

JUICE IMMERSIVE





JUICE Immersive is a multi-award winning XR Services Company, helping organisations utilise XR technologies to solve real challenges and needs.

Through our suite of unique AppliedXR® services, we deliver **immersive with purpose**.

WHY JUICE?

| Top 5 Client Challenges.

01

Insight into the world of Immersive Tech (XR)

02

No strategy for the adoption of XR

03

Little or no internal stakeholder alignment

04

Correctly identifying XR solvable challenges

05

Understanding achievable 'Next Steps'





WHY JUICE?

Proven Methodology.

AppliedXR® is JUICE's user-focused methodology that underpins everything we do, from strategic support through to creative and technical delivery.

Capture.

Our process begins with **understanding** – We capture valuable insight into your world and your challenges to help you understand the art of the possible with XR technologies and identify opportunities to apply it strategically.

Concept.

Delivering **confidence** is our core mission and this is achieved through collaborative discovery and design work with our team to hone a good idea into a great product, service, or project.

Create.

Our delivery process is underpinned by a well-founded project management framework that ensures projects run smoothly and provide our clients with peace of mind and **purpose** driven outcomes. We test and learn throughout, using technical expertise and experience to deliver quality and creativity.

| Why AppliedXR® Exists.



Gareth Abbott

Co-Founder & Client Director

“It was clear that organisations needed a strategic approach to immersive technologies through which they could be confident of a return on investment.

AppliedXR® was designed to deliver purposeful and strategic adoption of XR.”



Owen Cotterell

Co-Founder & Creative Director

“AppliedXR® was driven by a desire to strategically support clients who wanted to utilise extended realities but hadn't yet found their 'why'.

AppliedXR® has organically become the beating heart of everything Juice delivers”

WHY JUICE?

Innovation Through Need.

JUICE Immersive was founded to take a challenge-led approach to immersive technology (XR) solutions. We innovate through need.

Insight-led.

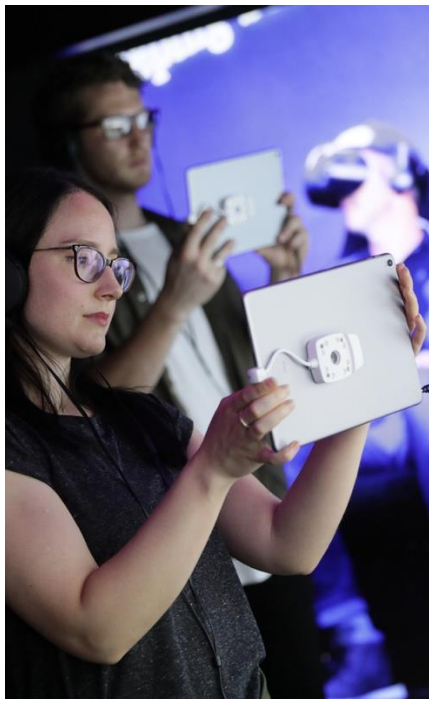
By gathering insights from you and identifying your challenges and opportunities, we deliver purposeful, measurable benefits with real return on investment and operational impact.

Real-world challenges.

At JUICE, we are passionate about XR, and we take great pride in supporting organisations to explore, adopt and apply immersive tech to their real-world challenges.

We revolutionise your working practices, drive efficiencies and collaboration, and improve customer experience. We deliver results.





WHY JUICE?

| Impartial Service.

As an XR services company, JUICE is uniquely positioned as an independent business – no bias towards specific technologies or service partners.

This market position provides us the flexibility and freedom to tailor the most suitable resources to deliver projects.

Tech Independent.

We believe that unique challenges require tailored solutions, so we pride ourselves on being able to provide recommendations from a suite of cutting-edge immersive technologies.

Partner Network.

Drawing from our network of studio partners, we collaborate with the people best suited to delivering purpose on a project-by-project basis.

| AppliedXR[®] Roadmap.

We recommend a roadmap approach to support you on a journey of adoption in XR. We listen, test, and learn to explore solutions, find the right use cases, and learn over time.



Our AppliedXR[®] process is about achieving:
Understanding, Confidence, and Purpose.

1. Capture

AppliedXR begins with a Free 90-minute workshop exploring your priority business wants, needs & challenges, followed up with an AppliedXR report.

2. Concept - Discovery

Once an opportunity has been identified and explored, we move into Discovery to further define your roadmap and plan your solution using the 'North Star' framework.

3. Concept - Design

Design is where your project begins to take shape with interactions, look, feel, user journeys, branding, and structure being optimised for your needs.

4. Create

We have a plan, now it's time to deliver. We produce a fully scoped and validated solution to make your vision a reality.

5. Launch

We support you to implement your solution, launch your project, and share your innovation with the world.

6. Review

We analyse data, qualitative feedback, audience insights, and our own observations to set your route forward to scaling the solution.



It is a continuously evolving process, flexing to the demands of our clients.

| The Future of AppliedXR®

Evolving Methodology

Technology isn't static, so neither should the methodology surrounding it. Applied changes with the times, whether that be the solutions themselves or the practices and tools used to deliver them.

Technologically Agile

Applied responds to changes and advancements in technology, incorporating game-changing products into our toolset, as with Artificial Intelligence and Machine Learning.

Trust.
Authenticity.
Collaboration.



| We are JUICE

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