



# PufferSphere

 PUFFERFISH®

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# Transcend the ordinary.

Become immersed in the captivating world of Pufferfish spherical display solutions, used by organisations worldwide to engage and excite their audiences with striking visual storytelling. Our market-leading proprietary spherical displays and solutions seamlessly integrate cutting-edge technology with unparalleled content design, for a spell-binding result.

## **Proprietary spherical digital displays**

Over the course of two decades in business, Pufferfish has refined the science and the art of spherical display technology. Our latest range of displays are therefore at the forefront of projection innovation and visual storytelling, and serve as the canvas for your narrative.

## **Intuitive operating software**

Seamlessly navigate through set up and management of your display using our user-friendly operating software, PufferOS, pre-installed on every display to enable immersive experiences right out of the box.

## **Visual narrative excellence**

Our sophisticated hardware is your starting point, and a suite of software and content options awaits to bring your unique story to life with style and impact. Whether you wish to select from our pre-designed content library, use our tools to design your own professional-grade applications, or engage our team of skilled designers to produce bespoke creations for you, we offer a solution for every need.



### **Research-backed benefits**

Scientific research has shown that spherical displays provide unique characteristics that enhance perception and surpass traditional alternatives in their ability to hold audience attention. Combining the alluring nature of the sphere with interactive elements delivers a powerful tool for captivating, engaging and astonishing audiences for extended periods.

### **Trusted by global titans**

Pufferfish is the trusted choice for international icons in visitor attractions, corporate organisations, science communication, education, entertainment and retail. Join the likes of Amazon, the BBC, Google, NASA, and Sony, who have already leveraged our technology to transform their spaces and narratives.

### **Let's ignite inspiration on a global scale**

Robust shipping cases, and ease of transport and installation, make Pufferfish products the most mobile spherical displays on the market, enabling us to deliver immersive visual experiences right across the globe. Contact us today to explore a new dimension of international engagement, and unlock the extraordinary possibilities that our complete global solution offers.

**When it comes to storytelling with Pufferfish, there are no limits.**



# Introducing the PufferSphere.

Brilliant from every angle, the PufferSphere is a groundbreaking touch-enabled spherical display that redefines engagement. Captivate with mesmerising multi-touch interactions and tailor-made visual experiences that transport your audience into another realm.

## **Cutting-edge touch technology**

Recognised as the world's leading touch-enabled spherical display, the PufferSphere boasts an advanced projection and optical multi-touch system exclusive to Pufferfish. With impressive gesture recognition capabilities, it takes user interaction to unprecedented levels, setting the standard for innovation in the market.

## **Immersive exploration**

A range of interactive menu formats invite users to forge their own journey through a world of motion graphics, video and data visualisations. This dynamic experience enhances engagement levels and information retention, so your message has a lasting impact with every touch.

## **Fluid gesture recognition**

With advanced gesture recognition capabilities, user interaction reaches a whole new level. Boasting a rapid refresh rate, the touch system delivers a fluid response, making every touch, swipe and zoom feel natural and intuitive. The touch system supports multiple users simultaneously, making it perfect for collaborative environments such as classrooms, conference rooms, and exhibitions.

## **Effortless command**

Unleashing the power of the PufferSphere is a seamless experience, establishing it as the epitome of mobility in the spherical display market. With the inclusion of PufferOS, our user-friendly operating software, setting up the system becomes not just quick but intuitive. Within minutes of unboxing, you can have the PufferSphere and PufferOS integrated, ready to engage and excite.

## **Seamless integration**

Elevate interactivity by integrating the PufferSphere with multiple external displays, transforming it into a master control console for crafting immersive physical installations.

## **Power in your hands**

Access to our unique tool for developing professional grade applications for touch-enabled spherical displays, PufferBuild, is unlocked with every purchase of the PufferSphere, for the duration of your warranty.

Experience the pinnacle of interactive display technology with the PufferSphere and captivate your audience with multi-touch storytelling, where gestures seamlessly translate into actions.

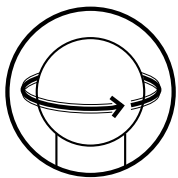
**Welcome to the PufferSphere.**

# It's all in the detail.

Engineered to endure the demands of continuous use, our touch system flawlessly integrates robust hardware with cutting-edge technology, ensuring unmatched performance. Whether deployed for temporary engagements or as a permanent installation, the PufferSphere consistently delivers exceptional results, making it the unparalleled choice for reliability and excellence in every use case.

What makes the PufferSphere special:

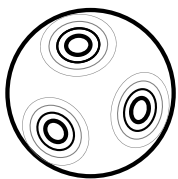
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## **Unique user experience**

A 360° presentation ensures everyone has a fully immersive experience.

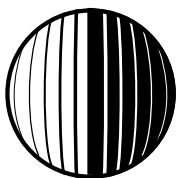
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## **Irresistible interactivity**

Our optical multi-touch system is only available from us and is available across our touch-enabled displays.

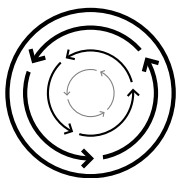
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## **Multi-touch capability**

The touch system supports multiple users simultaneously. The screen can be sectioned – allowing separate groups to engage with content independently at the same time.

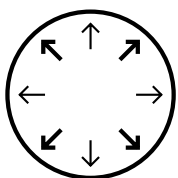
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## **Unparalleled presentation**

Using the latest projection technology, PufferSphere offers incredible quality and performance.

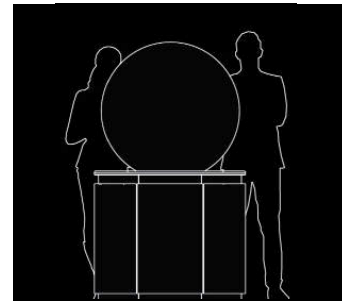
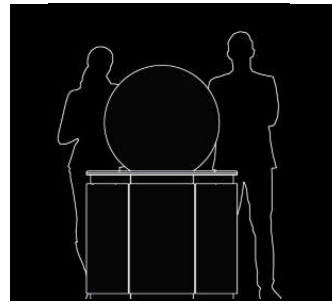
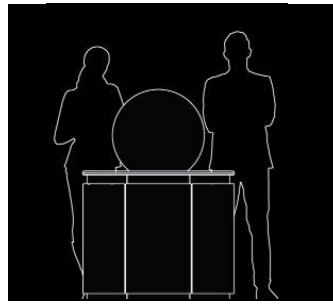
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## **Flexibility of use**

Easy to install and move, making it great for short term use, as well as permanent installations.

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SCREEN SIZE	600mm (2')	760mm (2½')	900mm (3')
RESOLUTION	4K	4K	4K
PIXEL DENSITY	51.55	40.52	33.75
AVERAGE PIXELS SIZE	0.24	0.39	0.57
DIMENSIONS	H1424, diameter 1000mm (base)	H1528, diameter 1000mm (base)	H1722, diameter 1000mm (base)
HOUSING (OTHER HOUSINGS AVAILABLE)	Cylindrical powder coated aluminium (black or white)	Cylindrical powder coated aluminium (black or white)	Cylindrical powder coated aluminium (black or white)
OPTIMUM AMBIENT LIGHT			
7,000	100 lux – Internal lobbies/hallways	—	—
9,000	300 lux – Conference venue/experience centre	100 lux – Internal lobbies/hallways	—
12,000	500 lux – General office space/small retail outlet	200 lux – Windowed lobbies/hallways	100 lux – Internal lobbies/hallways

#### THE FINER DETAILS FOR ALL MODELS

### Light

LIGHT SOURCE	PROJECTION
Laser diode laser class 1 with up to 40,000 hours life	Single chip DLP

### Software

OPERATING SYSTEM	SOFTWARE
PufferOS	PufferCore

### Operation

ELECTRICAL	OPERATING HUMIDITY	OPERATING TEMPERATURE	OPERATING STANDARDS
110 – 240V 1440W Max	20-80% RH (non-condensed)	10°C–35°C	EN55035:2017, EN55032:2015, FCC18

### HD and connections

STORAGE	AUDIO OUTPUT	VIDEO OUTPUT
1TB SSD	Line out 3.5mm jack connector	DisplayPort

#### NETWORK

IEEE802.3 and IETF standards: 10/100 Base-T Ethernet, IPv4/IPv6, TCP, UDP, RTP, RTSP, ICMP, IGMP, SNMP, HTTP, HTTPS, PPPoE, uPnP, QoS, DHCP

# Pricing to suit you.

We offer a three-tiered pricing model for the PufferSphere to cater to your requirements. The packages have been designed to offer a variety of options to perfectly match your, or your clients', requirements and budget; providing immersive experiences at three tiers of excellence and innovation.

For those looking to step into the world of captivating storytelling, the Basic package, priced from £34,999, offers an excellent entry point. The display at this tier boasts a brightness of 7,000 lumens, which determines how vivid and vibrant the visuals appear on the spherical display, and a resolution of 2K pixels, ensuring sharp and clear imagery. This package provides an affordable solution without compromising on quality.

Stepping up to the Standard package - providing our versatile all-rounder display that delivers with impact. Pricing starts at £42,499, and brings enhancements in brightness and resolution. With 9,000 lumens, the visuals become even more brilliant and dynamic, creating a more immersive atmosphere. Additionally, the resolution is upgraded to 4K, meaning that the content displayed is

exceptionally sharp and detailed, allowing for a more refined and impactful storytelling experience.

For those who want the very best, the Premium package, priced from £49,999, is the ultimate choice. With our brightest and most powerful display, this level delivers an unparalleled visual experience. It boasts a remarkable brightness of 12,000 lumens, with the brightest and most vibrant visuals possible on the PufferSphere display. The 4K resolution ensures that every detail is rendered with utmost precision, making it perfect for applications where image clarity and brilliance are paramount. This is the pinnacle of the PufferSphere range, making it an excellent choice for those who want to create truly unforgettable content or impactful interactive presentations, simulations, and visualisations.

Access to our unique content-generating tool for touch-enabled displays, PufferBuild, is provided with all purchases of a PufferSphere for the duration of your warranty period, which is two years at the Basic tier, and three

Our full range of options, including by screen size (Prices are excluding warranty and support.)

<b>PufferSphere</b>	<b>Basic</b>	<b>Standard</b>	<b>Premium</b>
	Our entry-level displays provide an affordable solution with no compromise on quality.	Our all-rounder displays offer versatility, reliability, and are suitable for a wide range of uses.	Our brightest and most powerful displays that deliver an unparalleled visual experience.
<b>Brightness</b>	7000 Lumens	9000 Lumens	12000 Lumens
<b>Resolution</b>	2K Pixels	4K Pixels	4K Pixels
<b>Enclosure</b>	Not included	Cylinder	Cylinder
<b>Software</b>	PufferOS PufferPlay PufferBuild (2 years)	PufferOS PufferPlay PufferBuild (3 years)	PufferOS PufferPlay PufferBuild (3 years)
<b>600mm screen</b>	From £34,999	From £42,499	From £49,999
<b>750mm screen</b>	-	From £49,999	From £57,499
<b>900mm screen</b>	-	-	From £64,999

# A world of support.

As you invest in our state-of-the-art displays, we ensure that your experience is smooth, secure and enjoyable. A range of warranty and support packages offer solutions to suit a variety of requirements, so you can select the package that works best for you.

This isn't just support; it's a partnership, a commitment to your success and peace of mind. It adds an extra layer of protection to your purchase, safeguarding against the unexpected and ensuring that your visual spectacle remains uninterrupted.

When you select one of our Basic displays, you'll automatically receive a two-year manufacturer's warranty covering essential components.

For those opting for our Standard or Premium displays, you have the choice between the following two levels of support, each extending over three years.

PufferSupport is here to help. We stand by to assist however needed, ensuring that your display functions seamlessly, providing the captivating experience that we are known for.

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	<b>Essentials</b> £7,500	<b>Essentials+</b> £15,000
<b>Manufacturer's warranty</b>	✓	✓
<b>Software updates</b>	✓	✓
<b>Three years return to base</b>	✓	✓
<b>Technical support</b>	✓	✓
<b>Advanced component replacement*</b>	—	✓

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\*Our advanced component replacement guarantee, available only with Essentials+, ensures that should any part of your display encounter a problem, we will quickly send a replacement, getting you back up and running as soon as possible.

# Magic delivered right out of the box with PufferOS.



PufferOS, the foundational platform for all applications that run on our spherical displays, comes pre-installed on every PufferSphere display, ensuring captivating and immersive experiences can be enjoyed within minutes of unboxing.

This unique and powerful proprietary software brings together projection with touch capabilities and is exclusively compatible with Pufferfish spherical displays, making it an integral part of the overall ecosystem.

PufferOS is finely tuned to harness the full potential of the spherical display, providing users with a seamless and intuitive interface for interacting with content.

One of the standout features of PufferOS is its ability to enable quick and effortless setup. The user-friendly interface, PufferConsole, enables users to navigate easily through a wide range of applications, from interactive presentations to data visualisations and immersive simulations, and to launch applications directly from their phone, tablet or desktop.

With this foundation, the spherical display truly becomes a canvas for unlimited creativity and engagement, without the need for technical expertise.

# Bring your Pufferfish display to life with content that captivates.

Our sophisticated displays serve as the foundation, but it is the carefully-crafted content that will engage your audience and deepen their connection with your message. With the powerful PufferOS as the driving force, every display is equipped to deliver a comprehensive suite of software and content options to inspire, educate and entertain.

For instant impact, elevate your narrative by choosing from our curated library of ready-made applications that deliver high performance content on a wide range of popular subjects.

Alternatively, wield the power of the intuitive PufferBuild tool to craft your own professional-grade applications and content, ensuring a personal touch that aligns perfectly with your vision. PufferBuild is included with every purchase of a PufferSphere, with access provided for the duration of your warranty.

For occasions when a narrative needs to be told in a truly extraordinary way, leverage the expertise of our team of skilled creatives and software designers to create custom content. They will collaborate closely with you to deliver singular applications that are tailor-made exclusively for your story and which will leave a lasting impression on your audience.

## What we offer to bring your Pufferfish displays to life:

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### 01 Self-build content tool

PufferBuild

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### 02 Ready-made applications

OurUniverse, OurClimate

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### 03 Our expert-created custom content

PufferStudio

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## 01 — Self-build content tool

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# Unleash your creativity with PufferBuild.

PufferBuild is unique to Pufferfish and allows you to build an application for the PufferSphere in a short space of time, with no technical expertise required. PufferBuild empowers you with unparalleled control, making the creation of interactive applications for spherical displays both effortless and enjoyable. This intuitive platform brings ease of use, allowing you to articulate your unique narrative with finesse and flair.

PufferBuild comes complete with a package of content options to spark your imagination, allowing you to build engaging applications in a short space of time. This versatile self-build tool also supports the import of your own creative assets to build an entirely bespoke application as dynamic and distinctive as your brand itself.

It's a playground of options where your brand's voice finds its truest expression, amazing and exciting your audiences in equal measure.

With PufferBuild, you are not just gaining a tool; you are unlocking a universe of creative potential where your brand is the storyteller, the artist, and the conductor, orchestrating experiences that keep your audience not just looking, but engaging at the highest levels.

PufferBuild is included as standard with every purchase of a touch-enabled display from Pufferfish, with access to this groundbreaking tool provided for the duration of your warranty.



# Unlock immersive experiences instantly.

Effortlessly embark on new visual and interactive odysseys with Pufferfish's range of pre-packaged content, which allow audiences to delve deeper into subjects of critical importance.

Created meticulously by our team of skilled software developers and graphic designers, each application combines stunning motion graphics with captivating data visualisation, ensuring an experience that is not just informative, but an immersive experience of visual splendour.

Our suite of ready-made content packages is constantly evolving, and our talented team are regularly making new additions to the existing selection. Our website provides a comprehensive list of packages currently available across our range of displays, and here is just a taster of our flagship content designed uniquely for the PufferSphere.



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## OurUniverse

With OurUniverse, you are not a mere observer, but an active participant in a captivating journey through the cosmos. Movement, colour, interaction, touch, and music converge to unveil the wonders and expansive scale of the Universe, fostering a deeper understanding and appreciation of the celestial bodies that populate the night sky.



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## OurClimate

OurClimate leverages the latest data and innovative visualisation techniques to articulate the critical narrative of climate change in a way that is accessible and fascinating. Specifically engineered to operate seamlessly on PufferSphere units, OurClimate is not just user-friendly; it's a conversation starter. It's a catalyst for awareness and understanding, ready to engage and educate users within minutes of installing.



## 03 — Our expert-created custom content

# Designed just for you by PufferStudio.

At Pufferfish, we champion the belief that uniqueness is to be celebrated, and we're not confined to a one-size-fits all approach. Each story is inherently unique, deserving of a treatment as distinctive as the narrative itself.

With great respect for the individuality of your message, PufferStudio's talented team of software designers and graphic artists excel in crafting bespoke content that is not just tailored, but a singular masterpiece that reflects your specific needs and aspirations.

Our design team at PufferStudio boasts a rare blend of both creativity and technical expertise that allows us to develop visually stunning content with impressive usability, designed meticulously to resonate with your audiences. This dynamic combination empowers you to captivate, engage and educate with unparalleled impact.

With PufferStudio, the outcome is not just great content, but an authentic immersive experience, weaving compelling storytelling with seamless interaction, to ensure that your message etches a lasting and memorable impression on your audience.

# Together, let's captivate your audiences.

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When you choose Pufferfish, you're not just choosing a display. You're also becoming part of a community of like minded individuals who want to push boundaries and transcend the ordinary.

Our experienced sales team is your first point of contact in this exciting adventure, ready to guide you through the range of possibilities that Pufferfish offers. Whether you are intrigued by a specific display or content solution, our team can arrange online demonstrations to provide you with a virtual experience of the magic that awaits. Witness the captivating allure of our technology, all from the ease of your location.

If you prefer an in-person experience, we warmly invite you to our UK headquarters, where you can not only view but interact with our displays, immersing yourself in the sensory delights and innovative features of each display. For those who are unable to visit; our team can direct you to the nearest Pufferfish display to you, allowing you to experience the magic up close and personal.

Get in touch with our sales team today, to explore together how Pufferfish can help you not just tell a story, but give your audiences unparalleled levels of engagement and fascination.

# Inspire. Educate. Entertain.



Our products are used and trusted by:

