

EXTREME INTERACTIVITY

LIMITLESS POSSIBILITIES



XR Central



IMMERSIVE CONTENT

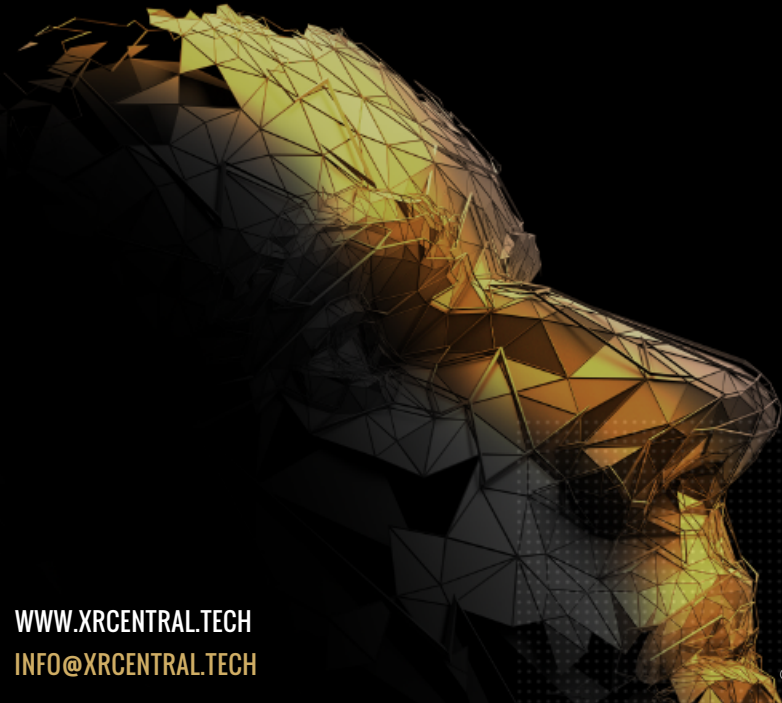
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ABOUT US

XR CENTRAL IS A NEW GENERATION INTERACTIVE
TECH STUDIO, PUSHING EXTREMITIES OF
IMAGINATION...

We build Immersive, Collaborative &
Gamified Virtual Spaces and AR/VR
Experiences for brands across industries
with an aim to elicit a wow factor



7 YEARS AGO

We imagined the New Normal

2014

- Founded as GC Interactive

- NVIDIA's partner of choice for developing interactive content

2015

- Partnered with Samsung

2018

- First company to develop and implement an in-cab snacking engine for a tier 1 FMCG brand

2019

- Awarded the Immersive Learning Mandate for an Aviation Giant- Spicejet Limited

2020

- Branded Enterprise Focused Tech Group as XR Central

- We made Strategic Global XR Technology Partnerships

- Built CUBE platform- Immersive Experience Builder Platform

CLIENTS

WHO LOVES US

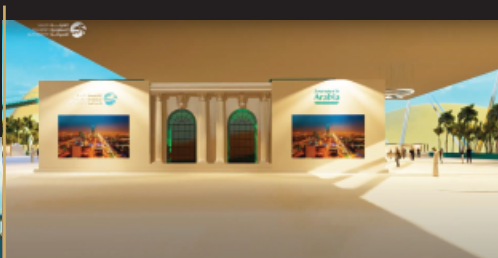


GLOBAL PARTNERSHIPS

WHO GIVE US THE COMPETITIVE EDGE



OUR PORTFOLIO WORK WHERE WE WERE LOVED!



SCAN TO SEE IN ACTION

INTRODUCING IMMERSIVE EXPERIENCE PLATFORM : CUBE

CUBE is XRC's Fully Immersive, Interactive and Most
Advanced XR Experience Builder Platform

MODULAR &
SECURE
FRAMEWORK

SCALABILITY WITH
CONTENT
MANAGEMENT
SYSTEM

CUSTOMIZABLE
INTERACTIVE
3D SPACES

*Design 3D spaces as
desired and make
them alive*

PERSONALIZED
USER MANAGEMENT
SYSTEM

*Monitor the user base
with admin access*

DEVICE & WEB
BROWSER
OPTIMIZED

BUSINESS
INTELLIGENCE &
MIRCO-LEVEL
ANALYTICS

*Dashboard that
captures entire user
journey and the
desired analytics*

PLATFORM SLA SUPPORT

*Designated team to provide support on project
basis as per the SLA*



EXPERIENCES BUILT ON CUBE WORKS ON EVERY MOBILE DEVICE | NO APP REQUIRED

OUR CAPABILITIES

HIGHLY ENGAGING VIRTUAL SPACES

We build 3D Immersive and VR Ready Experiences which run across devices and browsers



**VIRTUAL EXPERIENCE &
BRIEFING CENTERS**



**VIRTUAL EVENTS &
EXPOS**



**DIGITAL
MUSEUMS**



**VIRTUAL PRODUCT
LAUNCHES**



**DIGITAL BRAND
SHOWROOMS**

OUR CAPABILITIES XR BASED IMMERSIVE SIMULATIONS & TRAININGS

We build Spatial Interactive Learning Experiences



OUR CAPABILITIES

FULL STACK AR/VR SOLUTIONS

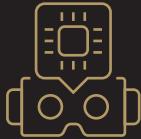
Accelerating Digital Transformation with AR/VR
Developments



SENSOR-BASED AR/VR



DATA VISUALIZATION &
COMPUTER VISION



AR/VR HARDWARE
INTEGRATION



INTERNET OF THINGS
+ AR/VR



XR Central

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MEDIA LOVES US :) SCAN TO READ

