



# History and Tourism

## Augmented Reality 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

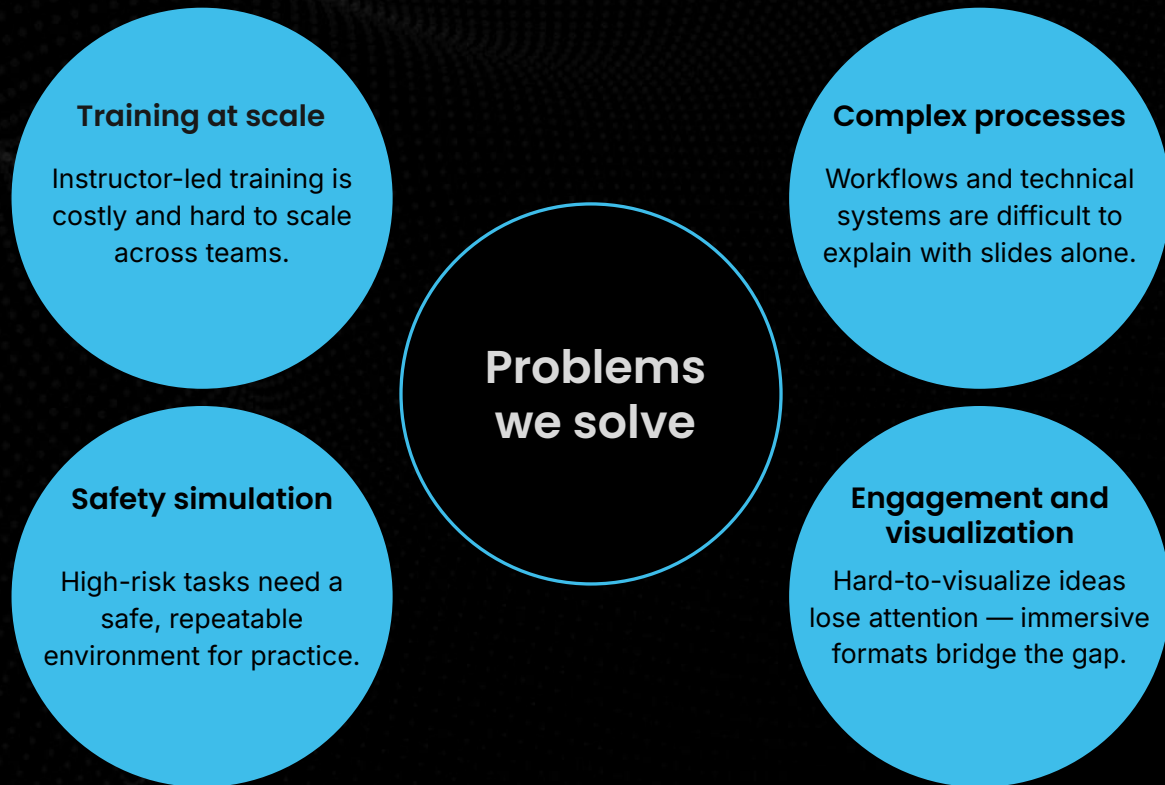
**We design experiences  
that  
solve real problems**

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



# AR in Advertising & Media

## Key Use Cases

[View Reference Video](#)



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### Historical Site Reconstructions

Tourists overlay digital reconstructions onto ruins or landmarks, seeing ancient structures in their former glory



### Interactive Museum Exhibits

Point a device at an artifact to see it animated, restored, or explained by a historical figure, enriching the learning experience



### AR-Guided City & Walking Tours

Digital wayfinding and pop-up historical facts create engaging, self-guided tours that bring city streets to life

# Our AR Solutions



## GPS-Triggered Content Activations

Location-aware experiences that automatically display historical information as visitors explore a site



## Object Recognition for Artifacts

Custom apps that recognize specific exhibits and overlay interactive 3D models and stories



## Multilingual AR Tour Guides

Provide on-demand, translated tours and information, enhancing accessibility for international visitors

# 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.*



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[www.pointzerolab.com](http://www.pointzerolab.com)