
MUTATIONS

AI-driven sound & light product for
public spaces

mutations.fi

MUT-AT1-0NS AI

Many public spaces have lost their magic

Static, generic environments push visitors out quickly, lowering engagement and dwell time—and **ultimately reducing revenue.**



MUT-AT1-0NS AI

Even a small increase in dwell time across a tiny portion of this landscape represents a huge economic opportunity.

Europe has

400+ commercial airports
50+ major international hubs

10,000+ shopping centres
600+ large-scale venues.

Where dwell time is measured, the pattern is clear: +10% dwell time → +6–8% commercial revenue.

In airports, even a single extra minute can mean a +3–5% uplift in spend per passenger.

SOURCE:

<https://www.pwc.de/en/real-estate/pwc-study-retail-in-transition.pdf>



MUT-AT1-0NS AI

Our Solution:

A modular, scalable turnkey experience for retailers and venues designed to increase dwell time and boost engagement

Fun, immersive and accessible for people of all ages.

MUT-AT1-0NS AI

Creative business professionals



ELI STINE

SOFTWARE ENGINEER,
PHD. SPATIAL AUDIO



MIKA JOHNSON

CREATIVE DIRECTOR,
MULTIMEDIA ARTIST



JUKKA KARHULA

CEO, BUSINESS DEVELOPMENT
PROFESSIONAL

EssilorLuxottica



Fremantle

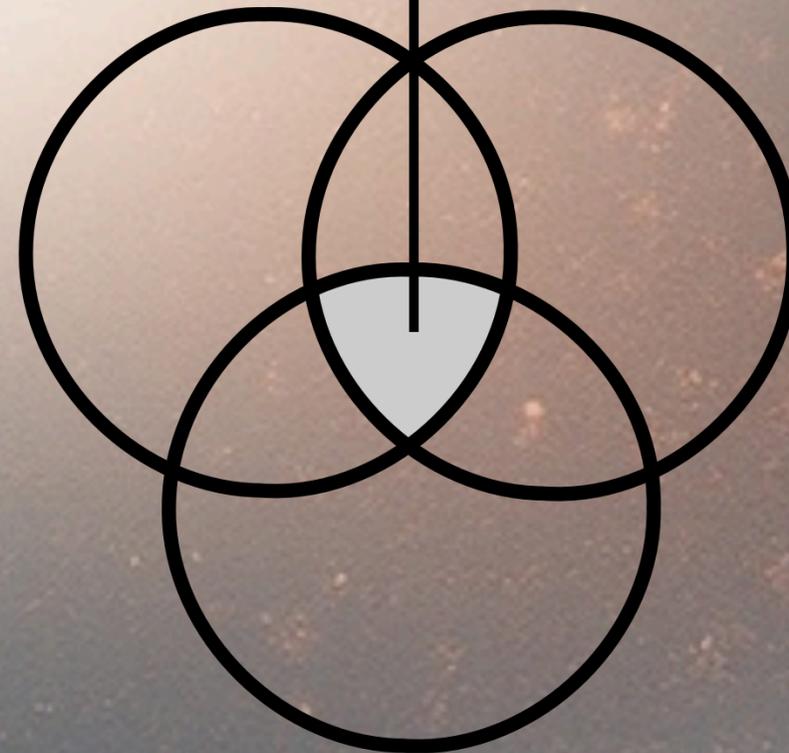


Industry Analysis

MUTATIONS AI

Immersive Content
Ecosystem

Spatial audio,
lighting design,
UX content layers



Intelligent
Infrastructure
AI engines, data
pipelines, hardware
integration

Human-Centered Environments
Operators, facilitators, visitor
engagement, real-world expertise

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Product History

Canva

2023

MVP Launch

Demonstrated modular scalability, sensory coherence, and strong public appeal.

2024

Market Launch

Studio and public assessments led to optimized sensor calibration, lower latency, and enhanced spatial responsiveness

2025

First Customers

Preparing a Europe-wide launch focused on turnkey rentals for malls, airports, retail environments, and public spaces.

2026

Strategic Partnerships

EIT CC, Genelec, and UEF Photonics support our sales growth and co-innovation in AI-audio, hardware, and product development.



Thank You!

We're expanding MUTATIONS across Europe and beyond – seeking venues, partners ready to activate their spaces through immersive, AI-driven experiences that attract visitors, spark curiosity, and make public environments more alive and engaging

Get in touch with us!

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