

ETZEL

ETZEL × PIVOT EXPERIENTIAL

PIVOT XP · EVENT TECHNOLOGY

THE EXPERIENCE CATALOG

PREPARED FOR ETZEL · SEPTEMBER 2026

Custom software, gamification, live data, AI enhancements — and the capture systems they power. Every system in this catalog is engineered, wrapped, and crewed by Pivot, so the technology inside your booths holds the same standard as the build around it.

Relentless Brand Champions

PIVOTXP.COM · TOMMY@PIVOTXP.COM



Where this kit has already worked

Every name below is a floor this catalog has already been built for. The units change per event, the wraps change per client, and the standard does not.

CHEVROLET CMA FEST · STATE FAIR OF TEXAS	HEY DUDE WM PHOENIX OPEN SELFIES	POLARIS "TOUGH DOESN'T QUIT" KIOSK	ABBVIE x MLB STRIKING OUT CANCER	USAA x NFL SALUTE TO SERVICE
CMA AWARDS CAR KARAOKE	CMA FEST WESTERN GLAM AI	JOSE CUERVO x UFC UFC X SELFIE STATION	UNIVERSAL STUDIOS ARRAY BULLET-TIME	ARGYLLE PREMIERE BULLET-TIME
LIV GOLF LIVE LEADERBOARDS	UFC WEIGH-IN POSTERS	EQUINOX MUSIC TRIVIA LEADERBOARD	SPEEDWAY CLASSIC PITCH AGAINST THE MACHINE	ARMY-NAVY FOOTBALL TOSS + SCOREBOARD
ALLY ACC CARD-LINKED FAN EXPERIENCE	T. ROWE PRICE ACC CURIOSITY CHALLENGE	ACC BASEBALL TRADING CARDS	LEXUS TRADING CARDS	TICKETMASTER TRADING CARDS
AMERICAN FAMILY INSURANCE MARVEL ROBOT CAPTURE	DOWNY UNSTOPABLES SELFIE STATION	STATE FAIR OF TEXAS MAGNETS + POSTCARDS	US CELLULAR SUMMERFEST BUTTON WALL	SUMMERFEST GIANT BOOMBOX BUILD

400+

BRANDS ACTIVATED

6

CAPTURE SYSTEMS IN THE LINE

3

LIVE DEMOS YOU CAN DRIVE

One

VENDOR — BUILD, WRAP, CREW, SUPPORT

MOST OF WHAT GOES WRONG ON AN ACTIVATION HAPPENS IN THE GAPS BETWEEN VENDORS

ONE VENDOR, NO SEAMS

We build the hardware and write the software that runs on it. When something needs to change on site, the person who made it is standing there.

WE BRING THE INTERNET

A Starlink rental fleet and redundant Wi-Fi with live failover, deployed by our crew. The activation never waits on venue IT.

REGISTRATION, EITHER WAY

Pivot’s own registration interface, or a tie-in to the platform your client already runs — and we follow up on data compliance for your client.

SUPPORT THAT NEVER CLOCKS OUT

Designed, fabricated, wrapped, and run by Pivot. Techs on site with the build, remote tech support 24/7 when they’re not.

01 Proof of Work

The online edition of this catalog runs three real client builds you can drive in the browser — no install, any device. Shipped projects, not mockups — plus the field work below them.

01 Polaris "Tough Doesn't Quit" Kiosk

etzel.catalogs.pivotxp.com/polaris.html

A 6.1 GB Unity kiosk rebuilt as a 130 MB webpage — magnetic carousels, tap-to-play, an idle attract loop, and every interaction captured for reporting.

02 Music Trivia Leaderboard

etzel.catalogs.pivotxp.com/#proof

A real arcade leaderboard screen, fed by simulated score submissions so you can watch standings shuffle live — the same build that ran on the floor.

03 Phone-to-Jumbotron Wall

etzel.catalogs.pivotxp.com/#proof

Build a dedication sign on your phone and watch it hit the stadium board seconds later — the full phone-to-jumbotron pipeline, running live on the page.

04 "US Mode" — UScellular at Summerfest

pivotxp.com/case-studies/us-mode-uscellular-experience-at-summerfest

A 15-foot boombox game: phones into the slot, 45 seconds on 40 backlit buttons, scored live on local hardware with a sub-10-second reset — 648,112 presses over the run.

TAKE THE ASSETS WITH YOU

Every photo, video, and render in this catalog.

Full resolution, organised by product line, in five downloadable packs — no sign-in, no request form.

etzel.catalogs.pivotxp.com/kit.html

WHERE IT FITS

Mapped to the floors you are already building.

Trade show booths

Gamification and capture inside the build — a reason to stop, and data from everyone who does.

Conferences & expos

Selfie Station at registration, badge scan to capture, data straight to the client.

Product launches

360, Array, or Robot as the centerpiece moment, delivered to the guest's phone on the spot.

Gameday & hospitality

Custom games in the activation footprint, live leaderboards on the house screens.

02 Gamification & Custom Software

Give guests something to win and they will queue for it. Custom game builds with real-time scoring, written for the event rather than licensed off a shelf.



GAME · 01

Car Karaoke

Guests take the driver's seat and perform — a share-ready music video waiting for them at the door.



GAME · 02

Pitch Against the Machine

A radar-tracked pitching duel against a pro on screen. Built, tuned, and crewed by us.



GAME · 03

Leaderboards

Live standings on any screen in the room, updated the moment a score lands.

03 Platform & Connectivity

One identity system underneath every touchpoint — so the data you promised the client actually shows up, and the activation never waits on venue internet.

PLAT · 01

One Credential, Whole Footprint

Run registration on Pivot's own interface, or tie into the platform your client already runs — guests are identified once and recognised everywhere after that.

01

REGISTER ONCE

At the entrance, on the tablets you already have.

03

TAP ANY PIECE

Nobody enters their information twice.

02

QR OR RFID

One credential for the entire footprint.

04

DATA FLOWS BACK

In your client's format — compliance followed up for them.

PLAT · 02

Event Internet

Rented by the event, deployed by our crew. Starlink units put full-bandwidth internet anywhere outdoors — a parking lot, a ski slope, a fairground, a tented lot in central Florida. For footprints that need extra coverage we run redundant Wi-Fi with live failover, so the activation never waits on house internet.

STARLINK RENTAL FLEET

REDUNDANT WI-FI MESH

LIVE FAILOVER BACKUPS

FULL OUTDOOR COVERAGE

STANDARD ON EVERY UNIT

What ships with all of it, without being asked.

Custom wrap

Built to your client's brand book, printed in-house before load-in.

On-site crew

Our technicians run the unit all event. You never see it.

Same-night delivery

Guests get their content before they leave the room.

Reporting export

Scans, sessions, shares and opt-ins, in your client's format.

PIVOT BOOK, PRINTED IN-HOUSE BEFORE LOAD-IN.

OUR TECHNICIANS RUN THE UNIT ALL EVENT. YOU NEVER SEE IT.

GUESTS GET THEIR CONTENT BEFORE THEY LEAVE THE ROOM.

03

04 Capture Systems

Six capture systems, one standard: broadcast-quality output, full custom wraps in your client's brand, and uptime your producers can bet on. Every unit ties into the registration platform you're already running, and every unit supports AI background removal.

● SHOWN WRAPPED IN ETZEL LIVERY — EACH UNIT IS RE-SKINNED PER EVENT

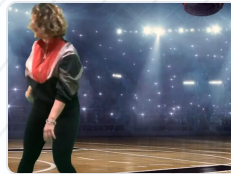


PB · 01

Selfie Station

The ring-light icon, rebuilt as brandable real estate. A freestanding kiosk with a halo light and a full-wrap column — it keeps a line moving all night in a two-foot footprint, which is usually the only floor you have left.

STILLS · GIF · BOOMERANG · VIDEO / SMS · EMAIL · QR / 2 FT FOOTPRINT



PB · 02

Pro

DSLR-grade capture with an adjustable head and a dual-sided display — the photographer-quality booth without the photographer, and without the light stands in your sightlines.

DSLR CAPTURE · STILLS · GIF · BOOMERANG · VIDEO · **PHYSICAL TAKEAWAYS**

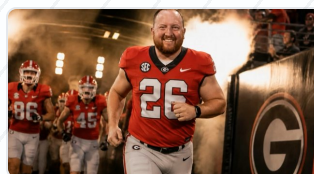
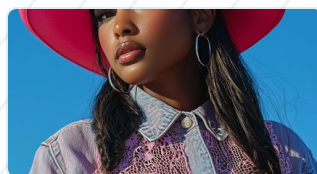


PB · 03

Elevated Kiosk

The statement piece. Full-body kiosk with programmable LED edge lighting, a large portrait touch display, and DSLR-grade capture — optional on-board printing puts a takeaway in hand within seconds of the shutter.

DSLR CAPTURE · **PROGRAMMABLE LED EDGE** · OPTIONAL PRINTING · **PHYSICAL TAKEAWAYS**



04 Capture Systems

Motion systems

Continued — the units that move. Robotic, orbital, and bullet-time capture, for the moment in the run-of-show where the room needs to stop and watch something happen.

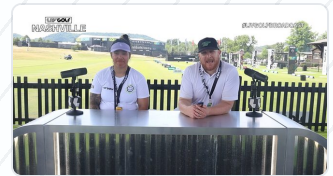
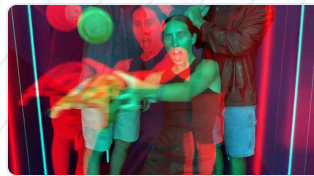


PB · 04

Robot

A rail-mounted robotic arm running programmable, cinematic slow-motion moves. It is a crowd magnet on its own, and it shoots like a camera operator who never gets tired.

PROGRAMMABLE MOVES · CINEMATIC SLOW-MO · RAIL-MOUNTED ARM



PB · 05

360 Camera

Slow-motion orbit video with branded overlays, delivered to the guest before they walk away. Mount it on truss for a cinematic overhead, or floor-mount it when the footprint is tight.

TRUSS OR FLOOR MOUNT · INSTANT DELIVERY · BRANDED OVERLAYS



PB · 06

Array

Bullet-time from a seven- or fourteen-camera gantry. Every lens fires in sync to freeze the moment, then sweeps around it — branded end to end, from the gantry wrap to the final frame.

7 OR 14 CAMERAS, SYNCED · FREEZE + SWEEP · BRANDED END TO END



05 Mosaics

Every guest photo becomes one tile of something much bigger. Booth captures feed a growing brand image all event long — on screens as a live reveal, or printed and placed by hand on a physical wall — and the finished piece belongs to your client.



500 GUEST PHOTOS, ONE IMAGE SPANNING ALL OF THEM — ASSEMBLED LIVE AS THE EVENT SHOOTS

CS One card. Every activation.

Ally · ACC Women's Tournament — guests registered once, took a branded Ally card built like a credit card, and every station read it. Photos branded to their favorite team, names straight onto the live leaderboard, prizes matched to tracked play. Nobody typed their info twice.



1x

REGISTRATION, WHOLE
FOOTPRINT

793

GAMEPLAY SESSIONS

1,009

PHOTOS + COVERS
DELIVERED

Tiered

PRIZES FROM TRACKED
PLAY

06 AI Enhancements

A software layer that runs on every booth in the line. Rendered in seconds, on site, on our hardware — no cloud queue, no "we'll email it tomorrow."



ENH · 01

AI Image Regeneration

A guest's photo becomes the input to a full prompt — regenerated inside a scene you art-direct.



ENH · 02

Themed Regeneration

The same engine, art-directed to a theme — so the output matches the room, not a generic filter.



ENH · 03

AI Head Swap

The guest's face on a pre-approved branded body — every logo exactly where legal signed off.



ENH · 04

AI Era Video

One photo becomes a ride through the decades — every era pre-approved, so the brand stays exactly as signed off.



ENH · 05

AI Background Removal

Subjects stay exactly as shot, placed naturally into the scene — like this GM EV street scene.



ENH · 06

Personalized Signage

Guests type their name and it renders into the scene — a marquee, a menu board, a step-and-repeat.



ENH · 07

AI Walk-Out Video

A guest photo plus a prompt becomes a custom walk-out video — the guest as the hero of the night.

07 Physical Takeaways

These leave the event on refrigerators, desks, and binders — and keep the brand living there long after load-out.



TA · 01

Magnets

Pressed on site, minutes after capture — square, round, or postcard-sized.
PIVOT × ETZEL



TA · 02

Postcards

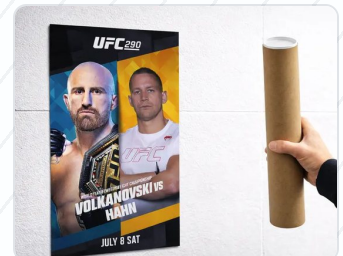
Front: the guest. Back: an art-directed mailer with a QR back to the brand.



TA · 03

Trading Cards

Every guest becomes a rookie card — sleeved, collectible, fully branded. Built for Chevy Racing.



TA · 04

Posters

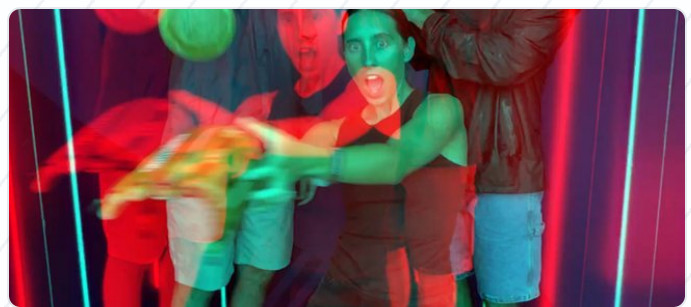
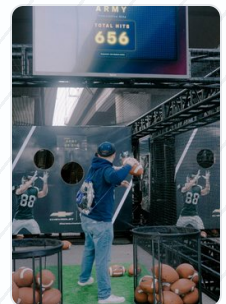
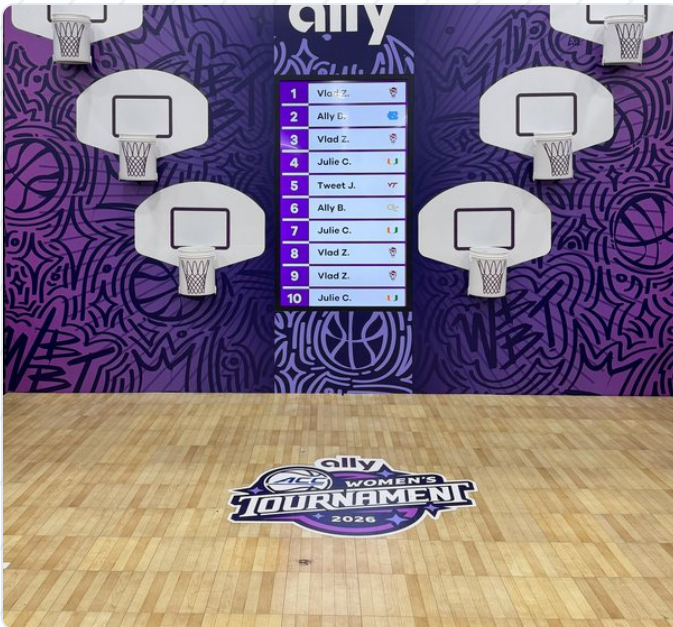
Full-size prints of the money shot — guests leave carrying the proof.

RENDERED

IN SECONDS, ON SITE

In The Field

Beyond the booth line: full custom sets, broadcast desks, and branded builds — designed, fabricated, and run by Pivot crews. If it needs to be built and it needs to work on show day, it belongs on this page.



CUSTOM SETS • BROADCAST DESKS • BRANDED BUILDS • INTERACTIVE WALLS

ONE VENDOR, ONE STANDARD

We build it, we wrap it, we run it.

Design, fabrication, install, on-site crew, and strike — handled by the same team that built the software inside. There is no second phone number to call at 6pm on show day.

DESIGN

FABRICATION

INSTALL

ON-SITE CREW

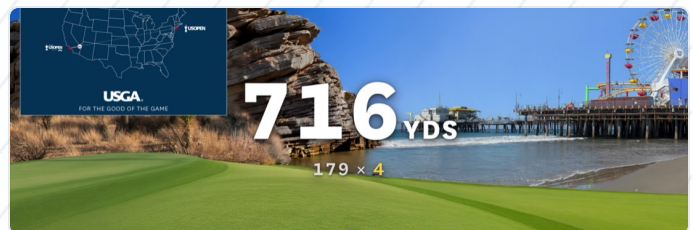
STRIKE

08 More From the Field

Two more shipped builds — a coast-to-coast game connecting two national championships, and launch software that turned scores into sneaker drawings.

CS 20,000 swings. One trip across America.

USGA × 160over90 · U.S. Open Championships — with the Women's and Men's Opens on opposite coasts, golf simulators at events nationwide logged every swing's distance on tablets and pushed one shared ball across a rendered America, region by region, until it crossed coast to coast.



20,000+

SWINGS TO CROSS
AMERICA

Coast to
coast

ONE SHARED JOURNEY

2

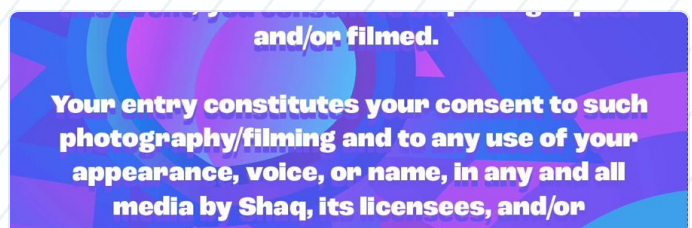
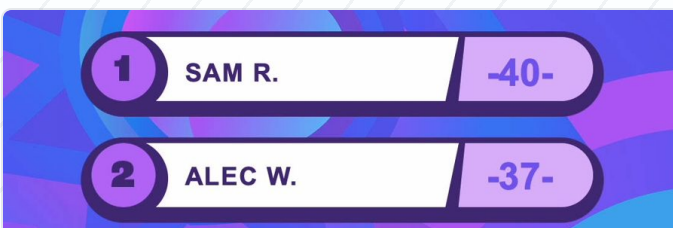
U.S. OPEN CHAMPIONSHIPS

Regional

BACKDROPS FOR EVERY
LEG

CS 30 seconds of hoops. Sneakers on the line.

Shaq-A-Licious · ComplexCon — a 30-second basketball game launched the XL Gummies. Pivot's software scored every run, entered players into hourly Shaq-sneaker drawings, texted winners automatically, and dared everyone else back to beat their number — repeat traffic, straight to the booth.



30 sec

ON THE CLOCK

Hourly

DRAWINGS, AUTO-TEXTED

Daily

HAND-PAINTED GRAND

Replays

RETURN TRAFFIC BY TEXT

ETZEL

PIVOT XP · EVENT TECHNOLOGY

Built for events that cannot fail.

Games, live data, AI, capture, takeaways, connectivity — and the software underneath all of it. One vendor, one standard, wrapped in your client's brand. You build the booth. We make sure the technology in it never becomes the story.

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