



ADVANCE  
QUEENSLAND



ADVANCE QUEENSLAND NRL

# MAGIC ROUND TECH SHOWCASE



Queensland  
Government

# ABOUT ADVANCE QUEENSLAND

Innovation is critical for driving a return to growth for Queensland's economy and jobs.

That is why it's important for innovation to be at the heart of everything Queensland does and delivers, particularly as a lead-up to the Brisbane 2032 Olympic and Paralympic Games.

The Advance Queensland initiative has laid the foundation for innovation to happen in Queensland. It has supported the creation, scale up and international success of many Queensland researchers, innovators and businesses.



## ABOUT THE AQ-NRL MAGIC ROUND TECH SHOWCASE

The NRL Magic Round Showcase is part of Advance's Queensland's Corporate Innovation Network (CoIN) to help create opportunities between corporates and Queensland's vibrant innovation ecosystem. Showcasing Queensland-based businesses and entrepreneurs with leading edge technology and products that could be game changers for the sports sector and major events—both on and off the field.

# EXHIBITORS

Meet the enterprises driving Queensland's innovation ecosystem.



## Axiom Holographics

Axiom Holographics is a global leader in holographic technology, utilising lasers to create interactive, intangible holograms. Applicable across diverse industries including military, education, and entertainment, their technology offers immersive experiences for analysing data, training simulations and virtual tourism.

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## BoostAR

BoostAR can be used to transform traditional media into captivating augmented reality experiences, boosting fan engagement through accessibility. BoostAR can elevate the game-day experience in multiple ways: pre-game hype with augmented reality posters revealing player stats, in-stadium replays brought to life, and post-game highlights accessible through augmented reality media. Real-time insights and campaign management tools allow teams to optimise strategies and maximise fan interaction. Trusted by high-profile clients, BoostAR offers customised solutions to revolutionise fan engagement, unlock new sponsorship opportunities, and connect with audiences like never before.

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# EXHIBITORS



## BrainEye by Neuro Optica Operations

BrainEye, is developing a ground-breaking, scientifically validated, AI based app to screen for concussion. In less than 60 seconds this user-friendly tool empowers doctors with valuable data to make informed decisions about player brain health. BrainEye aims to help protect players at all levels, from grassroots to elite, and to keep them playing the sport they love.

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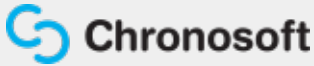


## Cérge

Cérge empowers disability inclusion in sports, leisure, and tourism. Their award-winning solutions address key barriers including lack of venue accessibility information and potential service bias. The Cérge platform provides venues with tools to showcase accessibility (360° virtual tours, sensory guides, audio guides and more) as well as allowing users through an app to discreetly share needs with staff, fostering confident participation and positive experiences.

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# EXHIBITORS



## Chronicler by Chronosoft Solutions

Chronicler, a cloud-based incident management platform, empowers organisations to proactively manage all situations within venues and crowded spaces. It captures, tracks, and resolves incidents with real-time data and instant notifications, engaging directly with patrons to enhance their experience via SMS, email, and forms. Customisable inputs tailored to the customer ensure alignment with existing operations. Detailed reporting ensures efficient incident response and resolution, empowering teams to safeguard patrons and venues while enhancing the overall customer experience.

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## CINEFLY

### Cinefly by Cinema On The Fly

Cinefly revolutionises community and grassroots sports storytelling through advanced AI, offering a powerful platform for national sporting organisations to amplify the stories of their people, fans and community. Integrating cutting-edge video automation technology with deep AI insights, Cinefly automates content production, significantly reduces costs, and unlocks new commercial and fundraising opportunities. This approach not only enhances audience connection but also paves the way for a more vibrant and engaged sports community.

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# EXHIBITORS



**CROWD CANVAS™**

## CrowdCanvas

CrowdCanvas revolutionises audience engagement at large-scale events. Fans use their smartphones to activate synchronised lights and effects, transforming the experience from passive viewing to dynamic participation. Compatible with music and team entrances, CrowdCanvas also offers manual control for dazzling displays. Easy to use with QR code activation, the patented, location-based platform unlocks future possibilities for pixel-precise audience interaction.

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## Digital Art Projection

Digital Art Projection pushes boundaries at the intersection of art, technology, and sport. This award-winning collective creates immersive experiences in augmented reality, virtual reality, and extended reality for events, cultural institutions, architecture, and leisure spaces. The team of filmmakers, musicians, developers, and designers craft engaging narratives through gamification, captivating audiences with cutting-edge technology and a focus on user agency.

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# EXHIBITORS



## Fempro Armour

Fempro Armour offers female-focused protective gear for injury prevention. Designed for the woman's body, with innovative materials to mold to the wearer and to absorb impact, prioritising both safety and mobility. Fempro Armour empowers women to participate confidently in sports and physically demanding careers.

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## G-Suit GravityFit

GravityFit revolutionises athletic performance with the G-Suit, next-generation training apparel trusted by astronauts and athletes. Engineered resistance harnesses gravity to strengthen core and deep muscle systems, improving performance and reducing injury risk. Backed by NASA research and 30 years of development, the G-Suit empowers all athletes to train smarter and achieve peak performance.

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# EXHIBITORS



## GeoMe by Search7

GeoMe revolutionises stadium retail with DishDash Stadium, its innovative platform. Fans can browse, purchase, and have food, drinks, and merchandise delivered directly to their seats—all without missing a moment of the action. GeoMe's intuitive app and cutting-edge geolocation technology streamline the concession experience, boosting fan engagement, satisfaction, and revenue for retailers and event organisers.

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## Imagine Realities

Engage young fans and empower coaches with extended reality activation. This innovative solution features holographic, augmented, and mixed reality experiences designed to educate and entertain.

Kids interact with 3D holographic players, learning rules, safety, positions, and more through gamification. Holographic fields help advanced athletes visualise plays and strategies.

Powered by TiltFive holographic displays and Unity software, the custom extended reality package also includes engaging mobile augmented reality experiences like face filters and web-based games. Additionally, real-time body-tracking immerses users in virtual games, fostering excitement and a deeper love for rugby league.

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# EXHIBITORS



## Indigenous Innovation Ventures

Indigenous Innovation Ventures is a leading majority-owned Indigenous agency that merges emergent technology with key business principles such as governance, strategy, and risk management. Indigenous Innovation Ventures specialise in using blockchain, interactive experiences, and artificial intelligence to develop solutions that optimise business processes, enhance customer interaction through engaging chatbots, and enable predictive analytics. Their mission extends beyond business success; as they are dedicated to paving the way for Indigenous youth to enter and excel in advanced technology careers.

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## iNSPIRETEK

### iNSPIRETEK

iNSPIRETEK tackles mental health with a data-driven platform. Similar to an athlete management system, it goes beyond by offering mental health tracking, tools, and support—all in one user-friendly app.

iNSPIRETEK prioritises community and leverages smart intervention technologies to predict and address potential issues, proactively delivering evidence-based resources and interventions. This customisable platform can be tailored to the specific needs of sporting organisations, health institutions, and corporations. iNSPIRETEK empowers athletes and organisations to prioritise mental well-being and build a healthier future.

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# EXHIBITORS



## Isidore

Isidore specialises in tethered drone systems, known as 'Superfly'. The aerospace-grade tether and auto-spooler used by Isidore enable limitless flight for commercial drones, including those required to film high quality content.

Beyond filming, the technology has been used in security, telecommunications, mining and agriculture with a focus on empowering remote and emergency connectivity in rural Australia.

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## Myriad Studios

Myriad Studios, a leader in 3D technology able to create stunning digital models for film, gaming, virtual reality, and augmented reality. Trusted by Marvel, Disney, and Netflix, Myriad Studios specialised in producing high resolution 3D digital doubles, dynamic simulations and immersive environments including solutions for athlete management, coaching and personalised rehabilitation programs as well as offering immersive and captivating experiences for fan engagement.

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# EXHIBITORS



## Safe365

Safe365 is a technology company with a mission to see 100,000,000 workers transition to a more proactive safety environment. We help safety leaders to build stronger safety cultures by helping them to measure their current maturity both internally and against the market, identify and prioritise strategic initiatives aligned to areas of weakness, and demonstrate the impact of investment into safety work streams.

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## SocialProtect by SixPivot

SocialProtect automatically removes comments from your social media posts containing cyber-bullying, hate speech, racism and other abuse. The moment an abusive comment is made, it is deleted and kept in our Quarantine Zone, protecting users and followers and reducing mental harm. SocialProtect deletes abuse in 100 languages, plus images, GIFs or videos, without needing their passwords. An in-app, AI-powered Education Hub gives users real-time access to information and tips on online safety and privacy.

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# EXHIBITORS



## Sports AI Holdings

SPORTS AI offers an innovative entertainment experience, transforming NRL and sports streaming services, by creating an immersive virtual and metaverse experience for fans. SPORTS AI takes viewers beyond typical televised coverage, offering virtual access to restricted areas like training sessions, pre-game activities, and exclusive club events. Content is captured using SPORTS AI's 360-degree video technology, with sporting organisations retaining full control over production and content disclosure. This content is then streamed through the SPORTS AI mobile app and extended reality headsets, allowing fans to experience these exclusive events virtually.

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## tagSpace

tagSpace is the spatial web creation platform that gives users an enhanced view of the real world by seamlessly blending it with digital content.

Sports events gain better engagement, conversion and new revenue streams through these mixed reality visitor experiences that are “always on” and customised for each user using artificial intelligence. No code is required.

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# EXHIBITORS



Tradition is yesterday's innovation

## Talk All Sport

Talk All Sport redefines sports officiating with innovative, voice-activated scoring systems. This technology empowers referees to capture live game data directly, eliminating the need for separate scorekeepers and minimising miscommunication. The two-way communication system provides real-time data and voice confirmations, while seamlessly integrating with LED scoreboards and automated processes. This comprehensive solution streamlines game management, enhances officiating transparency, creates a “big-match” atmosphere in junior and club sports, as well as improving data collection across all levels of sport.

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## WearOptimo

WearOptimo is developing an innovative microwearable sensor technology. These ultra-thin sensors use microscopic electrodes to measure biomarkers in real-time. Their initial offering, a hydration sensor, provides continuous monitoring through an artificial intelligence-powered platform. WearOptimo leverages a strategic partnership with Aspen Medical, a global healthcare provider, to bring this hydration solution to market.

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# ADVANCE QUEENSLAND'S CORPORATE INNOVATION NETWORK (COIN)

The Queensland Government's Advance Queensland initiative has established the **Corporate Innovation Network (CoIN)** to bridge the gap between established corporates and Queensland's vibrant innovative landscape. CoIN acts as a catalyst, facilitating connections and collaborations that drive mutually beneficial outcomes.

## Co-Funding Innovation Solutions

Through Advance Queensland's Private Sector Pathways Program, corporates can access a streamlined co-funded open innovation process. The program tackles corporate challenges by harnessing the expertise of proven innovative Queensland businesses.

## Engagement Opportunities

- » Corporate Networking Events: These events provide a platform for corporations to connect with potential innovation partners and explore emerging technologies.
- » Challenge Pitch and Reverse Pitch Sessions: Corporations can present specific challenges to a pool of innovative companies, while innovative companies can showcase their solutions to a targeted audience of corporate representatives.

## Innovation Ecosystem

CoIN facilitates introductions to Advance Queensland or Government-supported innovation hubs across various focus areas, including:

- » Artificial Intelligence
- » Immersive Technologies
- » Advanced Robotics and Manufacturing
- » AgTech and Logistics.

## Enhanced Collaboration Landscape

- » CoIN fosters connections between corporations and Queensland's tertiary and research sector. Additionally, CoIN curates activities and events specifically designed to encourage corporate engagement within regional Queensland.

Corporations can unlock new avenues for innovation and growth, while Queensland's innovative companies gain valuable access to established markets and commercialisation opportunities.

For more information, please contact the CoIN team [partnerships@dtis.qld.gov.au](mailto:partnerships@dtis.qld.gov.au)



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