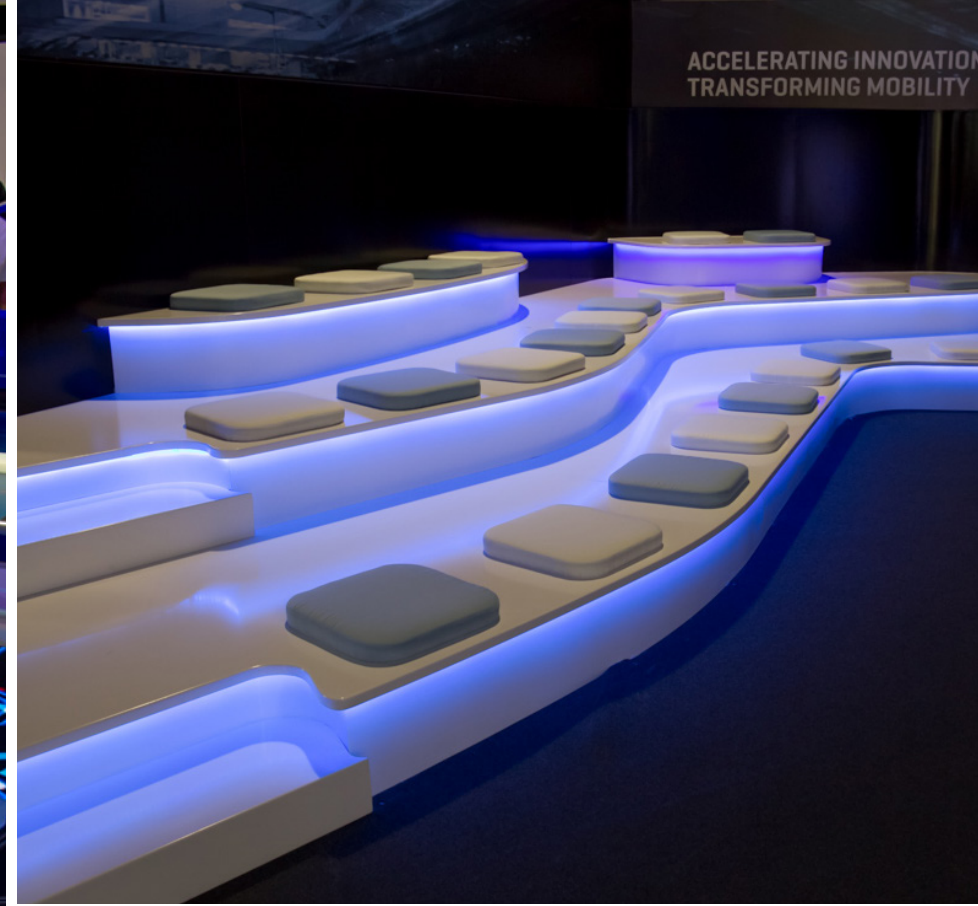


Dubai World Congress for SDT  
Dubai, 2019





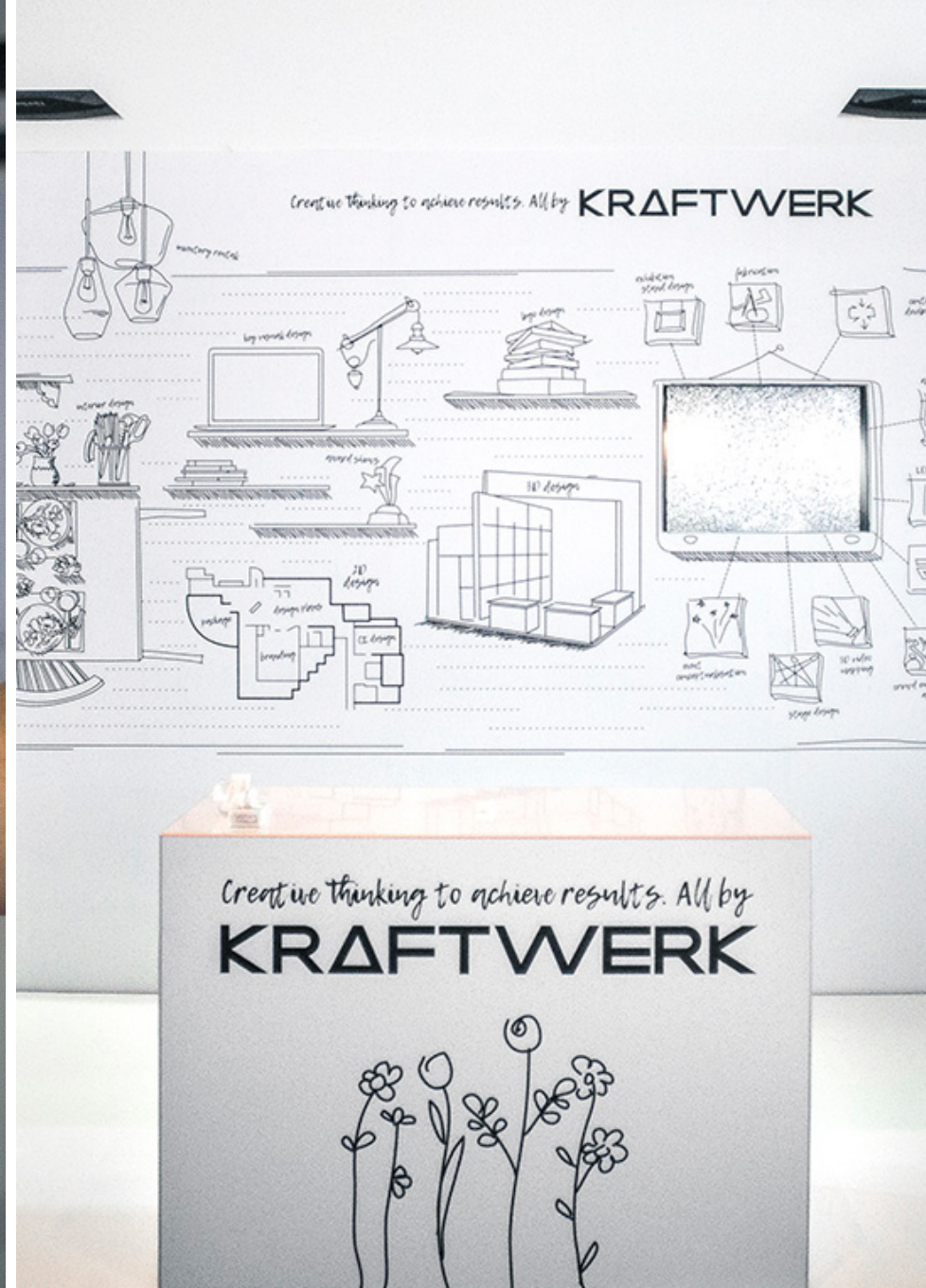
Dubai World Congress for SDT  
Dubai, 2019







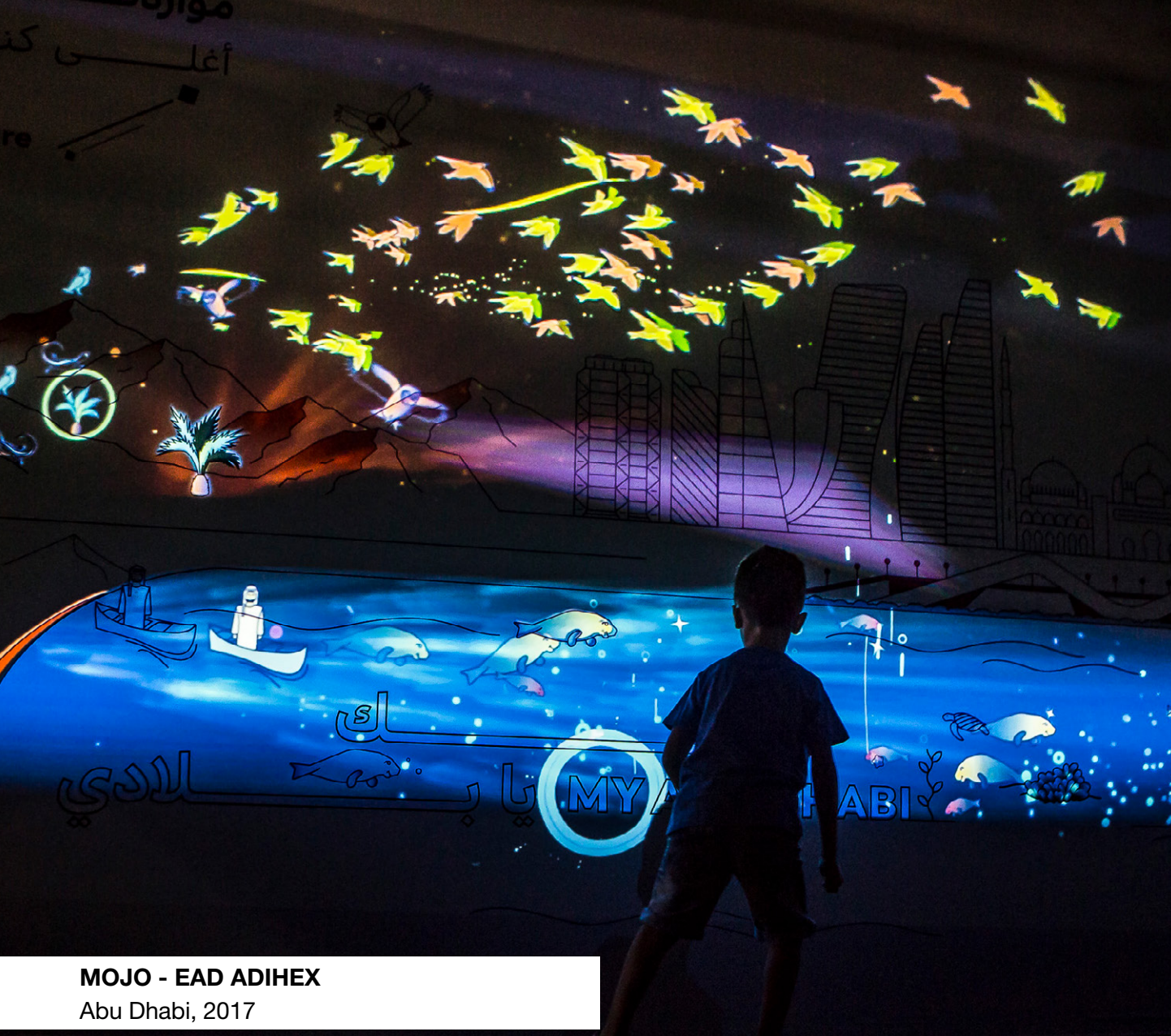
**KRAFTWERK Interactive Stand**  
Dubai, 2018







**MOJO - EAD ADIHEX**  
Abu Dhabi, 2017



**MOJO - EAD ADIHEX**  
Abu Dhabi, 2017

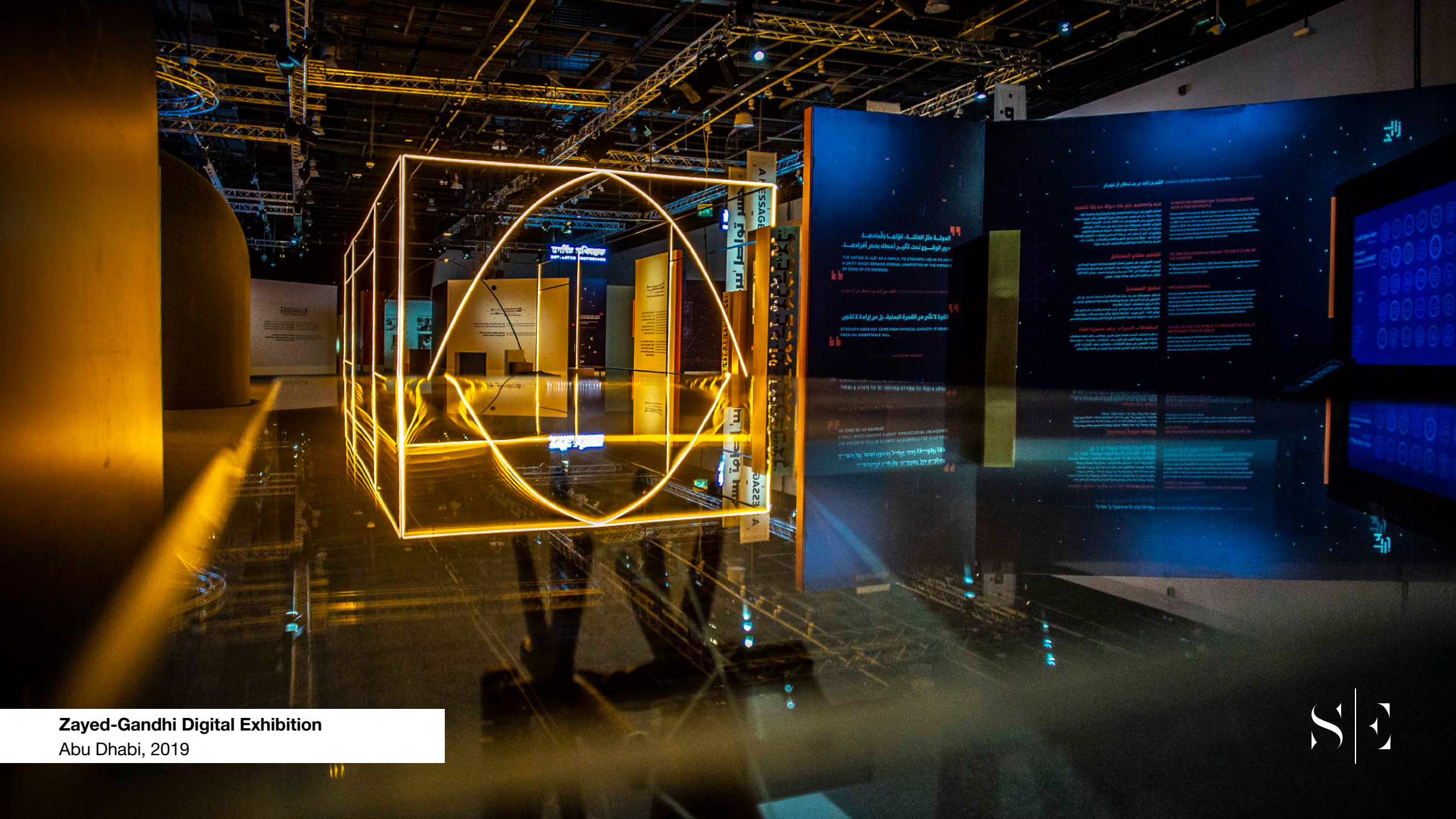




*Dried under the  
East African he*

**Nespresso, Master Origin Launch Event**  
Dubai, 2018





Zayed-Gandhi Digital Exhibition  
Abu Dhabi, 2019



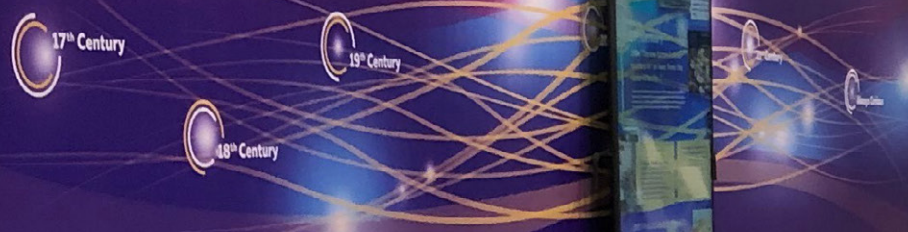


Zayed-Gandhi Digital Exhibition  
Abu Dhabi, 2019



Over 350 Years of Curiosity

MERCK



**Merck Conference**  
Budapest Congress Center, 2019

Raw raspberry  
and cashew cookies  
🍓 🍪







المجر  
HUNGARY

AQUA  
ROOTS  
of Hungary

Expo 2020 Dubai  
Dubai, 2021





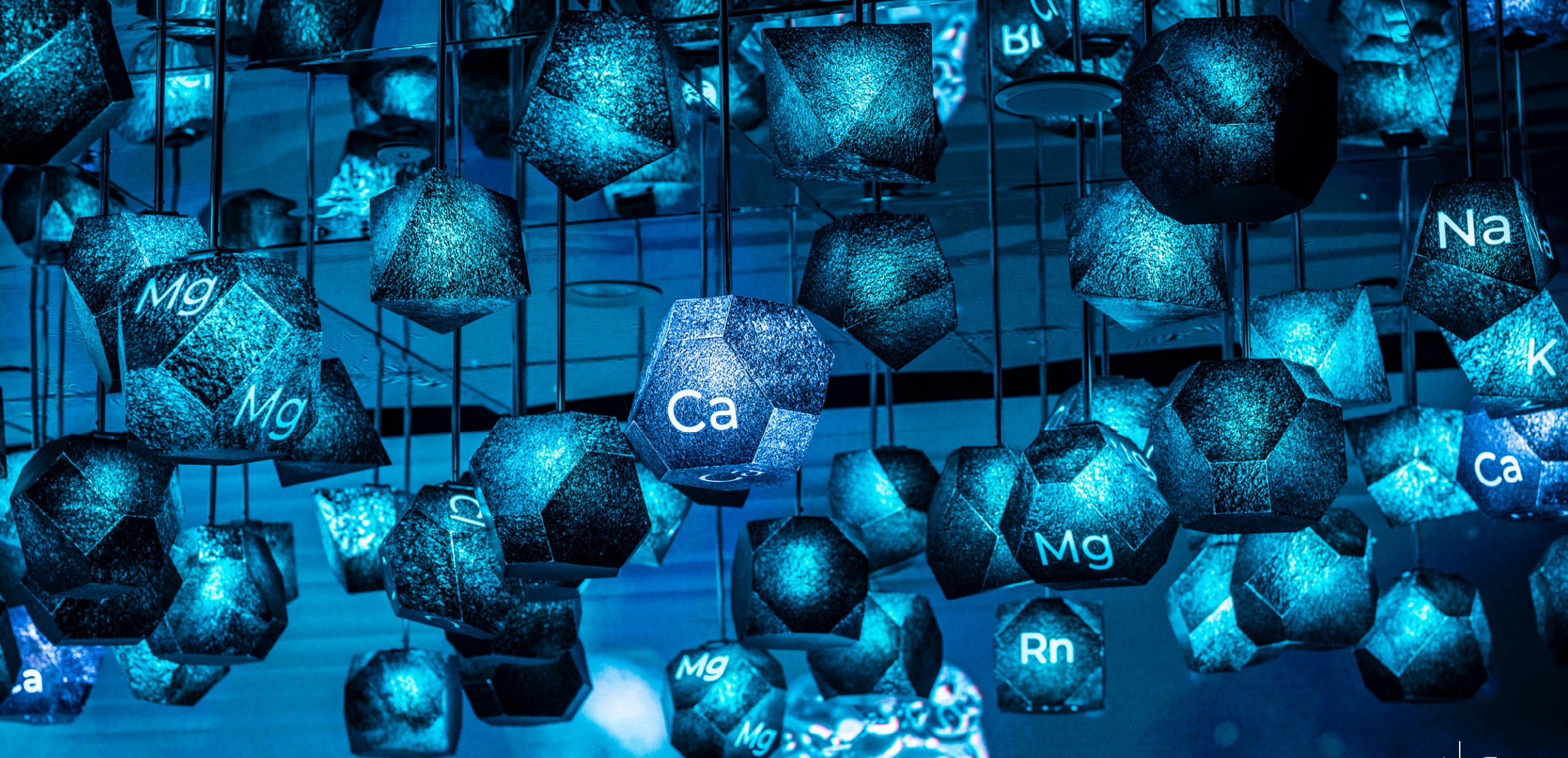
**Expo 2020 Dubai**  
Dubai, 2021





**Expo 2020 Dubai**  
Dubai, 2021





Expo 2020 Dubai  
Dubai, 2021





**Dreamers of Dreams**  
Millenáris, Budapest, 2022





**Dreamers of Dreams**  
Millenáris, Budapest, 2022



**Dreamers of Dreams**  
Millenáris, Budapest, 2022





**Dreamers of Dreams**  
Millenáris, Budapest, 2022





REFERENCES

# CREATIVE INTERIOR DESIGN SOLUTIONS





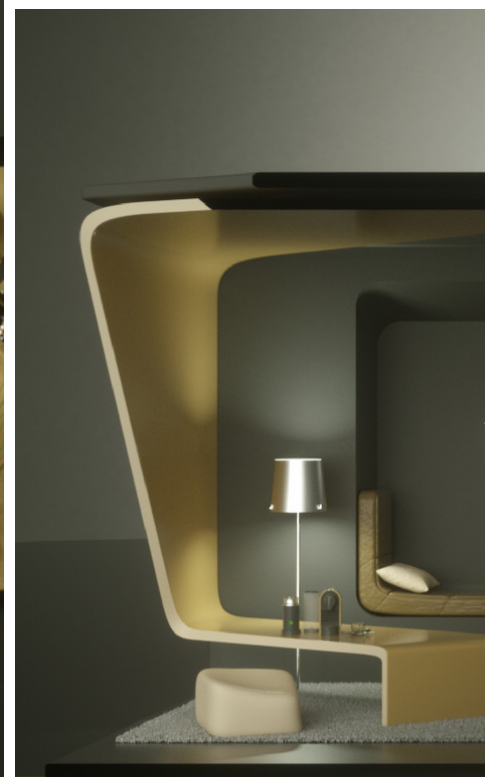
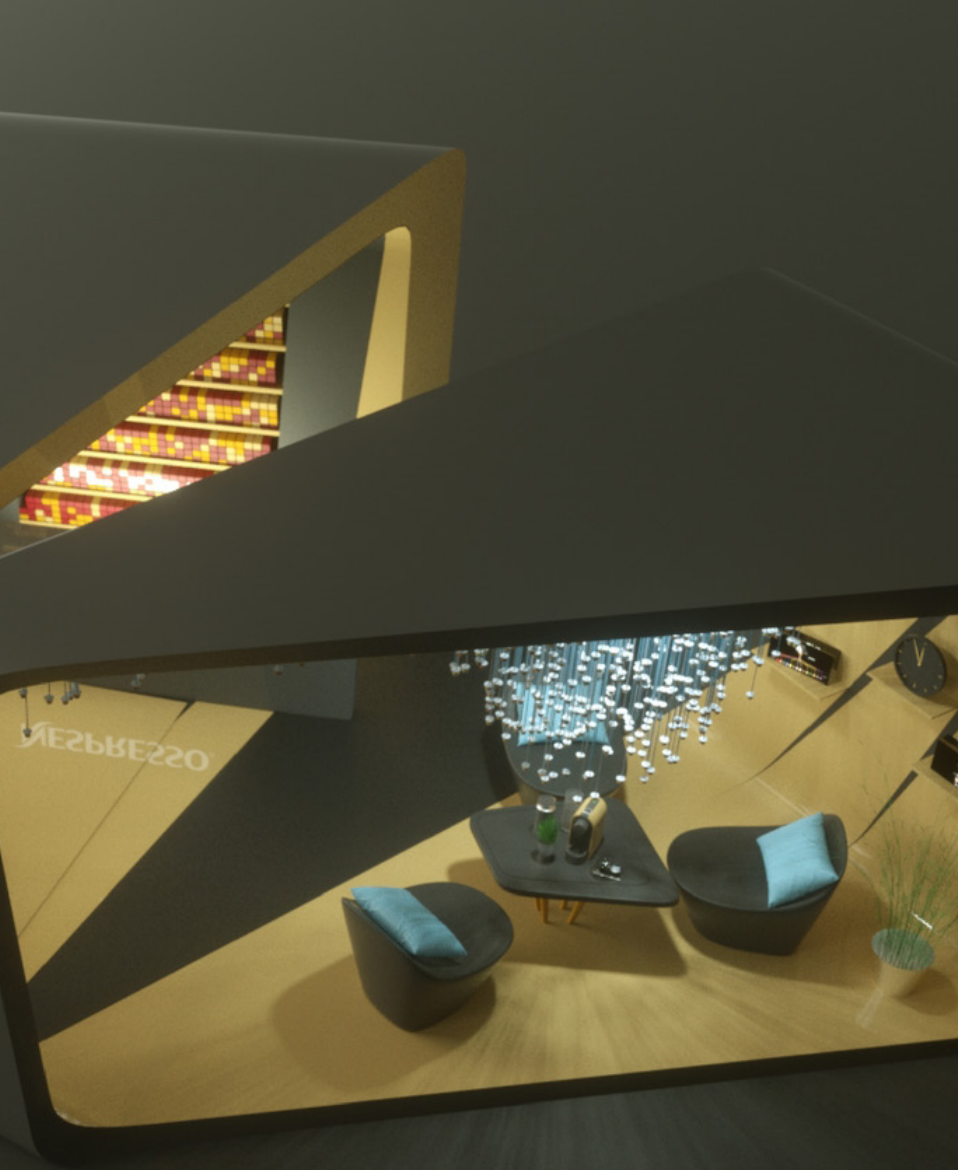
**BMW M7 SERIES**  
3D visualization





**Nespresso**  
3D visualization





Nespresso  
3D visualization





**Mini Urban Kit**  
Dubai, 2015





**BMW M Driving Experience**  
Bahrein, 2018





**BMW Modular Event Kit**  
3D visualization, 2020



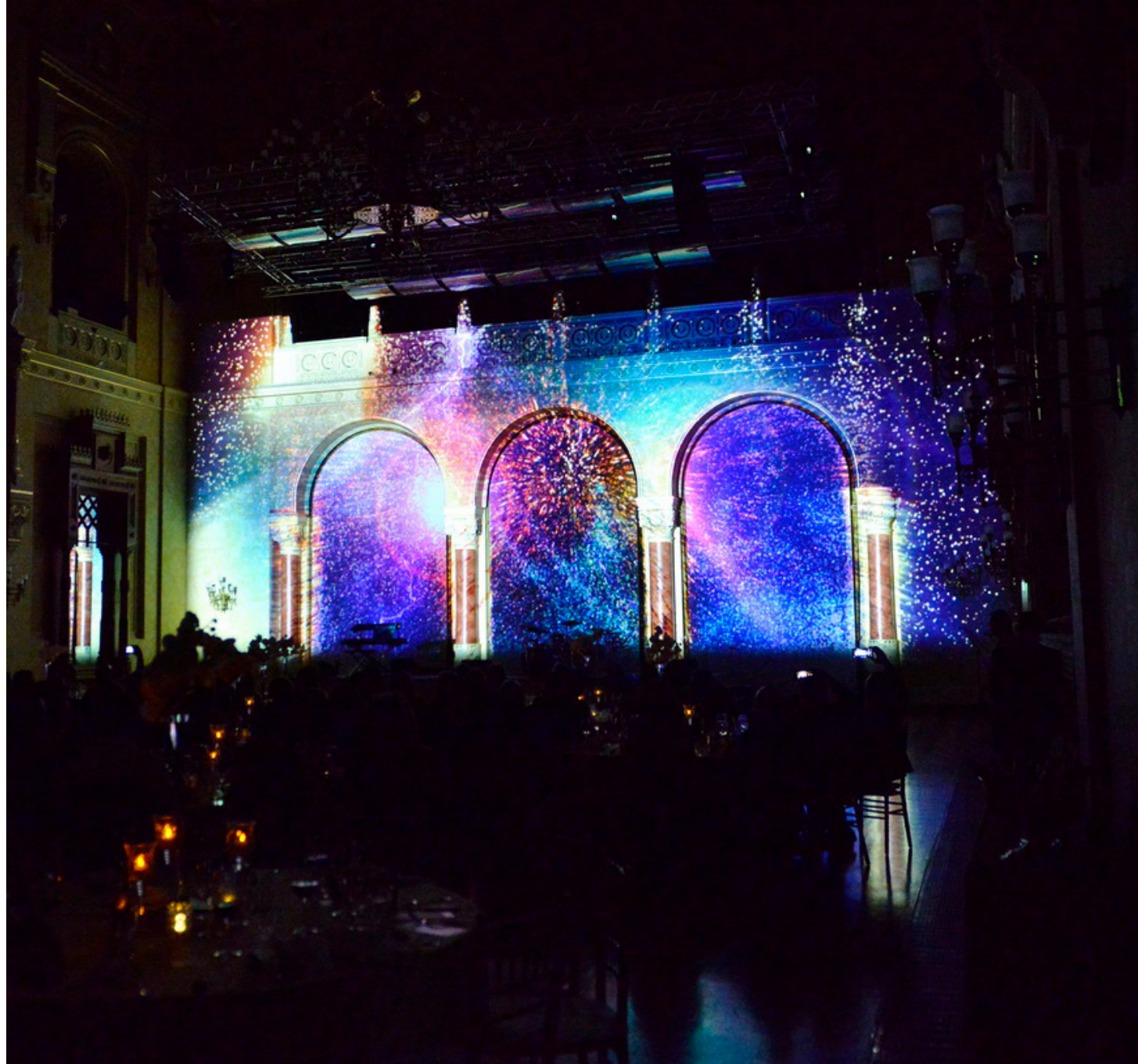
**AMG BRIEFING ROOM**  
3D visualization





REFERENCES

## **VIDEO MAPPING**





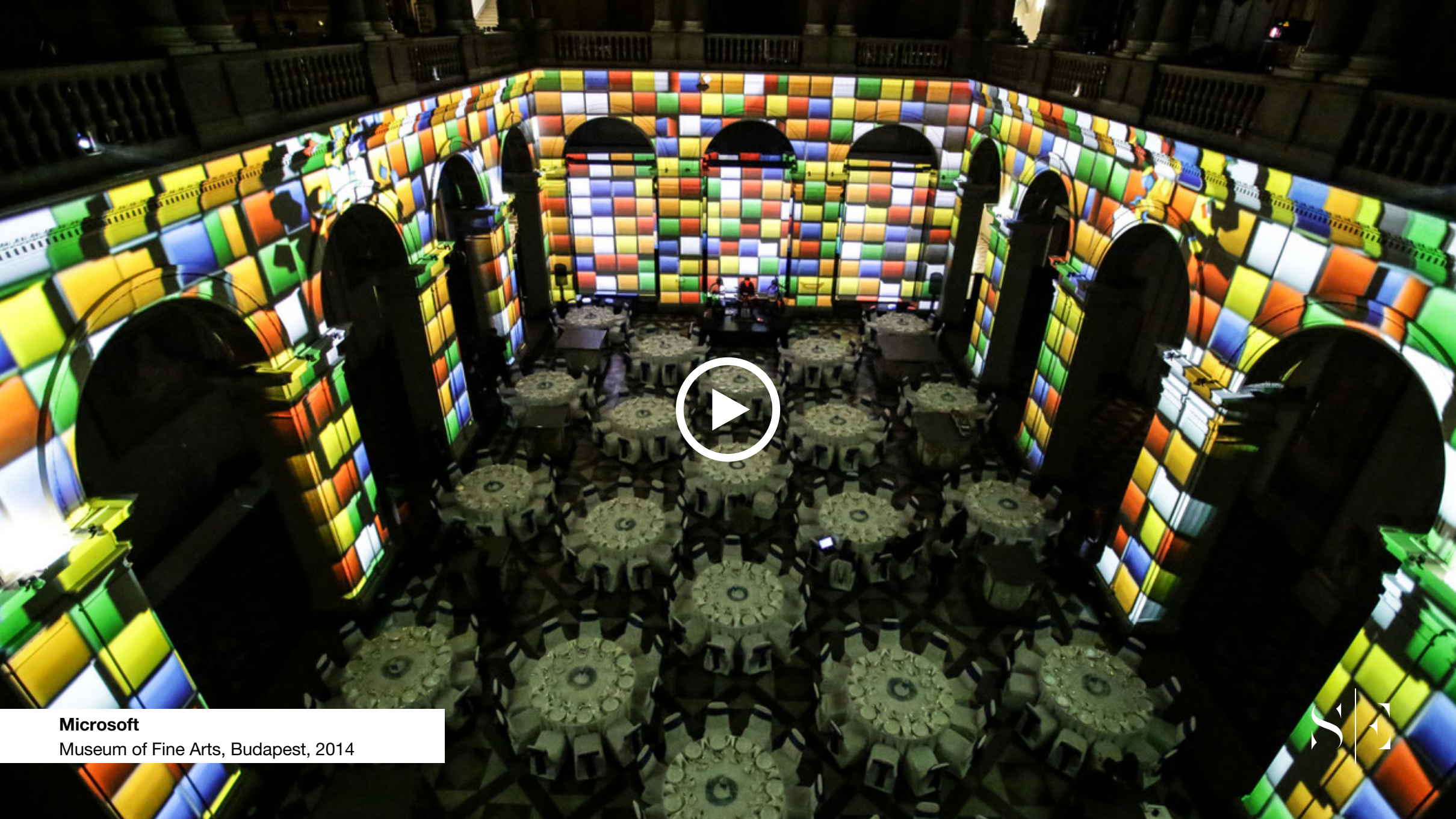
**MIDIS Event**  
Vigadó, Budapest, 2018



**MIDIS Event**

Vigadó, Budapest, 2018





**Microsoft**  
Museum of Fine Arts, Budapest, 2014





**MONDI**  
Prague, 2015





New Year's Eve Sky Mapping  
Seattle, 2020



REFERENCES

# FIXED INSTALLATION, AV INTEGRATION





**Kodály Centre, Pécs, 2010**  
Stage and architecture lighting







**MÜPA, Budapest, 2013-2014**  
Facade lighting

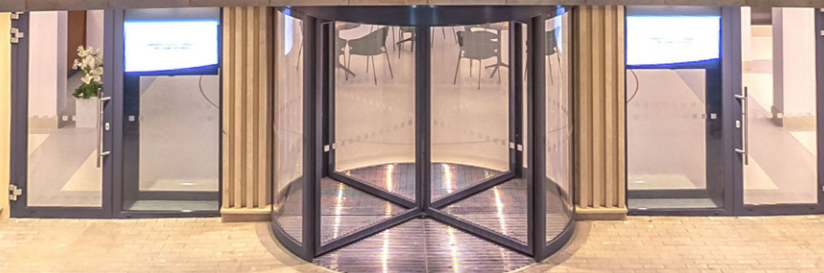




**Il Bacio di Stile, Budapest, 2013**  
Storefront and indoor lighting



# CSIKY GERGELY SZÍNHÁZ



**Gergely Csiky Theatre, Kaposvár, 2019**  
Decorative facade lighting





**National Dance Theatre Budapest**  
AV and communication system





**Haladás Stadium, Szombathely, 2017**  
Digital signage system





RUHATÁR

SWIETELSKY HALADÁS  
12:41:07



Haladás Stadium, Szombathely, 2017  
Sports technology



**MTK Stadium, Budapest, 2016**  
AV systems





**DTK Stadium, Miskolc, 2019**  
AV systems



**THANK YOU!**

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