

Press Release

For Immediate Release

identic ai launches GenXR — the AI revolution transforming retail and interior design — at Dubai North Star 2025

Dubai, UAE — October 12, 2025 — Swiss deep-tech startup **identic ai** is unveiling its breakthrough **GenXR AI pipeline** at **Dubai North Star 2025**, the startup innovation hub of GITEX.

Developed in collaboration with **ETH Zurich** and **FHNW**, **GenXR** transforms simple 2D product photos into **high-quality 3D and AR models** within minutes. This innovation enables furniture retailers, manufacturers, and designers to digitize collections instantly, visualize interiors in real time, and cut 3D content creation costs by **up to 90%**.

“Our technology starts a new era in design and retail,” says **Xenia Vogt**, Founder & CEO of identic ai. “We’re not just simplifying 3D modeling — we’re reshaping how products are created, visualized, and experienced through **Generative XR**.”

Already trusted by leading European brands, **identic ai** integrates seamlessly with **SketchUp, Shopify, WordPress, and AWS Marketplace**, bringing immersive 3D and AR capabilities to any e-commerce platform.

Visit identic ai at Dubai North Star 2025 — Swiss Pavilion, and experience how **AI-driven 3D generation** is redefining the future of retail and design.

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