StrideSync: Proximity-Aware Sequential Storytelling ♂

Vision & Value Proposition

The Future of Event Flow: Imagine a trade show booth where the walls 'know' you are walking past and tell you a story that unfolds step-by-step, never skipping a beat or looping back to the start while you're standing there.

Deeper Engagement: It shifts attendees from passive observers of a rotating screen to active participants in a physical narrative.

Measurable Outcomes: Organisers gain precise heatmaps and dwell-time data, proving exactly which parts of the story captured attention.

Sponsor Differentiation: Offers sponsors a 'narrative-as-a-service' model, where they are guaranteed a sequential journey rather than a random 15-second slot in a loop.

Scalability: The system is modular, working equally well for a single VIP hallway or a 5,000-attendee exhibition hall floor.

Attendee & Stakeholder Impact

The Curious Attendee (Sarah): Needs to justify her time away from the office by bringing back clear, structured insights.

Sarah finds the booth less overwhelming because the information doesn't move faster than she does. 'I finally understood the full product journey because the screens waited for me to keep up.'

The Event Producer (Marcus): Accountable for high NPS and attendee flow management.

Marcus uses StrideSync to prevent bottlenecks by pacing the content to move people through the corridor efficiently. 'It turned a high-traffic hallway into the most talked-about part of the conference.'

The Sponsor Manager (Elena): Trying to prove that her brand's $50k activation actually resulted in message retention.

Elena gets a report showing that 85% of visitors saw all three stages of the brand story. 'We no longer hope they saw the 'why' before the 'how'—we know they did.'

Feasibility Assessment

A. Technology Readiness (TRL 5)

The TRL scale (1–9) tells us how close a technology is to being reliably used in the real world — 1 is a raw idea, 9 is fully proven and deployed at scale.

While individual components like LIDAR sensors and digital signage triggers are mature, the 'sensor fusion' required to track multiple unique users in a noisy event environment needs specific live-validation.

B. Operational Feasibility (BRL 4)

The BRL scale (1–9) measures how ready an innovation is for real-world deployment — from early concept through to proven, scalable business model.

Setup Complexity: High. Requires precise calibration of sensors with display software, currently needing specialized tech support.

Reliability: The failure mode is 'default to loop,' ensuring the screens never go dark even if tracking fails.

Data Privacy: Uses anonymous spatial tracking (skeletal or blob tracking) to ensure GDPR compliance without identifying individual faces.

Prototyping & Pilot Roadmap

Phase 1 — MVP (Small Internal Test): Build a 3-screen corridor in a controlled hallway to test trigger latency and sensor 'hand-offs' between zones.

Phase 2 — Controlled Live Pilot: Deploy at a 100-person leadership offsite. Measure the 'delight factor' and check for sensor interference from glass or lighting.

Phase 3 — Integration & Business Validation: Partner with a signage hardware provider to bundle the tracking software as a premium add-on for exhibitors.

Phase 4 — Scale: Develop an 'Event Kit' that allows local AV crews to set up and calibrate the system using an automated mobile app walkthrough.

Strategic Launch & Market Integration

Strategic Partnerships: Align with AV production giants who already handle screen rentals, positioning StrideSync as a high-margin software upsell.

Macrotrend Alignment: Taps into the 'Experience Economy'—attendees are increasingly literate in AI and expect physical spaces to respond to them as intelligently as their digital ones.

Market Entry: Lead with a 'Showreel Showcase' at a major industry event (like IMEX or SXSW) to create the necessary word-of-mouth among organizers.

Next Step

Commission a 3-screen technical proof-of-concept using off-the-shelf LIDAR sensors to validate sub-second narrative triggers and define the hardware requirements for a 20-meter 'narrative corridor'.