



LEVITA

Flying object  
technology



# Presentation

We use the impact of magic to generate emotions and to anchor, in a strong and lasting way, a product in your customers' minds. This is what we call «promotional magic».

Levita sublimates your prestigious objects, in a unique way using magic and cutting-edge technology, for an unforgettable result.



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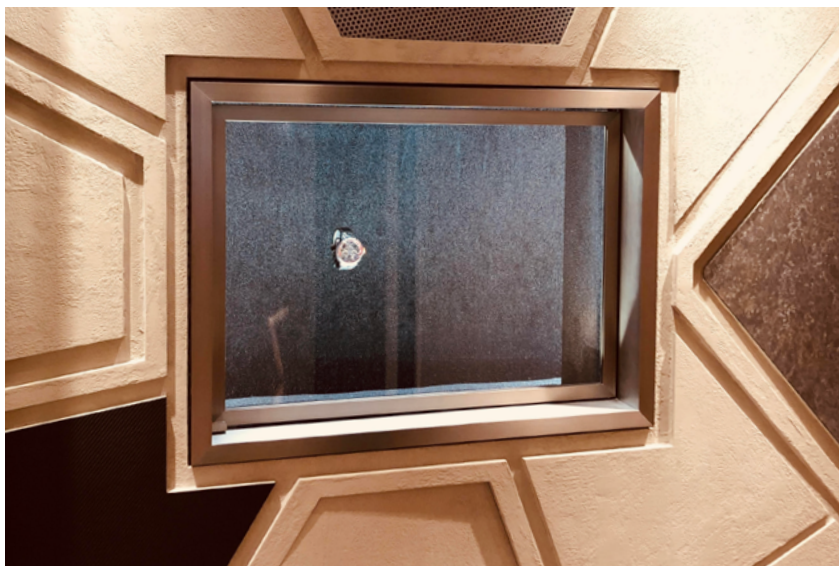
## The Gravity Window

- The Gravity Window (hereafter referred to as GW) enables the customer's products to levitate in a unique and elegant way. The Gravity Window is a top-of-the-range product specially hand designed to fit into luxury boutiques and outstanding places.
- ↘ We have deliberately concealed our technology, to focus on the centerpiece of the window, your product!
- For the first time, your product will be presented without any support and at 360° to show its smallest details.

## Our goals

- ↑ Dazzle the client by delivering a magical, unique visual experience.
- ↕ Provide a 360° display, illustrating its finest details.
- ↔ Use magic as an intermediary between the customer and the salesperson.
- ↓ Spread the word about your product across social networks.





# Prices

The Gravity Window «The Box» is a patented product developed by Levita. This product has a levitation area of 70x50 cm, and allows the object to move freely in the space of the showcase.

This product makes it possible to levitate small objects (up to 3) such as a pen, a wallet, a watch or glasses. Please watch this video to appreciate the beauty of this unique display : [www.youtube.com/watch?v=fQoWDcWe3Jo](http://www.youtube.com/watch?v=fQoWDcWe3Jo).

It is possible to change the product in the window and grab it in full levitation in front of your customer.

## Gravity Window Box \*

Quantity	Price (VAT excluded)
1 to 4	→ 25 000 €
5 to 10	→ 21 000 €
11 to 20	→ 19 000 €
20 +	→ To be discussed

## Dynamic training\*\*

Training of the team in the point of sale  
(optional, offered for the first 3 installations)

→ 2000 €

## Consumables

Quantity	Price (VAT excluded)
1 to 1000	→ 16 €/unity
1000 to 5000	→ 13 €/unity
5000 +	→ to be discussed

\* Useful Information chapter, section 5, provides additional information regarding the services which are included in the price.

\*\* The service is optional. The first 3 training sessions at the point of sale are offered.



# Prices

The Gravity Window « The Cute » is a new exclusive product developed by Levita.

This product has a levitation area of 35x35 cm, and allows the object to rotate on itself and move up to down.

This product makes it possible to levitate one small object such as a ring, a bracelet, a watch or glasses.

## Gravity Window Cute\*

Quantity	Price (VAT excluded)
1 to 4	→ 18 000 €
5 to 10	→ 15 000 €
11 to 20	→ 13 500 €
20 +	→ to be discussed

## Dynamic training\*\*

Training of the team in the point of sale \*\*  
(optional, offered for the first 3 installations)

→ 2000 €

## Consumables

Quantity	Price (VAT excluded)
1 to 1000	→ 16 €/unity
1000 to 5000	→ 13 €/unity
5000 +	→ to be discussed

**\* Useful Information chapter, section 5, provides additional information regarding the services which are included in the price.**

**\*\* This service is optional. The first 3 training sessions at the point of sale are offered.**



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# Useful Information

1

## The Secret

The tool that allows the watch to levitate is a mix between electromechanical technology and several principles of magic.

The meeting of these techniques gives the illusion that the object is flying. Customers passing the window will stop to discover the levitating item.

The most curious ones will closely analyse the object and, possibly, discuss with your salesmen to try to unravel the secret. At this precise moment, the mission is accomplished.

However, it is essential that your team keep it a secret. The only answer is « **I don't know how it works** ».

2

## Services included

Each purchase of a Gravity Window includes :

- The **packaging** of the GW for the shipping
- 25 «consumables» which allow the object to be withdrawn in front of the customer to increase the magical impact (value € 400).
- **Warranty** (1 year) on every pieces of the Gravity Window.
- **Installation** of the Gravity Window: our team is available to the installer on site by video conference. If the customer wishes, Levita can train a member of your staff so that they can train the sales teams to use the Gravity Window.

### Not included in the price :

Transport from our office to the final destination as well as accomodation in the event of our team traveling on site from Belgium.



# Useful Information

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## Adaptation and Personnalisation

Some adaptations and modifications can be made to the GW at your request, to meet your expectations and perfectly match your brand image.

- **Covering the background and the floor of the GW**  
The classic model of the Gravity Window is sold with a black background and groundsheet. We have a complete freedom on the customisation of the background. However, since the background is part of the secret, our team must first test the background to be implemented.
- **Speed and travel of the watch**  
We have full control over the path and the speed of the watch. This allows us to adapt his movement according to the scenario.
- **Tailor-made display**  
Our team is ready to listen to your needs and create a showcase to enhance the customer experience in your boutiques.

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## Guarantee and Maintenance

- Levita offers a 12-month warranty on the entire product, including labor and spare parts.
- A maintenance is scheduled every 6 months by a technician appointed by Levita, to ensure the sustainability of the product.





« **Magic** is a great vector of emotions and a business facilitator. »

# Magic service sales

## Magic is (y)our business

LEVITA also offers to increase the customer experience through “live” promotional magic services. Magic is a great vector of emotions and a business facilitator by creating unique moments during special events.

Innovative and dynamic, our magicians can open the launch of the Gravity Windows in your stores. To do so, we identify your values and the messages you want to convey in order to create a personalised show.

We are also available for other types of events such as the opening of new stores, the launch of a collection, or to stand on behalf of your brand at a particular event.

Do not hesitate to go on the website [www.in-the-air.be](http://www.in-the-air.be) for more information on our magic services.

# Team



At Levita,  
Clément, Philippe,  
Robin, Nicolas, Stéphanie,  
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your custom Gravity Window.

# Contacts



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