



HI!  
WE ARE  
SATIS&FY

**LIVE  
IS OUR  
PASSION**

# WE ARE TRUSTED WITH BRINGING THE MOST AMBITIOUS IDEAS TO LIFE. WORLDWIDE.

We support companies, agencies and brands in a dynamic communications landscape.

Through strategic expertise, creative solutions and technical know-how, we foster valuable, intensive relationships between our clients and their audiences—thereby sustainably increasing their brand value.





# DRIVEN TO CREATE. WHERE WE LIVE OUR PASSION.

Corporate Events



Brand Experience



Live Entertainment



Retail Build-Out



Museums & Culture



E-Sports



Exhibition Design



Public Events







## CORPORATE EVENTS

Hardly any company misses the opportunity to specifically address customers, employees, business partners, applicants, and media representatives through corporate events. Just as diverse as the goals and formats of events can be, so diverse and boundless are the technical and structural possibilities to stage events and sustainably anchor brand messages in the minds of guests.

Among many others, we have been successfully implementing this at Money20/20 in Amsterdam & Las Vegas since 2021.





# BRAND EXPERIENCE

Combining technical know-how with craftsmanship. Enabling positive brand experiences in a coherent aesthetic overall concept. Spatial dramaturgy and visitor guidance are elevated to a new design level.

This happened, among other things, in the Gucci Circolo Berlin Pop-up Store.





# LIVE ENTERTAINMENT

Realizing sound and visual highlights for thousands of visitors in the shortest possible time. Using state-of-the-art staging and technology for touring. These logistical requirements are professionally solved locally and globally, indoors or outdoors.

For example, Hans Zimmer, who we have been touring with since 2021.



## RETAIL BUILD-OUT

Standing out from the competition and being noticed. Reinventing oneself and developing distinctive trademarks is becoming increasingly important. We help our customers stage their store or brand world as an experiential space with atmosphere. In doing so, we rely on the symbiosis of digital and physical components to create sustainable all-round events.

Among other things, at NIKE in the House of Innovation in Paris since 2020.







# MUSEUM & CULTURE

Media stagings of exhibitions and experiential spaces. We take on the challenge of the symbiosis of art & technology. Media special solutions, interactive communication forms, and digital experiential worlds emerge. Art & Entertainment at the highest level.

For years, we have been partnering with countless museums, universities and art schools. Our productions are also regularly seen at Milan Design Week.



# E-SPORTS

E-Sports is fast-paced, loud, in the spotlight, hyped, and our passion. Whether live or hybrid, tournaments or product launches, everything must work together to make it function. Creating gripping experiences for players and spectators with the use of technology & stage design is one of our favorite disciplines.

We have already successfully implemented this for League of Legends, Nintendo, various E-Sport Teams and at TwitchCon.





# EXHIBITION DESIGN

Exhibition concepts are the supreme discipline in live communication. Here, product innovation and emotional appeal are skillfully combined. At the trade fair booth, personal contacts are expanded, existing business relationships are maintained, and at the same time, the advertising impact of one's own brand is increased.

We support numerous automobile manufacturers from home and abroad in their brand presence.



# PUBLIC EVENTS

Public events are experiences of a special kind. These complex large-scale events require strong communication skills, a high level of security expertise, as well as the necessary artistic and dramaturgical experience. Our experts combine these under one roof.

This includes, among others, the Bonifatius Musical in Fulda.





HOW WE DO IT

# WE ARE A MOTLEY CREW OF DREAMERS, INNOVATORS, AND WORLD TRAVELERS.

ALWAYS LOYAL TO THE CRAFT. FOREVER TRUE TO THE BIG IDEA.

We are driven by our commitment to authenticity, innovation, and collaboration. As a global leader in the industry, we value the following: We attract top talent and form expert teams to deliver within budget. We implement concepts with innovative solutions and realistic designs. We optimize processes to ensure smooth execution and a stress-free experience for our clients.

We achieve this through the satisfaction of **ONE-STOP-SOLUTION.**





THE SATIS&FY BUSINESS MODEL

# ONE-STOP-SOLUTION



With our Businessmodel, the One-Stop-Solution, we always keep the comprehensive care of our clients in mind.

We strive to engage with our customers on an equal footing and work as a tight network of experts within our 4 business divisions.



# THE 4 BUSINESSUNITS OF THE ONE-STOP-SOLUTION

## PROJECT MANAGEMENT

- \ Overall Project Management
- \ Budget & Controlling
- \ Coordination of all Crafts
- \ Approval Procedure
- \ Transportation & Logistics
- \ Sustainability

## CREATION

- \ Ideation & Concept
- \ Dramaturgy
- \ Eventdesign & Scenographie
- \ Content Production
- \ Interactive Solutions
- \ Set Design
- \ Cad & 3d Rendering

## EVENT TECHNOLOGY

- \ Audio Technology
- \ Video
- \ Lighting Technology
- \ Rigging & Kinetics
- \ Event-infrastructure
- \ System Integration
- \ Emerging Technology

## FABRICATION

- \ Event Architecture
- \ Stage / Special Construction
- \ Prototyping
- \ Cnc Manufacturing
- \ Construction
- \ Advertising Technique
- \ 3d Logos/Fonts
- \ Graphic Editing



THE CUSTOMER  
AT THE HEART OF  
EVERYTHING WE DO

Thanks to our many areas of expertise, we are always able to manage interfacing areas early in the process. It enhances the quality and makes us more agile.

Since 1993, we have been mastering complex challenges for our customers. In doing so, we coordinate all the necessary processes under one roof.



# ONE-STOP-SOLUTION

# HOW WE BRING IT TO LIFE

Realization from a single source is our strength:

More synergies, more quality and flexibility,  
creative solutions and noticeable relief on site.

With our One-Stop-Solution business model, we offer a unique combination of specialists from all areas of event realization and state-of-the-art equipment resources.

We unite creation, event management and event technology under one roof.

We have warehouses, workshops, carpentry, print shops and our own programming studios.

This holistic approach allows us to operate in a particularly sustainable manner.



Video



Workshops



Audio



Stage & Special Construction



LED & Studios



Print Shop



Lighting & Rigging



# Globale Power

# 20

## Locations

**6** Large  
Production  
Facilities

**8** Production  
Offices

**6** Venues

PORTLAND

LOS ANGELES

NEW YORK CITY

PARIS

AMSTERDAM

HAMBURG

BERLIN

WIEN

Munich

LAUSANNE

ZÜRICH

FRANKFURT

WERNE

DÜSSELDORF

RIAD

**> 700**  
Employees

**+ 30**  
Years of Experience

**160 Mio.€**  
Revenue in 2024



# Live Matters

UNION OF  
STRENGTHS

## MAXIMIZING POTENTIAL

As a holding structure, we leverage the maximum potential of individual companies. Through collaboration and the integration of resources, skills, and ideas, we can optimally serve the market. Our focus is on process optimization and the reduction of interfaces, thereby increasing efficiency.

[www.livematters.net](http://www.livematters.net)

## SATIS&FY

**SATIS&FY**, International leading provider of state-of-the-art event and media technology, scenic design, and room-in-room solutions.

## HABEGGER

**HABEGGER**, an international service company for live communication.

## SPACES

**SPACES** develops, operates, and markets unique event venues across Germany.

## knw.

know your audience

**KNW.** is an AI event performance analysis tool that analyzes and evaluates live event KPIs, including sentiment measurements.



# ECONOMIC. SUSTAINABLE.



## **CERTIFIED ACCORDING TO DIN EN ISO 14001**

ISO 14001 emphasizes the continuous improvement process to achieve an organization's environmental goals.



## **EMAS CERTIFIED ENVIRONMENTAL MANAGEMENT**

The EMAS audit (Eco-Management and Audit Scheme) aims to continuously and systematically improve environmental performance in work processes.



## **LISTED WITH SUSTAINABLE MEETINGS BERLIN**

The Berlin Convention Office (BCO) certifies companies for sustainable business practices based on 59 criteria in the areas of 'Governance, Risk & Compliance,' 'Economy,' 'Environment,' and 'Society.'



## **AV ALLIANCE MEMBER**

The AV Alliance is a strategic community of entrepreneurs and experts in the AV industry who share knowledge and values to promote global collaboration, thereby strengthening companies and conserving resources.



## **MEMBER OF THE ASSOCIATION FOR SUSTAINABILITY AND ENVIRONMENTAL MANAGEMENT E.V.**

The VNU is an independent community of experts and practitioners working on the development of environmental and sustainability management systems.

# ECOLOGICAL ECONOMICAL ACTION

We aim to be the industry benchmark and driving force for good environmental management.





# THE FUTURE IS **WOW!**

As a company, we embrace our responsibility towards the environment, our employees, and our stakeholders.



**We are committed** to fair and healthy working hours, diversity, & equality.



**We are recognized** as a family-friendly company.



**We promote** and encourage social engagement in the communities where we operate.



**We are transparent** in our reporting and stakeholder communication.



**We minimize** our ecological footprint and are pioneers and driving forces in our industry.



**We create** the right entry point for you – commercial, technical, or creative. As diverse as our talents.



# FULL-SERVICE FOR LOCATIONS

360° support for your successful future. Our Location Partnership Services minimize financial risks and increase the profitability of your location from day one. Whether as a Preferred or Exclusive Partner, we focus on long-term solutions and maximum satisfaction.

- Advice
- Operation Conception
- Technical Infrastructure
- On Site Support
- Event Operation
- Finance Operation





**DELIVERING JOY AND  
EXITEMENT TO PEOPLE  
AND OUR INDUSTRY.**

PORTFOLIO:





## LUFTHANSA ALLEGRI'S CORPORATE EVENTS

At Allegri's spectacular launch event at Kraftwerk Berlin, Lufthansa impressively showcased its new premium cabin class.

satis&fy was responsible for the concept, design, and complete technical implementation. Movable LED walls, personalized guest announcements via NFC, and precise staging made the event a highlight of live communication—winning the BEA Gold Award in the “Press & PR Event” category.





## INVICTUS GAMES, DÜSSELDORF SPORT EVENT

A major emotional event that celebrates courage, solidarity, and mental strength—the Invictus Games celebrate the strength and resilience of wounded soldiers.

The focus was on an inclusive and moving presentation of top athletic performance, which satisfied realized using broadcast technology, LED installations, sound, and cameras for an international event production with a strong emotional core.





## IQOS WORLD REVEALED BY ALEX CHINNECK BRAND EXPERIENCE

With a multisensory setup, the IQOS brand was transformed into a walk-in experience during Milan Design Week. The focus was on elegantly combining innovation and lifestyle.

satis&fy was responsible for the technical implementation, set construction, content integration, and audiovisual design in an urban context.





## NIKE OLYMPICS (2023/2024), PARIS BRAND EXPERIENCE

As part of the 2024 Olympic Games in Paris, NIKE made a powerful statement – the goal was to create a show that impressively united the athletes and brand identity.

satis&fy took over the entire technical setup and set new standards for sports staging. From precise lighting design to immersive audio solutions and complex media control. The result: an impressive experience that brought the Olympic spirit to life.





## KENZO BRAND EXPERIENCE

A stylish eye-catcher on wheels: The Kenzo bus traveled through Berlin as a mobile brand stage and attracted everyone's attention.

With a focus on a rebellious fashion experience in an urban setting, satis&fy took care of the technical equipment, media content, and mobile event logistics. Our creative implementation ensured maximum visibility in public spaces.





## JORDAN THE LAST SHOT BRAND EXPERIENCE

“The Last Shot” – an interactive LED court installation that allowed visitors to re-enact legendary Michael Jordan moments live. First staged at the NBA All-Star Weekend in New York, the immersive brand experience toured major cities such as Paris, Shanghai, and Dubai as part of the 30th anniversary celebrations, bringing basketball history to life in a visual, emotional, and accessible way.

satis&fy was responsible for the technical implementation, lighting design, and smooth touring operation.





## IG METALL GEWERKSCHAFTSTAG CORPORATE EVENTS

Strong, united, visible – an impressive IG Metall event that communicated political content in a modern and media-effective way. Topics such as co-determination and cohesion were presented in an emotional and professional manner.

satis&fy was responsible for event design, CI, claim, sound, lighting, stage, and streaming – precisely implemented with a clear message. The result was a harmonious interplay of information, emotion, and staging.

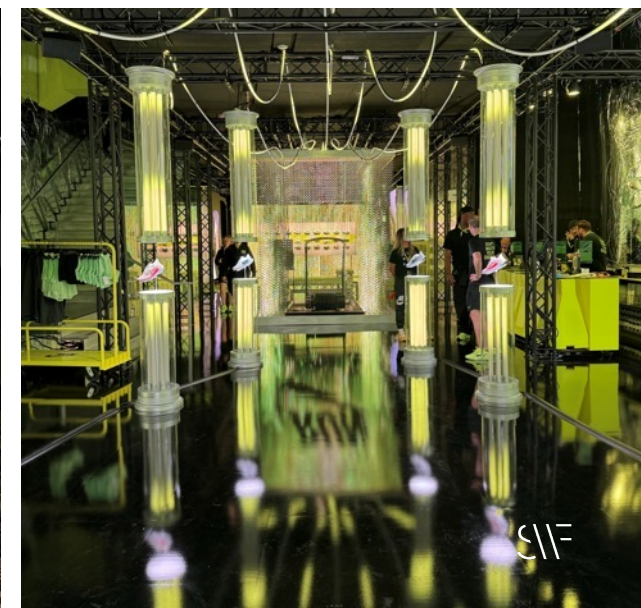
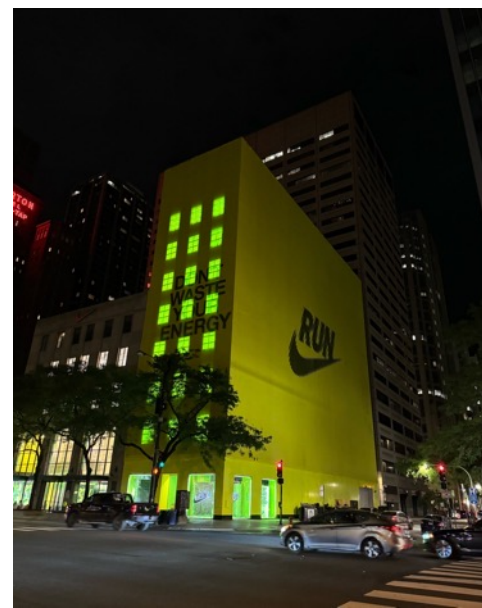




## NIKE PEGASUS41 BRAND EXPERIENCE

The activation of the Nike Pegasus 41 is one of the most ambitious projects in satis&fy's history: within just three weeks, impressive brand spaces were created in Chicago, Santa Monica, and Japan. The highlight was the treadmill experience: a mechanical treadmill triggered a spectacular show of light, volume curtains, and LED elements.

satis&fy was responsible for the concept, technology, and implementation—from the two-layer facade projection to the detailed interior design with an industrial look.





## 100 THIEVES, LOS ANGELES OFFICE BUILD-OUT

A functional office was transformed into a brand-strong e-sports headquarters: the 100 Thieves Cash App Compound with a training center, streaming rooms, retail space, and streetwear showroom.

satis&fy staged the 1,400 m<sup>2</sup> space with a minimalist design, clear color statements, and tailor-made technology, creating a new-generation home base for performance, brand, and community.





## H&M ACTIVATION RETAIL BUILD-OUT

Fashion, music, and interaction merge into a dynamic experience space in this H&M brand activation. The vision: a memorable presentation of the collections with a creative and modern target group orientation.

satis&fy staged the event simultaneously in five stores in Germany, with finely tuned lighting design and setup for a harmonious overall experience.





## STADTHOF HANAU RETAIL BUILD-OUT

A temporary event space was created in Hanau's Stadthof, combining urban lifestyle with art and design.

The aim was to provide attractive spaces for unforgettable encounters.

satis&fy was not only responsible for the lighting design and technical infrastructure, but also focused particularly on the unique and creative design of the Stadthof.





## BMW FOUNDATION LEADERS FORUM IM WECC CORPORATE EVENTS

The BMW Foundation's Responsible Leaders Innovation Forum 2024 at the WECC Berlin brought together leaders to tackle global challenges such as the energy transition. The goal was to scale innovations and promote responsible action.

satis&fy provided the resource-efficient technical concept – including lighting, audio, rigging, and sustainable equipment – and thus supported the demand for conscious, sustainable event management.





## WINCENT WEISS LIVE ENTERTAINMENT

An emotional live tour experience with Wincent Weiss that brought fans up close and personal with the artist.

To create an intimate concert atmosphere with intense emotionalization for the audience, satis&fy designed show technology that guaranteed plenty of goosebump moments.

From atmospheric lighting design and crystal-clear acoustics to subtle stage design, an environment was created that gave emotions room to breathe.





## BABY GOT BUSINESS CORPORATE EVENTS

At CURIO-HAUS, young entrepreneurship met creative keynotes and networking in an inspiring atmosphere. The vision: to create a platform where content creators and start-ups can learn from each other, network, and jointly develop new business models.

To this end, satis&fy designed a suitable technical infrastructure and a harmonious room layout to ensure smooth event production.





## LET'S DANCE - DIE LIVE TOUR LIVE ENTERTAINMENT

An evening full of elegance, passion, and thrilling moments – “Let’s Dance” also thrills audiences on tour with an impressive stage presence that connects dancers and audience emotionally.

For years, satis&fy has been able to showcase its entire live entertainment repertoire here, creating moods that touch the audience from the first dance to the last with finely tuned lighting and precise sound.





## MINILU FESTIVAL THE FRAME, 2024 CORPORATE EVENTS

A lovingly curated brand space for young families and children's products, playfully staged in The Frame. MiniLu focused on proximity, interaction, and modern design as key experience factors.

Our common goal was to implement tailor-made technical equipment to create brand-appropriate areas that combine design and technology and enable an immersive, strategic, and effective brand experience.





## PAYONE, VILCO CORPORATE EVENTS

The corporate event for PayOne at Vilco was characterized by clarity, dynamism, and technological precision. The goal was to position the brand as a reliable, future-oriented payment partner.

To achieve this, satis&fy provided the appropriate lighting design and media technology and handled all technical organization on site.



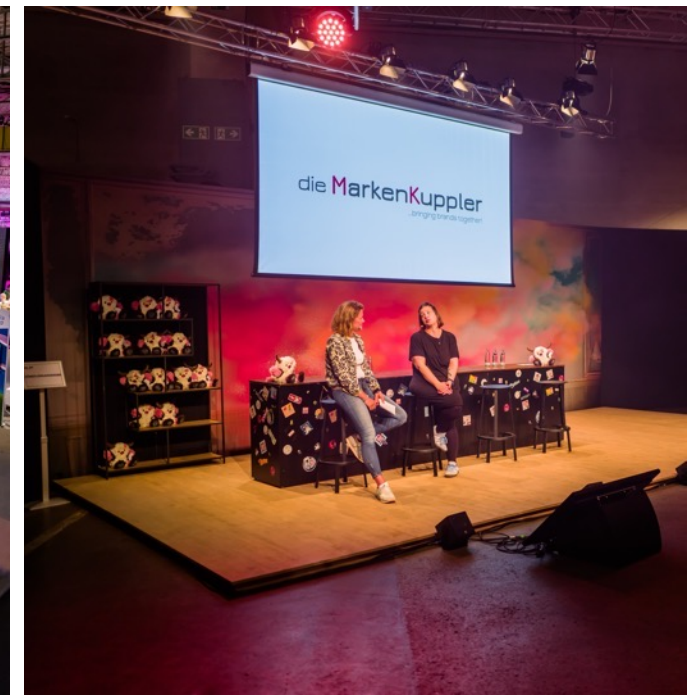


## BRANDMADE 2024, FREDENHAGEN CORPORATE EVENTS

In the Fredenhagenhalle, Brandmate became a stage for genuine encounters and creative brand moments.

The vision: rethinking networking—authentic, collaborative, and full of energy.

satis&fy used the industrial architecture as a playground for modern live communication and used light, sound, and exhibition design to create emotional spaces where brands came to life.





## MARKFORGED, FORMNEXT TRADE SHOWS

Markforged's trade fair appearance was all about digital manufacturing, innovation, and industrial networking. The goal was to make complex technologies tangible and to build trust in new production methods through a precisely coordinated technical setup.

satis&fy was responsible for the entire implementation—from concept development and design to the final execution of the trade fair booth.





## SWAROVSKI KRISTALLWELTEN MUSEUMS & CULTURE

Elegance meets precision – we created an event for Swarovski that impressively showcased the brand's aesthetic and attention to detail.

To transform light, design, and emotion into a luxurious world of experience, satis&fy staged the event on the grounds of Swarovski's own Crystal Worlds in Wattens, Tyrol, Austria, using sophisticated lighting technology and crystal-clear sound.





## HERBERT GRÖNEMEYER LIVE ENTERTAINMENT

With his distinctive sound and powerful stage presence, Grönemeyer thrilled the audience with an impressive show.

To harmonize music and emotion, satis&fy handled the entire technical implementation—from lighting design and sound to the stage.





# AMBITIOUS IDEAS?

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