

Atlyx Announces Launch as the World's First Innovation Experience Company (IXC)

Ahmedabad, India-based Atlyx introduces a new organizational model combining technology, design and experiential strategy for brand transformation.



Ahmedabad, Gujarat Oct 28, 2025 ([IssueWire.com](https://www.issuewire.com)) - Atlyx today formally announced its launch as the **world's first Innovation Experience Company (IXC)**, introducing a new category in the business and brand solutions industry. The company will operate from India with the capability to serve global clients, offering integrated services in digital development, brand strategy, immersive technology, and

experiential environments.

The Innovation Experience Company (IXC) model introduced by Atlyx consolidates multiple disciplines — advertising, software development, artificial intelligence, spatial design, and experiential media — into one integrated service framework for organizations seeking market entry, differentiation, or transformation.

Purpose of Launch

The launch marks Atlyx's entry into the industry with a defined category that focuses on creating experiences as a strategic alternative to conventional marketing and traditional digital services. According to the company, the IXC model is designed for organizations aiming to build long-term market presence through technology-enabled and design-led interventions, rather than relying solely on campaign-driven communication.

Scope of Services

Atlyx will provide services across five primary divisions:

- **Media & Communication** – structured brand messaging, launch strategy, and campaign architecture
- **Digital Products & AI** – web development, mobile applications, artificial intelligence, and extended-reality solutions (XR refers to augmented, virtual and mixed reality technologies)
- **Brand Development & Design** – brand identity systems, packaging design, and retail brand communication
- **Social & Content Systems** – performance-aligned content rooted in brand narrative, not advertising language
- **Experience & Retail** – immersive brand environments, AR/VR installations, and hybrid phygital (physical + digital) brand experiences

The company states that these divisions operate under a unified methodology to deliver consistent strategic and experiential outcomes.

Market Positioning

Atlyx is positioned as an India-based company with the ability to execute for international markets, including North America, Europe, and the Middle East. The IXC model is intended for:

- Businesses planning launches or market entry
- Organizations seeking strategic differentiation
- Enterprises undergoing digital or experiential modernization
- Retail and property developers requiring immersive brand environments

- International brands establishing or expanding operations in India

Exclusivity During Initial Phase

For the launch phase, Atlyx will engage on an **invite-only basis**, limited to selected organizations invited directly by the company. This operating approach is intended to maintain delivery focus during the company's initial deployment period and to reserve capacity for engagements aligned with the IXC mandate.

Industry Relevance

The launch aligns with a period in which attention, brand recall, and customer interaction are increasingly influenced by immersive and technology-driven experiences. The Innovation Experience Company model responds to a market shift away from campaign-volume approaches and toward systems that combine technology, environment and communication to create durable brand presence.

Availability

Atlyx is now operational and will begin formal engagements with invited organizations during Q1 of its launch cycle. Additional service availability for non-invited entities will be announced at a later stage following the completion of the initial intake period.

Source & Contact

Source: Atlyx — Innovation Experience Company

Website: <https://theatlyx.com>

Location: Ahmedabad, Gujarat, India

About Atlyx

Atlyx is an India-based Innovation Experience Company (IXC) providing integrated solutions across digital product development, immersive technology, brand systems, communication design, and experiential retail environments. Operating with global delivery capability, Atlyx develops structured experience-based interventions for organizations seeking strategic market advantage and long-term recognition.



[www.theatlyx.com](https://theatlyx.com)

**The
ATLYX**

The name Atlyx is a fusion of the words "Attitude" and "Luxury." It represents my vision to elevate businesses to new heights while delivering an experience that feels truly premium and refined.

Media Contact

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Source : Atlyx Private Limited

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