



Zenith Xperience

> We craft immersive XR solutions.

zenithxperience.com

INTRODUCTION

Zenith Xperience (Zx!) builds powerful XR solutions that transform the way people interact with the digital world.

With a unique blend of engineering precision and creative insight, we deliver immersive 3D, 360°, AR, and VR experiences that solve real business challenges. Our differentiation lies in our capacity to deeply understand your imagination and creative vision, and translate it into intuitive, high-impact experiences. We make complex technology feel effortless, enabling organisations to unlock measurable value without technical barriers.

From bespoke applications to enterprise training systems, web-based XR experiences, and metaverse environments, we help organisations innovate with confidence. Our solutions span industries including advertising, healthcare, retail, education, engineering, and construction, empowering teams to work smarter, engage deeper, and achieve more.

OUR EXPERTISE

Where our skills meet your XR needs.

- ▶ Enterprise simulation, training systems and operational XR workflows
- ▶ Metaverse and digital twin environments for large scale visualisation
- ▶ Real time 3D web experiences, spatial applications and interactive visualisation
- ▶ Immersive 3D, 360, AR and VR experience engineering
- ▶ Custom software development for mobile, desktop and web
- ▶ Integration with enterprise systems, cloud services and data workflows
- ▶ XR focused UI and UX design for intuitive user adoption



KEY PRODUCTS

Featured solutions ready to accelerate your XR transformation.

Lunar

WebXR Platform lunarxr.com

A complete no-code WebXR platform that enables anyone to easily create, manage, and share immersive XR experiences directly from a web browser without requiring technical skills. It supports diverse experience types, from 3D scenes and 360 viewing to AR and VR environments, with scalable pricing tailored for individuals, teams, and enterprises. Advanced features like collaborative spaces and integrated analytics are coming soon to further enhance user engagement.



Saute (Codename)

AR+AI Workflow Assistance

Leverages XREAL One AR glasses and the XREAL Beam Pro to provide hands-free, real-time guidance for professional kitchens through immersive visual augmentation. A secure online portal allows centralised control of AR content, while integrated AI enhances accuracy and training efficiency. This adaptable framework can be customised for any industry relying on procedural knowledge, delivering faster training times and immersive guidance while improving consistency and efficiency.

Vitalis (Codename)

Intelligent Service Booking Platform

This comprehensive web platform serves as a meta search engine for patients, simplifying the process of finding and booking the right practitioners and services. Seamlessly integrating with leading practice management systems, it streamlines bookings, clinic operations, and patient triage with AI-driven recommendations. This adaptable platform can be applied to any industry that depends on scheduled services and expert matching, enhancing transparency, and productivity.



KEY PRODUCTS

Sphereo (Codenamed) Immersive Virtual Tours

Complete travel platform for hotel and tour companies designed to convert online visitors into engaged customers by offering comprehensive experiences. From rooms and tours to meals, spa treatments, and more: all through a unified, hotel-owned system. Immersive 360 videos, images, and augmented content enhance user engagement and interactivity. The platform's adaptable design allows it to be tailored for diverse travel and hospitality needs, delivering personalized and flexible solutions.

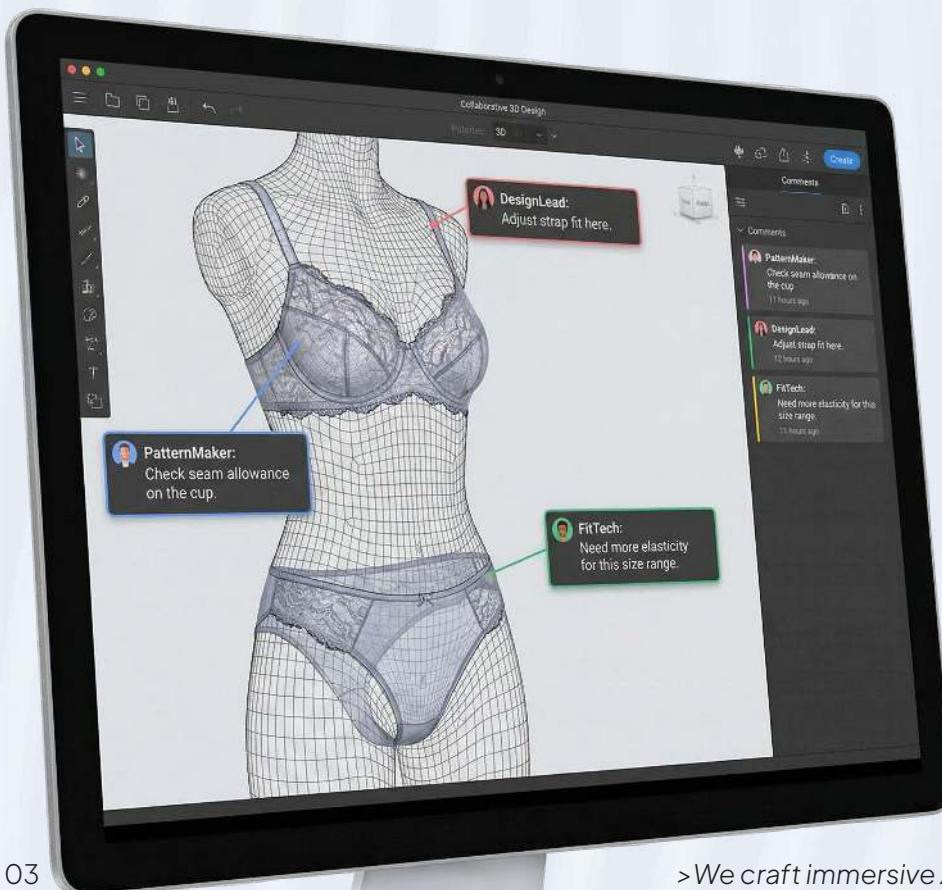
Lustra (Codenamed) Spatial Collaboration Made Simple

This mobile AR application allows users to place true-to-scale clothing items in real environments for accurate visualization and measurement, supporting collaborative review and version management. Paired with a robust online portal for content control and analytics, it streamlines feedback and decision-making processes. The adaptable framework can be applied to any industry requiring collaboration around spatially placed objects, transforming traditional workflows through immersive AR solutions.



All our products can be fully customised and tailored to your specific requirements.

They can be seamlessly integrated with your existing organisational systems or extended to fit your unique workflows and business needs.

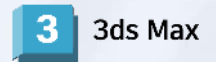


OUR TECHNICAL CAPABILITIES

Showcasing the diverse technical expertise that powers our innovative XR solutions.

Full-Stack Engineering & Application Development

- ▶ Modern web and app development using **TypeScript, React, Next.js, Node.js**
- ▶ Cross-platform development in **C++** and **C#**
- ▶ Game-engine, interactive experiences and applications development using **Unity and Unreal Engine**
- ▶ WebXR and immersive browser-based applications



Real-Time 3D & Rendering Technologies

- ▶ High-performance rendering with **Three.js, WebGPU, Unity WebGL**
- ▶ Optimised pipelines for **high-fidelity models, scenes, and geospatial data**
- ▶ Custom shaders, lighting systems and PBR workflows
- ▶ Real-time simulation visualisation for training and operations

Enterprise-Grade Backend Architecture

- ▶ Scalable backend systems, APIs and microservices
- ▶ Cloud infrastructure using **Hetzner, DigitalOcean, AWS, Azure, GCP**
- ▶ Authentication, access control, multi-tenant systems
- ▶ Data storage, search, content delivery and telemetry pipelines



OUR TECHNICAL CAPABILITIES

XR Systems, Pipelines & Device Compatibility

- ▶ Performance optimisation for **mobile, tablet, desktop and HMDs** (Meta, XREAL, Valve, Vision Pro)
- ▶ XR asset pipelines for rapid loading, compression and rendering
- ▶ Spatial interaction systems, tracking, anchoring and gesture control
- ▶ Hardware testing, device benchmarking and integration

AI-Driven Automation & Intelligent Systems

- ▶ AI-assisted training, simulation and guided workflows
- ▶ Computer vision for detection, tracking and recognition
- ▶ LLM-powered content generation and conversational interfaces
- ▶ Recommendation engines and adaptive learning systems

Systems Integration & Enterprise Connectivity

- ▶ Seamless integration with **LMS, ERP, CRM, HRIS**, scheduling systems
- ▶ Secure SSO and identity management (SAML, OAuth, OpenID)
- ▶ Workflow integration with operational tools and content systems
- ▶ Real-time data exchange between XR experiences and enterprise platforms

Prototyping, R&D and Hardware Innovation

- ▶ Rapid prototyping for experimental concepts and new features
- ▶ Custom hardware workflows for AR glasses, sensors and IoT devices
- ▶ Performance profiling and optimisation across device ecosystems
- ▶ Exploratory research in XR UX, AI-driven instructions, and spatial computing



INDUSTRIES WE SERVE

Bringing immersive XR solutions across diverse sectors with proven expertise

- ▶ Advertising and Marketing
- ▶ Architecture and Construction
- ▶ Automotive Industry
- ▶ Corporate Training and Collaboration
- ▶ Education and Training
- ▶ Fashion
- ▶ Food and Beverage
- ▶ Gaming and Entertainment
- ▶ Government and Defence Sectors
- ▶ Healthcare
- ▶ Manufacturing and Industrial Systems
- ▶ Real Estate
- ▶ Retail and E-commerce
- ▶ Sports and Fitness
- ▶ Tourism and Hospitality



FEATURED PROJECTS AND CASE STUDIES

Highlighting transformative projects that drive measurable business impact.



Town and Country XRStation

An augmented reality guidance system built using XREAL One AR glasses and the XREAL Beam Pro to deliver immersive, hands-free instruction in high-pressure environments. Originally designed for professional kitchens, it overlays real-time, step-by-step visual guidance directly into the user's field of view, supported by spatial cues and automatic progress tracking. A secure web portal enables full control of recipes, workflows, multimedia instructions, user permissions and analytics, while integrated AI verifies outcomes and provides feedback. This solution drives operational efficiency, reduces training time, and ensures consistent quality, delivering measurable business value across industries reliant on procedural expertise.



Palco

Palco is a fully integrated web platform designed to transform how patients in Australia discover, select and book healthcare services. Built as a unified meta search engine, it connects clinics, practitioners and practice management systems into one seamless experience, allowing patients to search across providers, receive guided triage support, access AI assisted recommendations and book appointments with real time availability. Deep integrations with systems such as Cliniko and Nookal ensure automatic syncing of bookings, cancellations and schedule updates, reducing administrative workload and improving operational accuracy. Focused on clarity, accessibility and efficiency, Palco streamlines the patient journey while giving healthcare organisations a more transparent and connected service ecosystem.



DriveMe

DriveMe is a fully web-based 3D gamified platform created for a leading insurance company to boost engagement and motivation during their 2024 performance campaign. Built with seamless integration into internal systems, it automatically tracks agent performance and visualises progress through an interactive, reward-themed environment centred around a high-value car prize. Accessible on any mobile or desktop browser without installation, DriveMe transforms routine targets into an immersive experience, complete with real-time progression, personalised dashboards, leaderboards and interactive 3D exploration—turning performance tracking into an engaging, game-like journey for every participant.



When Once the Sky Was Blue

A fully web-based virtual theatre experience that guides audiences through an immersive narrative exploring eco-grief, climate trauma and mindfulness. Set in a dark future world led by three luminous figures, the performance combines poetry, atmospheric sound design and visual storytelling as users navigate three distinct ecosystems directly through their browser. Premiered at WTFRINGE21 and Burning Man's Sparkleverse: and awarded Best Visual Design. The experience demonstrates how immersive web technology can deliver impactful digital performances for festivals, exhibitions and artistic showcases.



Tuber

TUBER is Australia's leading dedicated trade and construction delivery service, offering an on-demand platform delivering consumables and small construction items from our sales partners straight to your site usually within minutes. The solution comprises a Driver App, a Customer App, and customized dashboards for different system users. With TUBER, you eliminate typical procurement delays and logistical hassles. It streamlines trade logistics, helping businesses save time, boost operational efficiency, and ensure projects stay on schedule.



VT≈VR

VT≈VR is an award-winning, metaverse-driven vessel traffic monitoring system that redefines how maritime operations are visualised, analysed and predicted. Developed as an R&D initiative, it earned international acclaim by securing a Gold award at APICTA 2023 among 16 competing nations. Built as a real-time digital twin of maritime environments, the platform delivers highly realistic visualisation through Unreal Engine 5, full VR support and 3D geospatial tiling. By combining immersive technologies with intelligent predictive algorithms, VT≈VR demonstrates how digital twins and metaverse-based simulation can elevate situational awareness, operational safety and decision-making across any domain requiring real-time spatial intelligence.



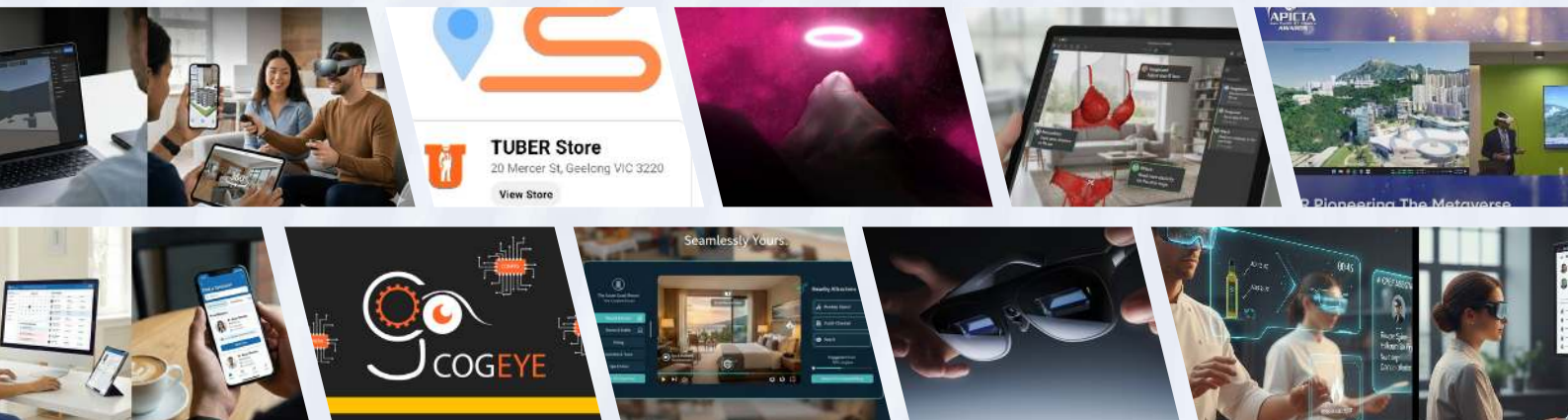
CogEye

CogEye is a real-time, deep-learning-powered computer vision solution designed for advanced garment printing inspection. Built on state-of-the-art machine learning and optimised algorithms, it solves inspection and classification tasks that are otherwise difficult to program. The suite includes two core tools: CogEye Track, which localises and identifies complex features using annotated images, and CogEye Clasp, which detects anomalies, aesthetic defects, and segmentation regions by learning normal pattern variations. Together, they enhance quality assurance, reduce manual inspection costs, and deliver reliable, scalable defect detection.



Web Based AR Campaigns

Web-based AR experiences to promote audience interaction through accessible, browser-based augmented reality. These solutions transform static print advertisements into dynamic 3D animations that activate when viewed through a device, delivering real-time engagement analytics to measure campaign impact. Interactive AR face filters featuring branded characters enable users to capture photos and videos for seamless social media sharing, supported by detailed user interaction data. Additionally, a flexible AR background filter allows users to immerse themselves in selectable 2D and 3D environments with instant switching, ideal for events and promotions. These experiences demonstrate how immersive AR can be seamlessly integrated into marketing strategies to boost engagement, provide actionable insights, and strengthen brand presence without requiring app downloads.



HOW WE DELIVER VALUE

What truly sets Zx! apart in the XR landscape

- ▶ Seamlessly bridging creative vision with engineering excellence to build XR solutions that drive tangible business results
- ▶ Leveraging cutting-edge technologies to create immersive experiences tailored to unique business needs
- ▶ Simplifying complex enterprise workflows into intuitive XR interfaces that accelerate adoption and reduce friction
- ▶ Offering end-to-end delivery: from rapid prototyping and R&D to deployment, support, and continuous optimization
- ▶ Driving measurable improvements in training outcomes, operational efficiency, sales performance, and customer engagement through data-driven solutions
- ▶ Committed to aligning with enterprise-grade security, scalability, and system integration best practices

WHAT WE CAN DO FOR YOU

Empowering your organisation to innovate, engage, and optimise with immersive XR solutions.

Transform Training and Workforce Enablement

Accelerate learning and knowledge transfer through immersive XR experiences that improve retention, reduce errors, and increase staff productivity.

Enhance Customer Engagement and Sales

Craft immersive, interactive journeys that captivate customers, increase conversion rates, and build lasting brand loyalty.

Develop Digital Twins for Real-Time Monitoring and Simulation

Create accurate virtual replicas of physical assets or environments to optimise operations, enable predictive maintenance, and support data-driven planning.

Enable Collaborative Metaverse Spaces

Deploy shared virtual environments for remote teams to collaborate effectively, break geographical barriers, and foster innovation.

Improve Operational Efficiency and Decision Making

Use interactive visualisations and XR-powered insights to streamline workflows, reduce costs, and support faster, smarter decisions.

Deliver Flexible, Customisable Solutions

Offer white-labelled and tailored XR platforms seamlessly integrated into your existing systems, designed for both internal optimisation and customer-facing applications.

WHY CHOOSE ZX!

Bringing together the expertise and reliability organisations need to succeed with XR.

- ▶ Proven experience delivering enterprise-grade XR systems across diverse industries
- ▶ A strong blend of engineering excellence and creative design innovation
- ▶ Flexible platforms that evolve and scale with organisational requirements
- ▶ Ability to craft fully custom solutions aligned with real-world workflows
- ▶ Commitment to high performance, reliability, and long-term partnership
- ▶ A future-focused mindset backed by practical, results-driven execution
- ▶ A talented, energetic team with 4+ years of hands-on industry experience
- ▶ Up-to-date expertise using modern technologies and emerging XR standards
- ▶ Competitive and accessible pricing for bespoke XR solutions

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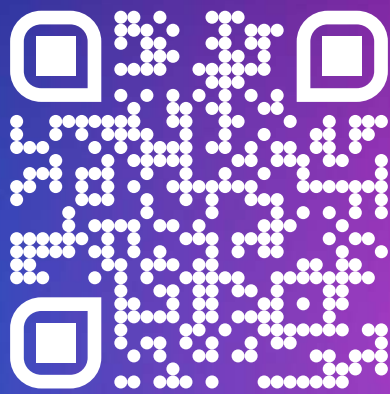
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