



POINTZERO
IMMERSIVE LAB

A Division of The Quick Craft

History and Tourism

Metaverse Solution

Bringing the Past to Life and Destinations to You



Who we are

PointZero Immersive Lab builds practical AR, VR, and spatial solutions helping organizations train teams, visualize complex systems, and engage audiences through high-quality Immersive technology.



Our identity

**We design experiences
that
solve real problems**

Technology and creativity
working in tandem

Deep industry
understanding

Execution that delivers
operational value

Organizations face complex communication, training, and engagement challenges that traditional formats can't solve

Training at scale

Instructor-led training is costly and hard to scale across teams.

Complex processes

Workflows and technical systems are difficult to explain with slides alone.

Problems we solve

Safety simulation

High-risk tasks need a safe, repeatable environment for practice.

Engagement and visualization

Hard-to-visualize ideas lose attention — immersive formats bridge the gap.

Metaverse in Advertising & Media

Key Use Cases

[View Reference Video](#)

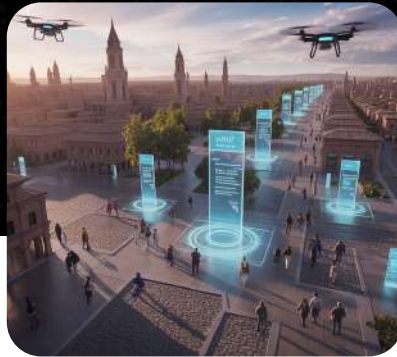


** This video is shared for reference purposes only.
All rights belong to the original owner.*



Persistent Virtual Museums

Build digital museums that house limitless collections, accessible 24/7 to a global audience for tours and learning



Digital Twin Cities for Tourism

Create explorable, interactive replicas of entire cities, past or present, for virtual tourism and urban planning



Global Cultural & Historical Festivals

Host large-scale virtual events, reenactments, and cultural celebrations with avatars from around the world

Our Metaverse Solutions



Scalable Digital Heritage Worlds

Custom metaverse platforms designed to preserve and showcase cultural history for education and exploration



Avatar-Led Historical Tours

Docents and guides can lead live, interactive tours for groups of students or tourists within a shared virtual space



Digital Artifact & Souvenir Creation

Design and mint digital collectibles (NFTs) or virtual souvenirs that visitors can own and trade

Our Team's Experience

Google

airtel

MAERSK

Capgemini

Nestlé

DHARMA
PRODUCTIONS

VI

TATA

Industries we serve

Immersive solutions across sectors

Manufacturing

Simulate assembly lines and train operators in virtual environments

Automotive

Virtual showrooms and immersive design review experiences

Aviation & Aerospace

High-fidelity simulation for crew training and mission rehearsal

Healthcare

Surgical simulations and patient education in immersive 3D

EduTech

Interactive learning experiences that improve knowledge retention

Oil & Gas

Safe hazard simulations and remote inspection in virtual space

Real Estate

Virtual property walkthroughs before construction begins

Infrastructure

Digital twin visualisation for planning and stakeholder review

Training & Safety

Risk-free scenario-based training across all critical environments

Why immersive works

76%

increase
in learning effectiveness

4x

faster
employee training vs. classroom

600%

ROI
for VR training in industrial settings

75%

retention
in VR vs. 10% in lectures

43%

reduction
in workplace injury risk

52%

lower cost
than classroom training at scale

Outcomes Point Zero clients achieve across training, safety, and workforce development programs.

Why PointZero

Built for execution, designed for real environments

Practical solutions

Immersive tools built to work in real-world conditions, not just demos.

Production quality

High standards at every stage, from concept through to final delivery.

Industry focus

Deep sector knowledge shapes how we design and deploy every solution.

Reliable delivery

Consistent execution on time, with clear milestones and accountability.

Scalable solutions

Designed to grow with your needs, from pilot projects to full deployments.

Technical depth

Strong in-house capability across XR, spatial computing, and real-time rendering.



Book a discovery call

30 minutes to scope your first immersive project

[Let's talk](#)

Click the button above to schedule your call.



info.thequickcraft@gmail.com



+91 88 66 700 345



www.pointzerolab.com