

DEELOCAL MADE BY HUMANS 23

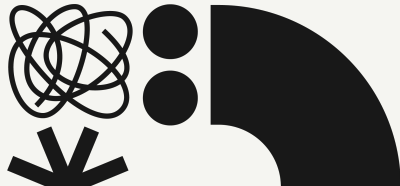
FOR
HUMANS

AND
MACHINES



**WE ARE CREATIVE ENGINEERS
WHO INVENT REAL-WORLD
INTERACTIVE EXPERIENCES.**

SINCE
2006



WE WORK AS A CREATIVE AGENCY AND PRODUCTION STUDIO—ALL IN ONE.

At Deeplocal, aerospace engineers build with arcade buttons and balloons. We have specialists in AI, haptics, and electromechanics. Metalsmiths sit next to architects. Strategists work alongside roboticists.

2006

spun out of Carnegie Mellon University

40%

of our staff are engineers and creative technologists from Disney Research, the DoD, and more

55,000

square feet of in-house production and playtesting space

10+

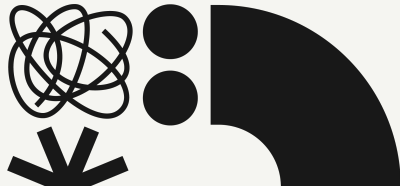
years as a go-to innovation partner to Google



WE COLLABORATE ACROSS THREE TEAMS—EXPERIENCES, SPACES, AND GUMBAND.



The first operating system created
for interactive experiences.



WE MAKE



FUN

We make fun.

Everything that we create—no matter how technically complex—is designed to feel intuitive. We combine digital technology with analog form factors to create playful experiences that invite participation.

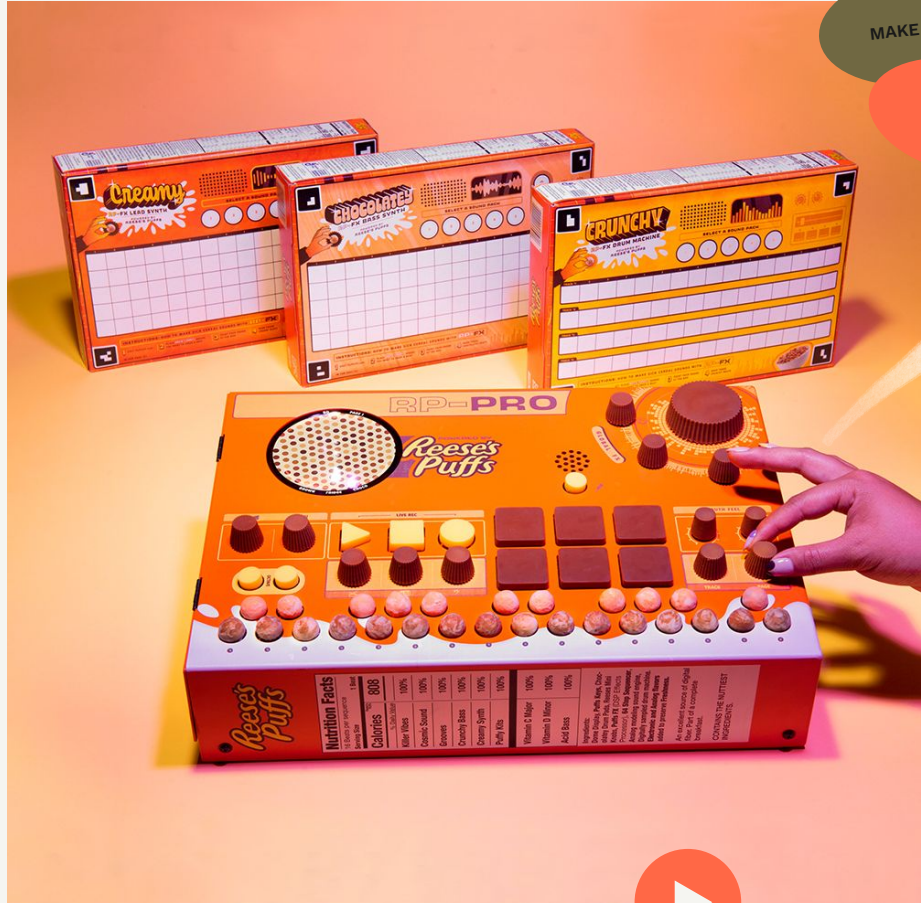


MAKE FUN

GOOGLE
HARDWARE
STORE

**A CLASSIC TOOL SHOP MADE
MAGICAL WITH GOOGLE'S
INTERACTIVE HARDWARE AND
PLAYFUL DEMO NOOKS.**





MAKE FUN

REESE'S PUFFS RP-FX



CEREAL BOXES TURNED SYNTHESIZERS LET PUFFS FANS BUST OUT BEATS—RIGHT AT THE KITCHEN TABLE.





BUTTONS

WE PUSH

We push buttons.

Literally, we do. There's an intrinsic joy in the push of a button or the pull of a lever. That's why tangible and familiar interactions are so often the catalyst for memorable experiences.



**AN INTERACTIVE DISPLAY
MADE OF 5,880 ARCADE
BUTTONS THAT ACT AS PIXELS
AND RESPOND TO TOUCH.**





PUSH
BUTTONS

DOODLES
GENESIS
FACTORY



**CUSTOM NFT MINTING
MACHINES BRING THE
DOODLES WEB3 UNIVERSE
TO THE REAL WORLD.**

WE MOVE



FAST

We move fast.

Ask us to build something weird and wonderful in a matter of weeks, and we'll apply our integrated process to get it done. We are not “fast advertising,” but we get to clever ideas quickly and don't drag our feet.

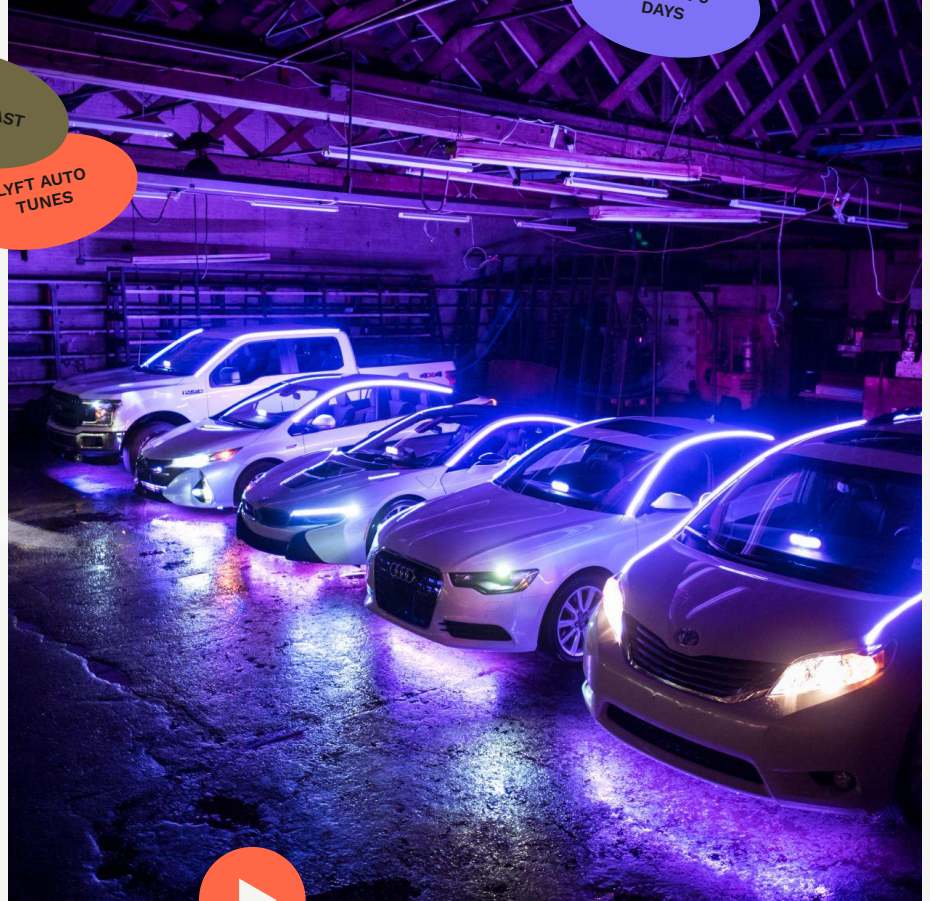


MOVE FAST

LYFT AUTO
TUNES

BUILT IN 9
DAYS

SYNCHRONIZED LYFT CARS PLAY GRAMMYS HITS WITH THEIR HORNS, ALARMS, AND LIGHTS.



BUILT IN 8 WEEKS

MOVE FAST

GOOGLE ASSISTANT RIDE



A WHIMSICAL RIDE THROUGH LIFE'S TWISTS AND TURNS HIGHLIGHTS THE HELPFULNESS OF GOOGLE ASSISTANT.



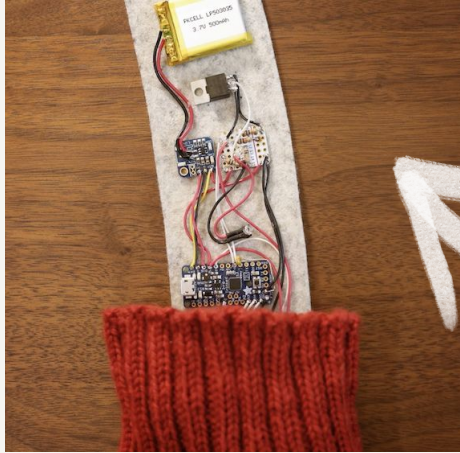
WE BUILD



IMPRESSIONS

We build impressions.

We don't design banner ads, post clickbait, or buy media. We work at the intersection of art and technology to create brand experiences that feel magical *and* relatable—to humans.



SMART SOCKS AUTOMATICALLY PAUSE NETFLIX WHEN YOU FALL ASLEEP.

BUILD
IMPRESSIONS

NETFLIX
SOCKS





BUILD
IMPRESSIONS

GOOGLE
FLOWERS

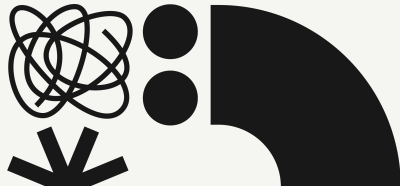


**160 ELECTROMECHANICAL
FLOWERS USE MACHINE
LEARNING TO BLOOM IN
RESPONSE TO VISITORS.**





OUR WORK IS DRIVEN BY HUMAN BEHAVIOR AND CULTURE.



**WE MAKE
BIG THINGS.**



**AND SMALL
THINGS.**



A close-up shot of a robot's rear section, featuring a long strip of orange paint dispensers. The robot is positioned on asphalt, having just finished painting a series of yellow diagonal stripes. A Pennsylvania license plate is visible on the robot's back, with the text "PENN'SYLVANIA" and "YET 2020".

**WE MAKE THINGS
THAT PAINT.**

A close-up of a robot's drawing mechanism, which includes a pen and two glowing blue curved tubes. The robot is drawing a graphic on a sign that features the text "HEAD IN THE GAME" and a stylized helmet icon. The background shows a blurred keyboard.

**AND THINGS
THAT DRAW.**

**WE MAKE THINGS
THAT TICK.**



**AND THINGS
THAT TALK.**



A woman wearing a green raincoat is interacting with a digital display. She is holding a handheld device that projects a green light onto a screen. The screen shows a colorful, abstract graphic with blue and green lines. Another person is visible in the background, also looking at the display.

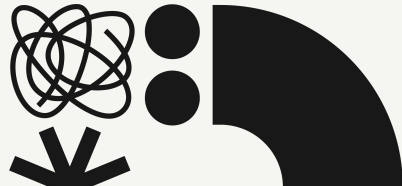
**WE MAKE THINGS
THAT SHAKE.**

A woman is walking through a large, interactive digital installation. The floor is covered in a swirling, rippling pattern of light, creating a sense of movement and depth. The background features several arched doorways, each with a blue curtain. Other people are visible in the distance, also interacting with the installation.

**AND THINGS
THAT SWIRL.**



**AND WE DO IT IN ALL KINDS OF
PLACES, ALL OVER THE WORLD.**





Workplaces

Experience Centers

TIKTOK
TRANSPARENCY
CENTERS

LOS ANGELES
DUBLIN
SINGAPORE

PRIVACY AND SECURITY HUB

Swipe to Explore Topics



Converged
Security

Integrated cyber and physical
security defends against the
growing complexities of illegal
activity and protects critical
infrastructure

Press play



STRIPE EBC

SAN FRANCISCO

MICROSOFT
WINDOWS 11
LAUNCH

NYC
LONDON
SYDNEY



Retail Stores



Museums

MUSEUM OF THE
FUTURE

DUBAI



Public Spaces

STRANGER THINGS 4 COUNTDOWN

SANTA MONICA



Events

SAN ANTONIO

GOOGLE BE INTERNET AWESOME

NYC
CHICAGO

GOOGLE
HARDWARE
STORE



Treehouses



Cars

LYFT GLOW
MODE

LOS ANGELES

HOW WE WORK



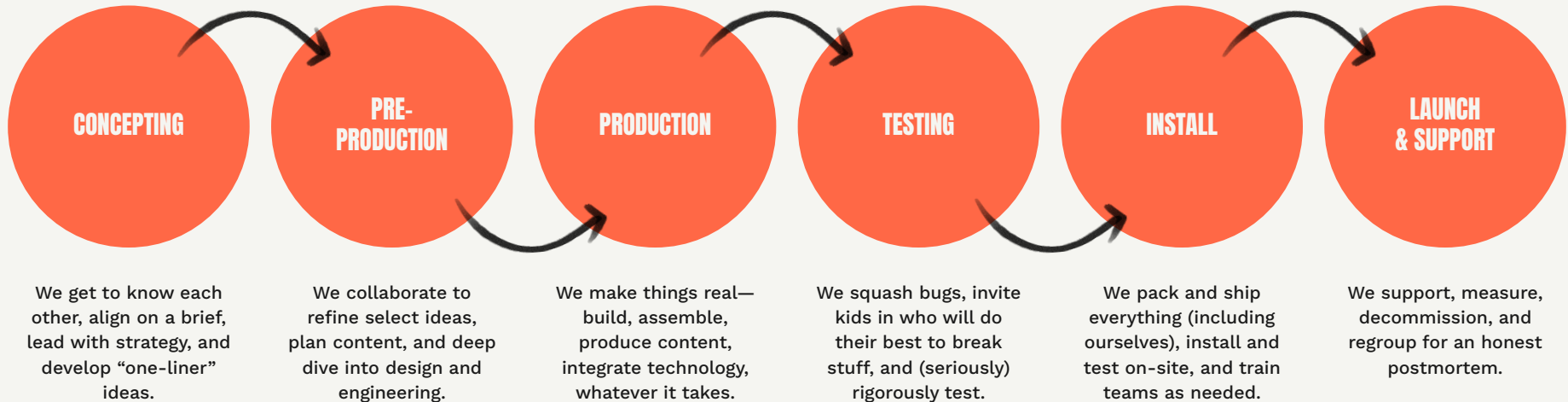
DEEPLocal
HOW WE
WORK

REAL THINGS, MADE BY REAL HUMANS.

Seems obvious, but it's actually rare to find a marketing agency that offers end-to-end development, from concept to build to launch. We're based in Pittsburgh, a city with a history of blue collar pride and DIY attitude, and we aren't afraid to get our hands dirty. We are a company of multidisciplinarians who don't want to have to choose between art and engineering. Or carpentry and coding.

Everything that we create is one-of-a-kind. We can't be on autopilot, because there's a good chance that we're building the plane.

WE INTEGRATE CREATIVE & ENGINEERING, PROTOTYPING ALONG THE WAY.



OUR CUSTOM EXPERIENCES ARE AS RELIABLE AS SCREENS ON WALLS.

Reliability engineering at Deeplocal begins in pre-production and continues through installation. We prototype early and often, incorporating our learnings into iterative designs. We validate our work through system simulations, code reviews, and third-party PE stamps. We obtain industry and field certifications, and we use commercial- and industrial-grade hardware whenever possible. Most importantly, we test.

And then we test some more.



HOW WE
WORK

GOOGLE
CLOUD
SPACE



OUR INTERACTIVE SPACES ARE AS DYNAMIC AND MEASURABLE AS WEBSITES.

We power our work with Gumband, the first operating system created for interactive experiences. Built by Deeplocal, this cloud-based platform lets brands manage all aspects of their interactive spaces—physical and digital—from anywhere. Our clients can update content any time and measure real-world engagement in a way previously only available in digital marketing.

Learn more: www.gumband.com

YOU'RE IN GOOD COMPANY. LET'S WORK TOGETHER.

Google

∞ Meta

 Microsoft



 Spotify

 TikTok

NETFLIX

Doodles

 *shopify*

stripe

Linked  in[®]

THANK



YOU