

# Creating the Digital Future.

ABOUT US

150+ people determined to solve today's business challenges with emergent technologies.

OH, AND WE’VE WON A BUNCH OF AWARDS TOO

Clutch	Top 100 Companies Sustained Growth 2022
Clutch	Top NYC Developers 2022
Agency Spotter	Top Design Agencies 2022
Agency Spotter	Top Marketing Agencies 2022
Agency Spotter	Top NYC Digital Agencies 2022
Clutch	Top Digital Agencies 2022
Clutch	Top NYC Developers 2021

CAPABILITIES

# Technology for any part of your business



Web	ReactJS, ES6, Laravel, Node.js, WordPress, MySQL, NGINX, jQuery, HTML5, CSS3
Cloud	AWS, Microsoft Azure, Oracle, Heroku, Wasabi, Google Cloud Services
Mobile	iOS, Android, iPadOS, watchOS, Wear OS
Blockchain	Truffle, Hardhat, Brownie, Embark, Web3j, Create ETH, Polygon Edge, XRPL XLS-20
AI	OpenAI, OpenCV, TensorFlow, PyTorch
Spatial	realityOS, ARCore, ARKit, HoloLens, Magic Leap, Meta, Unity, Unreal, WebXR, WebGL

A large, abstract, metallic sculpture with flowing, interconnected loops, resembling a stylized knot or a complex molecular structure, positioned on the left side of the image.

POWERFUL INTEGRATIONS, EXPERT GUIDANCE

CXR.Agency is proud to partner  
with industry-leading companies.



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CLOUD AGNOSTIC, TECHNICAL EXCELLENCE





WHY CXR.Agency?

# Your end-to-end partner.

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## GUERILLA DESIGN + DEVELOPMENT



Discovery +  
Foundational Design

**2-4 Weeks**

- Align goals and objectives
- Create foundation that drives sprints

Design +  
Engineering Sprints

**4-20 Weeks**

- Regular functionality reviews
- Priority Adjustments

Release +  
Support

**A few days to perpetual**

- Launch + Training
- Ongoing Support
- Future Enhancements

## SOME OF THE BRANDS WE'VE HELPED TRANSFORM

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**HBO**max

RICHMONT

 DouglasElliman

BOND  
COLLECTIVE

 **HARVARD**  
MEDTECH

CERVEZA  
**Modelo.**

**MONT  
BLANC** 

CERVEZA  
**PACIFICO**  
CLARA

 lululemon

PIAGET

 **LIVE NATION**

IWC  
SCHAFFHAUSEN

PANERAI

IFSG

  
VACHERON CONSTANTIN  
GENÈVE

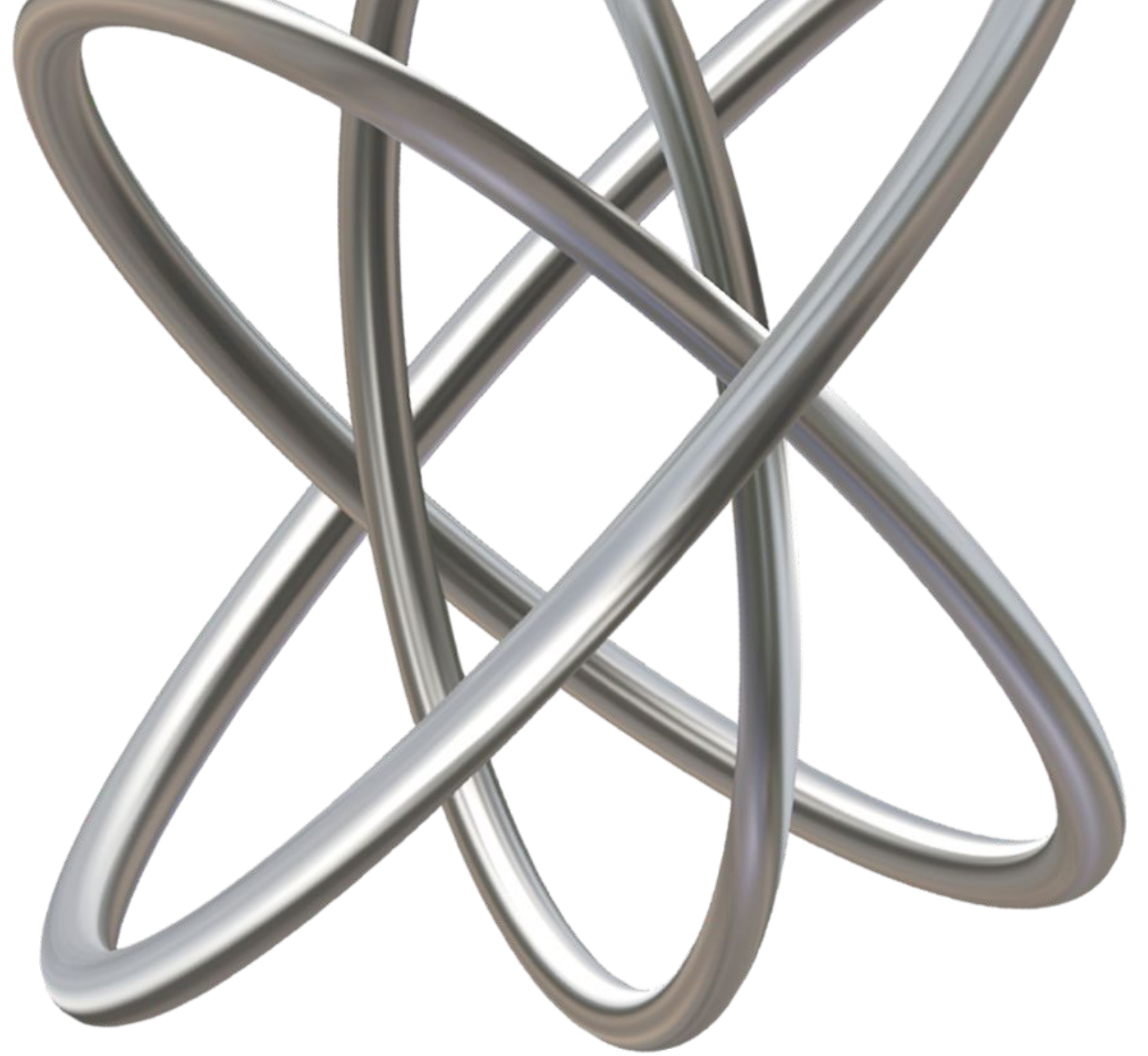


ROLLS  
 ROYCE

کرافت  
CRAFT

19TH  
& PARK

 **Bank**



# Our work.





BIMaire, a Berkshire Hathaway company and a leader in home building technology, partnered with CXR.Agency to optimize their Quest VR Unreal application codebase.

CXR enhanced the application performance reducing the poly count by 49% and increasing the frame rates, resulting in a smoother, more efficient application. In key areas, frame rates improved from 50 to 72 FPS.





## **RICHMONT**

Richemont collaborated with CXR.Agency to create a VR training experience that simulates the intense scenario of being robbed at gunpoint.

This immersive platform offers employees a realistic environment to practice response skills in a controlled setting.

Leveraging CXR's expertise in VR design, the training not only prepares employees for a high-stakes situation but also emphasizes Richemont's commitment to safety and well-being. The project showcases the potential of VR to transform traditional training methods, providing impactful and empathetic solutions.



A 3D rendered scene with a blue background. In the center, a white card is tilted, displaying the text 'READY TO SHOP?' and a paragraph. Below the card is a yellow button with the text 'LET'S BEGIN'. In the bottom left, there is a purple globe, and in the bottom right, there is a blue star.

## READY TO SHOP?

For the intentions of this prototype, you will be presented with and be able to interact with all the latest shoe products on sale in the shopping metaverse.

LET'S BEGIN

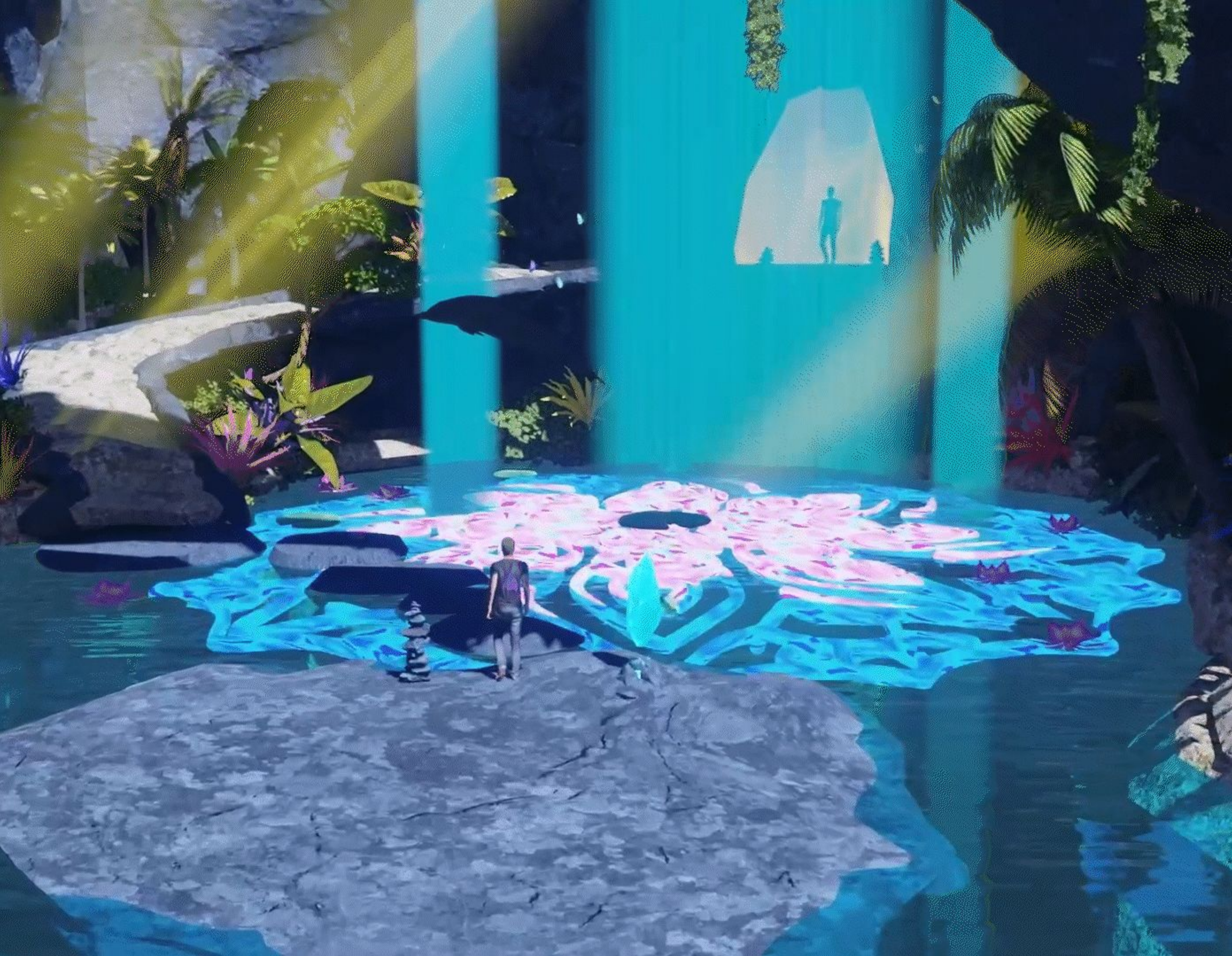


IFSG, a Pan-European All-Digital Lifestyle Private Bank, partnered with CXR.Agency to create an elevated AR/VR shopping platform for their customer base.

CXR's expertise in XR design and development was instrumental in crafting this immersive experience. From concept to execution, CXR delivered a seamless and personalized shopping platform that aligns with IFSG's brand.

This collaboration sets a new standard in retail innovation, showcasing IFSG's commitment to customer engagement and CXR's ability to provide groundbreaking XR solutions across Europe.





Made For Joy, a pioneer in mindfulness and well-being, joined forces with CXR.Agency to craft an extraordinary immersive mindfulness application.

This collaboration resulted in a visually stunning and intuitive VR experience, enriched with guidance and content approved by nationally recognized experts in the field.

The project showcases CXR's expertise in VR design and prototyping, delivering a product that not only resonates with the core values of mindfulness but also sets a new standard for immersive therapeutic applications.



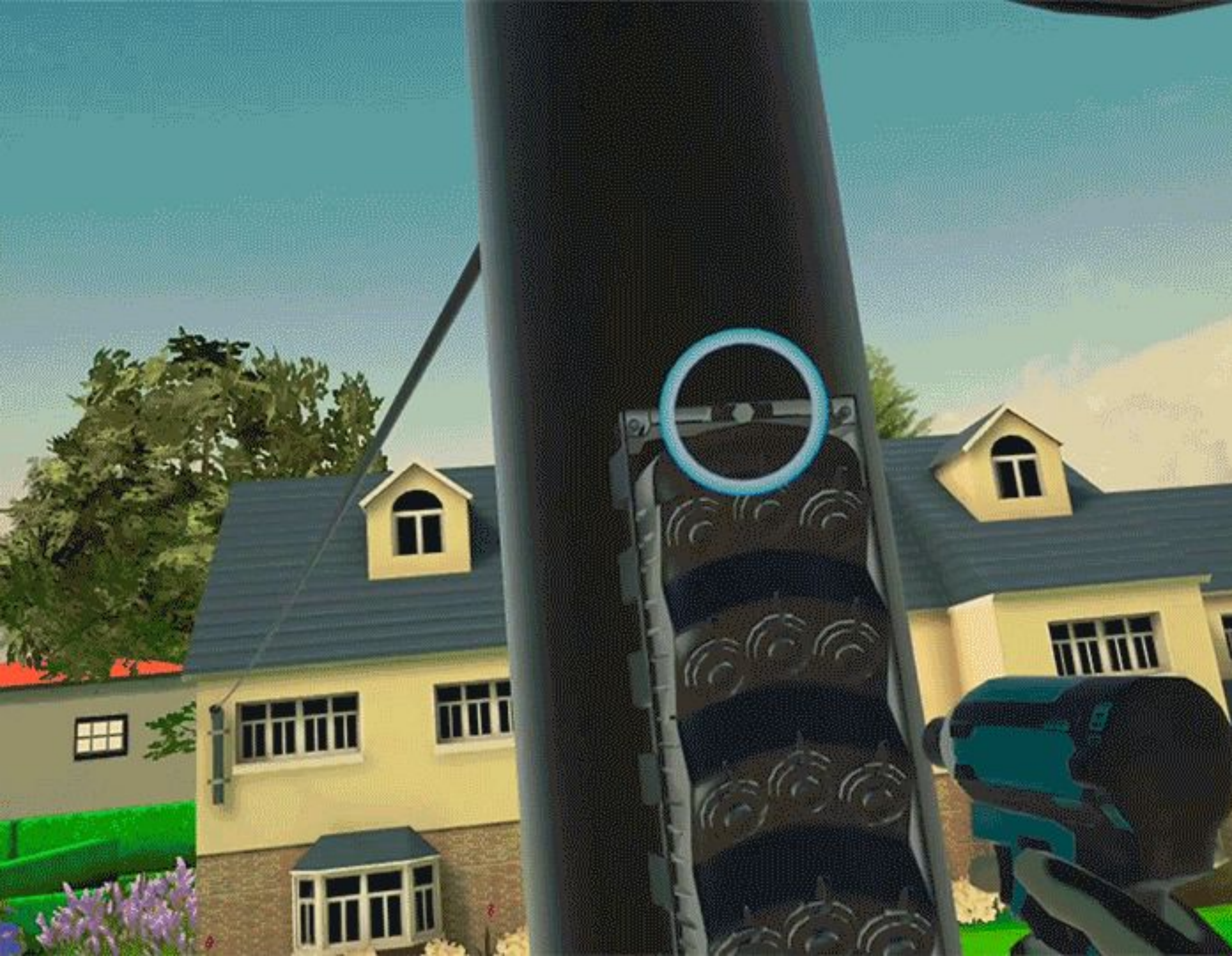


Harvard Med Tech, a leader in medical innovation, partnered with CXR.Agency to develop a groundbreaking immersive experience.

With a focus on accessibility, the collaboration aimed to craft a virtual reality (VR) journey that could guide even those unfamiliar with meditation through calming exercises.

This innovative solution was designed to assist patients in managing various conditions, offering a unique blend of technology and therapeutic practice.





MILLENNIUM

Millennium, a prominent network service provider, collaborated with CXR.Agency to create an immersive VR training experience.

This innovative project places participants in the role of an ISP Contractor within the United States, tasked with repairing a damaged fiber optic network.

By simulating real-world scenarios, the VR experience offers a hands-on approach to training, enhancing the skills and understanding of those responsible for maintaining critical network infrastructure.





Virtual Driver Interactive (VDI), a leader in training simulation platforms, partnered with CXR.Agency to elevate their offerings for schools, police, insurance companies, and government programs.

Through this collaboration, VDI's existing combination of cutting-edge software and innovative hardware was enhanced with CXR's expertise in VR design and development. The result is a state-of-the-art simulation experience that provides realistic and engaging training across various sectors.





Medtrix, in collaboration with CXR.Agency, embarked on a proof of concept (POC) to develop an advanced facial tracking application specifically tailored for practitioners and doctors administering Botox treatments.

Leveraging CXR's expertise in XR design and development, the project aimed to create a cutting-edge tool that could enhance precision and patient care in this specialized medical field.

# XR Interactive Experience Pilot Accelerator

## Environments

- **1–3 Themed Locations:** Customizable environments with interactive elements, suitable for various applications.
- **Gamified Lobby:** User-friendly interface for content browsing, activation, and engagement.
- **Customizable UI & 3D Icons:** Tailor the user interface to align with brand identity and user needs.

## Content & Features

- **8–10 Unique Interactive Modules:** Custom modules ranging from training tools to creative design tools.
- **Customizable Content:** Ability to adapt content to specific user groups, industries, or objectives.
- **User Engagement Options:** Interactive features to enhance user participation and immersion.
- **Tracking & Monitoring:** Real-time data collection on user interactions, progress, and feedback for analysis.

## Interactive Areas & Focal Points

- **Predefined Interaction Areas:** Designated spaces for specific activities or interactions.
- **Dynamic Focal Points:** Engaging visual elements that guide user focus and interaction.

## Content Management & Creation

- **Professional Content Creation & Editing:** High-quality content development tailored to project goals.
- **Flexible Management:** Scalable content management system for seamless updates and expansions.

## Beta & Analysis

- **Beta Testing:** Controlled testing phase to gather user feedback and identify areas for improvement.
- **Tracking Data & Analysis:** Comprehensive analysis of user data and metrics to inform future development and optimization.

## GTM Pricing

- **3–Month Pilot Accelerator:** \$40–75,000 USD, including development, beta testing, and initial deployment.

## Target Markets

- **Enterprise Focus on XR Growth:** Catering to various verticals including Training, Creativity & Design, Meetings, Wellness/Fitness, Retail, CPG, EDU, FinServ, HCLS, Vocational.

## Timing

- **6 Sprints (3–Months):** Includes development, beta testing, analysis, and co-selling services.



# Let's build together.

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