AppliedXR.™
by JUICE

IMMERSIVE WITH PURPOSE

AppliedXR – JUICE's unique brand of strategic XR thinking & creative output.

JUICE Immersive is a multi-award winning XR Services Company, helping organisations utilise XR technology to solve real problems.

Through our proven methodology, AppliedXR, we deliver on our immersive with purpose promise.

#AppliedXR™

Why AppliedXR Works.

Creativity meets Organisational Process in a synergy of innovation and ambition, grounded in expert pragmatism.

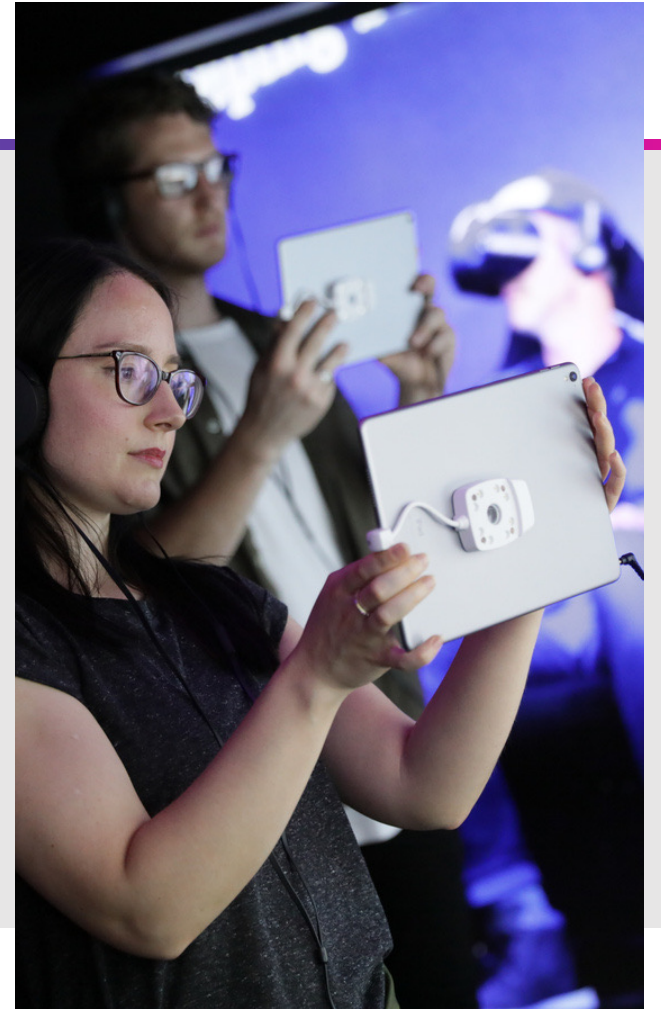" We become immersed in the subject.

Challenge focused

AppliedXR excels in providing innovative and pragmatic solutions to our clients' priority challenges. Our tech agnosticism allows us to offer the most suitable technology for delivering results to your business. We maintain this challenge-focused approach through the entire project timeline to ensure that you receive measurable results.

User led approach

Users are at the very forefront of our design process. We believe that great products are not just built with users in mind but are built alongside them. This way of working reflects our mission of delivering purpose to the people that matter most to your business.

Why AppliedXR Exists.

Gareth Abbott

Co-Founder & Client Director

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"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

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"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"

| 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'

#AppliedXR™

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

CAPTURE

❯ **Capture**

A 90-minute workshop exploring your priority business challenges, followed up with an XR report.

❯ **Capture Plus+**

A deeper dive into agreed objectives to explore and develop solutions.

CONSULT

❯ **Discovery**

Starting from a more defined challenge or opportunity, we work with you to scope a project to achieve your aims.

❯ **Design**

Defining and shaping your project based on the Capture Plus+/Discovery insights.

CREATE

❯ **Delivery**

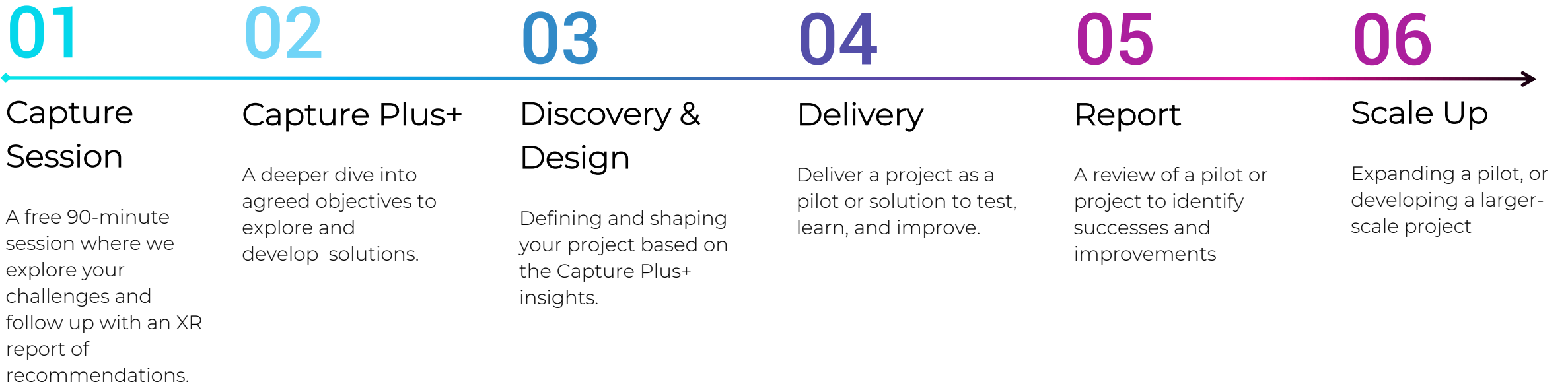We deliver your project as a solution to test, improve and adopt.

❯ **Report**

A review of your project to identify successes and areas for expansion.

AppliedXR Roadmap.

We recommend a roadmap approach to explore solutions, find the right use cases, and learn over time.

XR projects take many forms across a range of budget levels, so we prefer to start from your objectives and discover the right solutions together.

01
Capture Session

A free 90-minute session where we explore your challenges and follow up with an XR report of recommendations.

02
Capture Plus+

A deeper dive into agreed objectives to explore and develop solutions.

03
Discovery & Design

Defining and shaping your project based on the Capture Plus+ insights.

04
Delivery

Deliver a project as a pilot or solution to test, learn, and improve.

05
Report

A review of a pilot or project to identify successes and improvements

06
Scale Up

Expanding a pilot, or developing a larger-scale project

#AppliedXR™

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 your projects.

Tech agnostic

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.

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As your trusted immersive partner, we bring an authentic approach to deliver the best collaborative outcomes.

"

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

The Future of Applied.

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