

Mirrora

IMMERSIVE FAN ZONE EXPERIENCE

Mirrora Sports

Step into the game. Meet your sports
hero. Share the moment.

A compact Augmented Reality attraction for
stadiums, arenas, sports events, fan zones and
brand activations.



STEP IN. SEE YOUR POTENTIAL.
BECOME MORE.

WHAT IS MIRRORA SPORTS

An AR fan-zone attraction

Mirrora Sports transforms a compact physical area into a high-impact, highly shareable sports experience.

Visitors stand in front of a large main screen and see themselves inside a sport-themed virtual environment. Beside their reflection, a sports star, mascot or branded digital character appears in Augmented Reality.

Two side screens extend the world with crowd visuals, sport-specific scenes, sponsor layers and matchday atmosphere.

Central AR screen

Fans see themselves on the main display, standing beside the star or mascot.

Side screens

Atmosphere, live visuals, crowds, themed environments and sponsor content.

Flexible content

The same installation can be refreshed for different sports, teams and campaigns.

Compact format

Ideal for fan zones, lobbies, hospitality areas, exhibitions and pop-up activations.

INTERACTIVE TECHNOLOGY

Built for participation

Mirrora Sports is designed as an interactive experience, not just a screen-based attraction.

- **Motion tracking**

The system can track hand movement, gesture and body position to trigger answers, effects and interactions on the main screen.

- **Touchscreen option**

A touchscreen can also be added to let visitors choose teams, quizzes, challenges or sponsor-led content.

- **Multi-user play**

Friends, families and groups can appear together in the same AR scene and interact as a team.

- **Video & social output**

Every interaction can be recorded and streamed, shared online or uploaded as branded, user-created content.



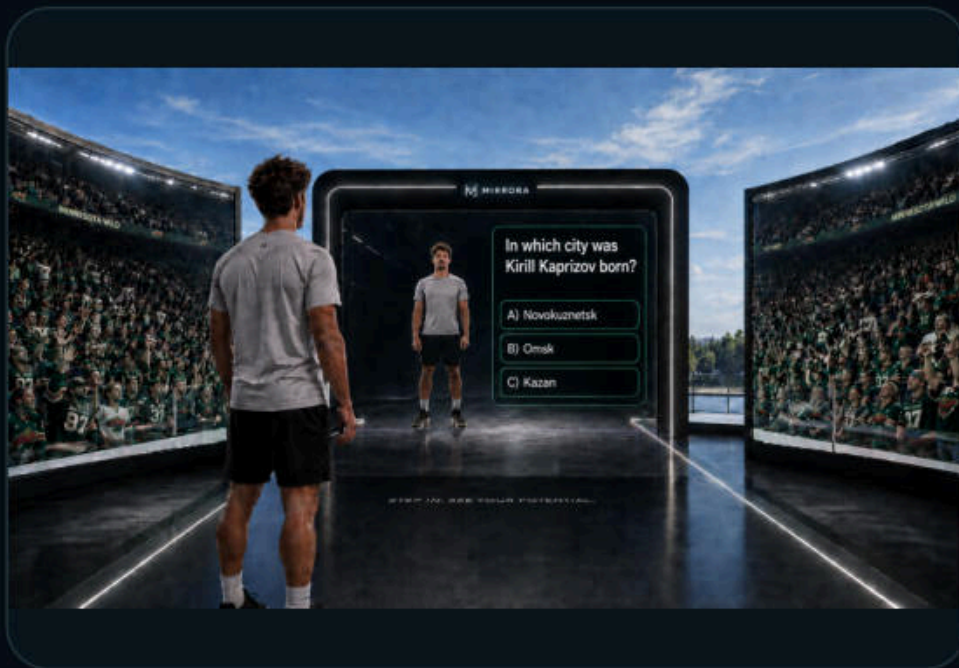
SPONSOR VALUE

Higher exposure, branded content and user-created content that extends the activation beyond the venue.

HOCKEY EXAMPLE

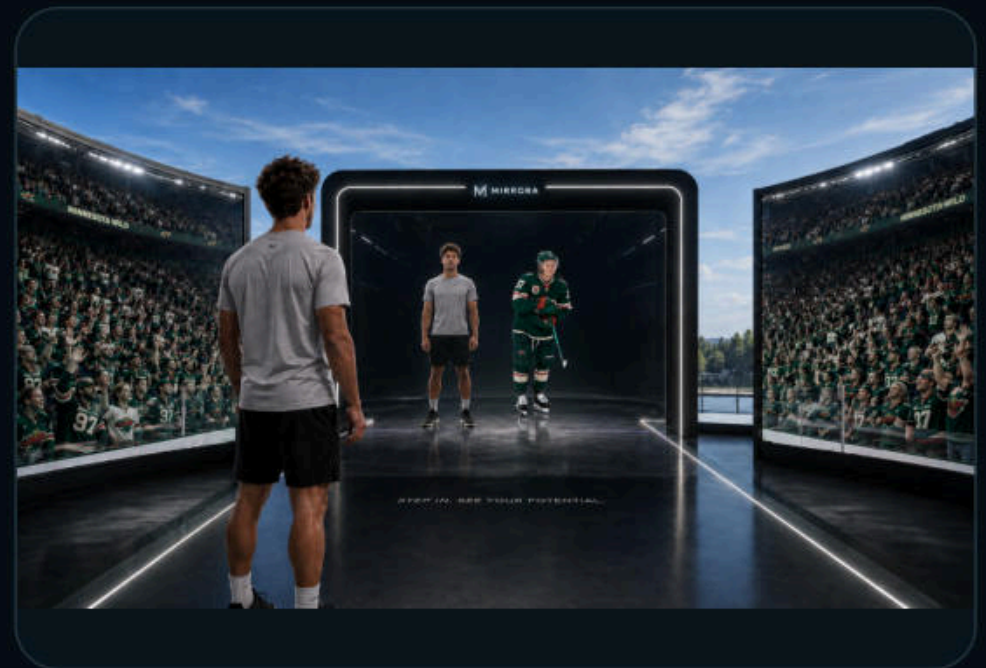
Quiz first, hero moment next

The quiz invites engagement first. Then the experience reveals the star encounter on the main screen.



Quiz screen

A three-answer challenge connected to the athlete, the team or the sport.



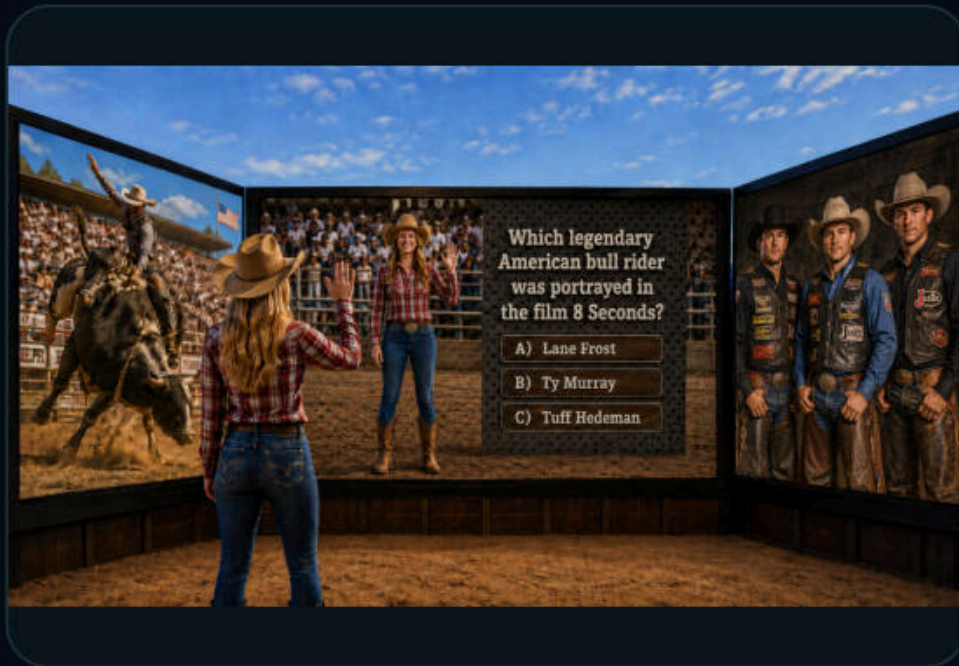
AR star encounter

The visitor sees themselves beside the player and leaves with a memorable, shareable sports moment.

RODEO EXAMPLE

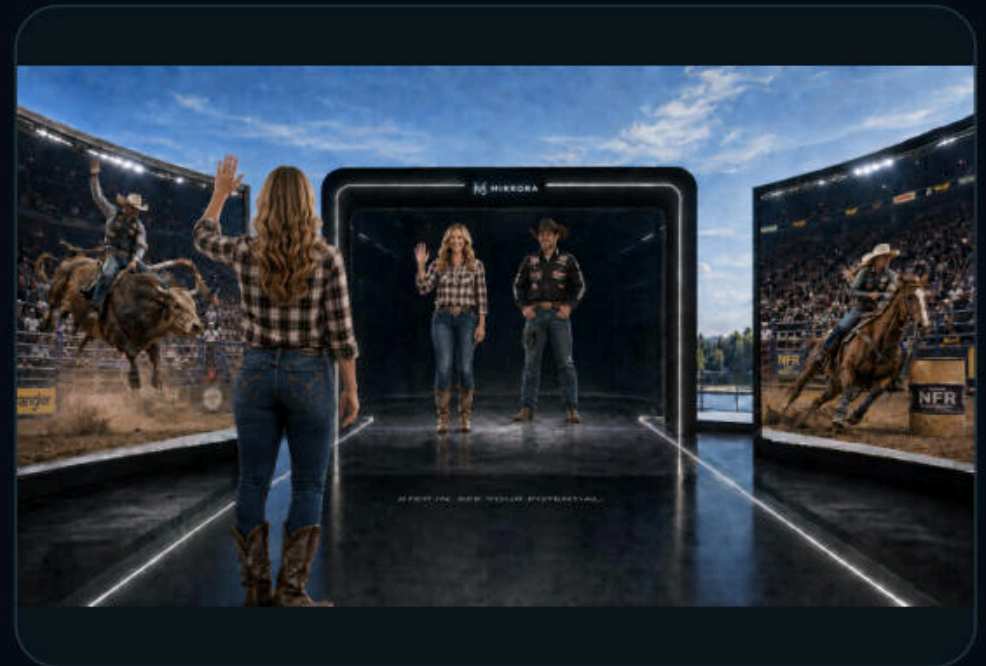
The same structure, a new theme

Mirrora easily adapts to rodeo, motorsport, outdoor events and other sport-themed fan-zone concepts.



Quiz interaction

Questions can be tailored to athletes, event history, sponsor campaigns or local fan culture.



Immersive sport scene

The visitor steps into the rodeo world and sees the character standing right beside them.

KEY BENEFITS

Made for fans, venues and sponsors

Mirrora Sports combines the emotional power of fandom with interactive AR and social-ready media output.

For fans

A personal and entertaining photo or video moment with a sports star, mascot or branded hero.

For venues

A flexible attraction for fan zones, lobbies, hospitality areas and temporary event spaces.

For sponsors

Branded interaction, extended exposure and content that fans actively share.

For clubs

A premium engagement tool that adds value to the matchday and supporter experience.

POSSIBLE SPORTS THEMES

American football, ice hockey, basketball, soccer, baseball, rodeo, motorsport, extreme sports, Olympic sports and team-specific fan experiences.

Mirrora Sports turns every fan into part of the action.