



U N I V E R S A L C R E A T I V I T Y

CINNAMON LIFE

X-PLORE

T H E I C O N I N Y O U R H A N D



CITY OF DREAMS COLOMBO · THE BRIEF

FOUR OBJECTIVES SHAPE EVERYTHING.

01. Elevation

Improve the guest experience at every touchpoint.

02. Acquisition

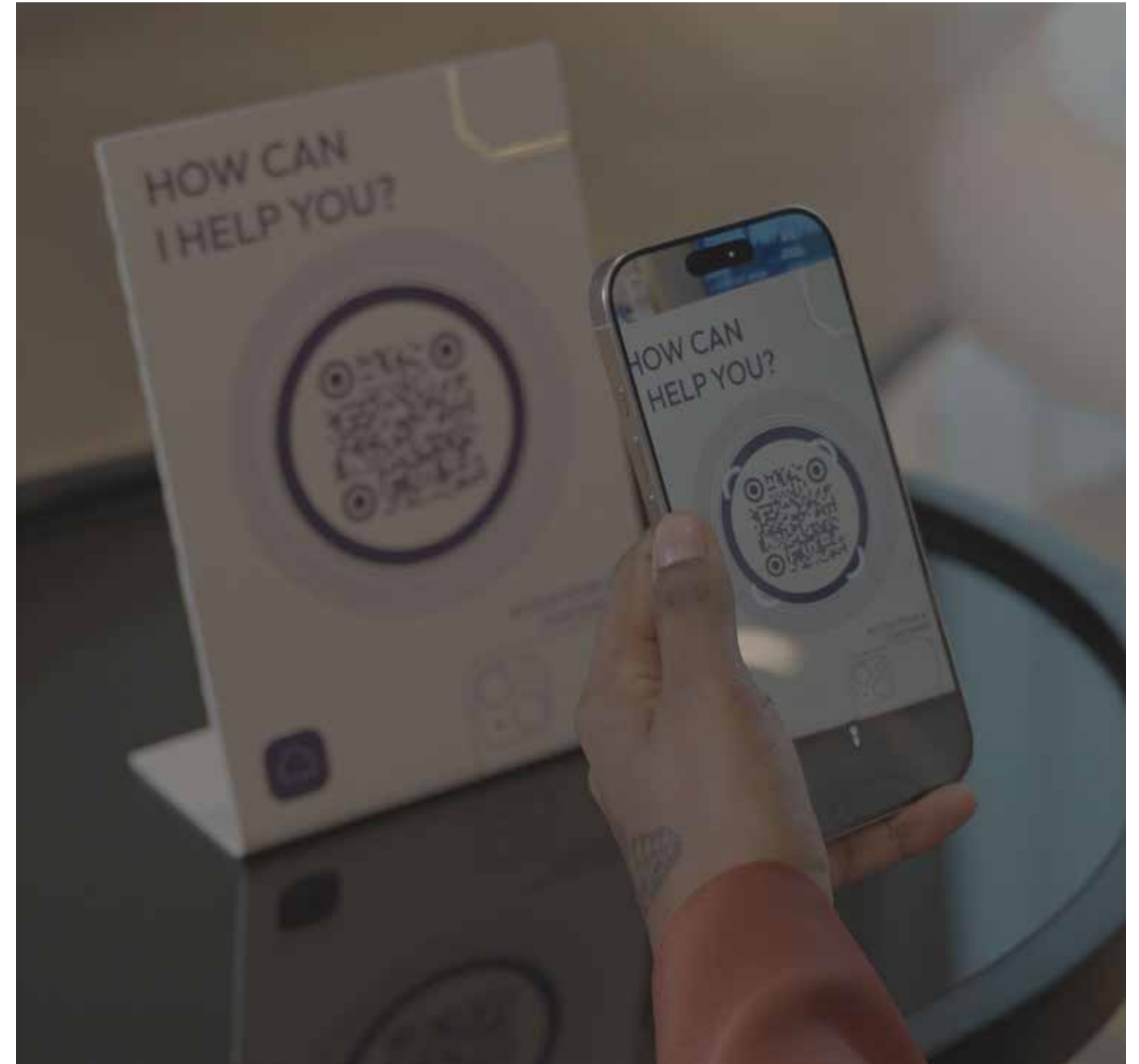
Increase revenue through room and event bookings.

03. Information

Share the story of the architecture, interiors, art and facilities.

04. Inspiration

Create unique experiences, moments and interactions of wonder.



ONE PLATFORM

FOUR OBJECTIVES. ONE SOLUTION.

X - P L O R E

WHAT IS X-PLORE

A DIGITAL IMPROVER, SELLER, INFORMER AND
INSPIRER FOR ANYONE, ANYWHERE.

AI

**Fully interactive.
AI and AR at the core.**

X-Plore is a fully-interactive digital companion powered by integrated AI and AR technology.

AR

**Fully immersive.
one platform, every detail.**

A synergetic, experiential platform that showcases the property while meeting its commercial objectives.

UNIVERSAL ACCESS

NO BOUNDARIES. NO BARRIERS. NO LIMITS.

01

Always on

Available 24/7. Digitally,
or via print.

02

**Any language,
anywhere**

Experienced in any
language, anywhere
in the world.

03

Nothing to install

No downloads.
No Android or iOS
variants.

04

**Universal access-onsite
and off site**

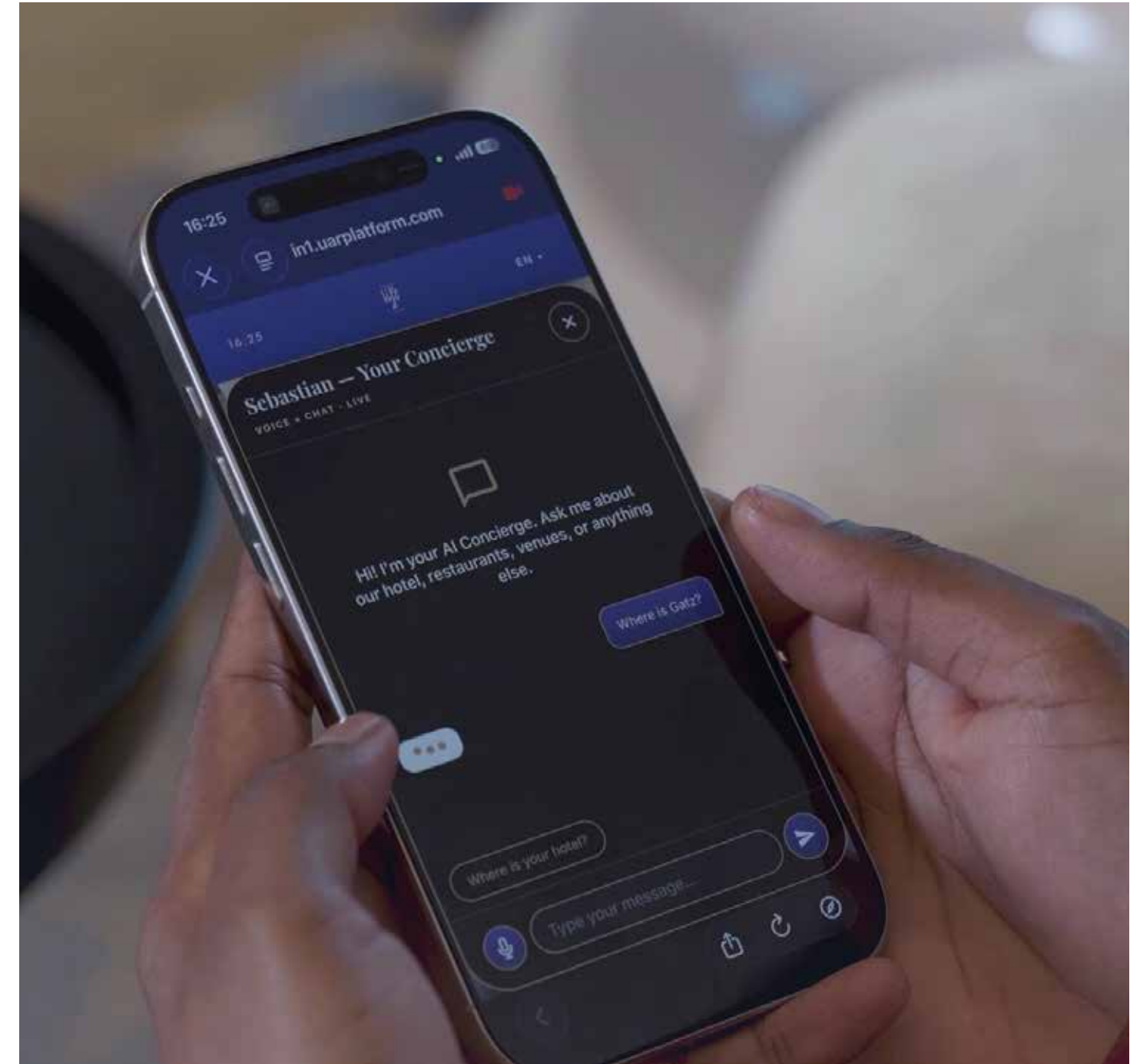
One platform, open to
everyone, cost-efficient.

ALWAYS ON

DATA, INSIGHT AND EVOLUTION AS STANDARD.

X-Plore is always on. A living platform: it learns from every interaction and improves in planned phases.

- Learning in real time, improving in developmental phases.
- The AI is fed information continuously, growing more useful and refined.
- AR experiences, like guided tours, will be rolled out following a phased structure.
- Captures behaviour from both guests and prospects.
- Delivers B2C insight, adapting to high-engagement areas and trends.



PHASE 1 · LAUNCH

THREE FEATURES. BUILT TO PERFORM.

01

AI Concierge

Ask anything.
Get your answer, instantly.

Informer + experience elevator

02

Spaces

Explore and book rooms/venues
in an engaging way. See all key info
and toggle between interactive
virtual mapping and immersive,
360 views of every space.

Revenue driver

03

Design

Fill the knowledge gap with
inspiring AR triggers. Lose yourself
in every detail of the architecture,
interiors and art.

Informer + inspirer

WHO IT'S FOR
ONE PLATFORM. TWO AUDIENCES.

Onsite

GUESTS

In the building, during the stay. X-Plore elevates guest experience and opens cross-sell and upsell opportunities.

Experience elevator

Offsite

PROSPECTS

Anywhere in the world. Potential guests and MICE audiences discover, assess and book.

Revenue generator

USE CASE 01 · ONSITE GUESTS

HOW GUESTS USE X-PLORE

01. AI Concierge

Practicality

Answers FAQs and specific questions, helps with wayfinding. A personal guide. Happy guests spend more.

02. Spaces

Curiosity

Guests preview rooms and spaces, and find where they are, before they go. Cross-sell and upsell potential.

03. Design

Comprehension

Guests understand and contextualise the architecture, interiors and art. Accessibility drives repeat visits and long-term ROI.



USE CASE 02 · OFFSITE PROSPECTS

HOW THE WORLD USES X-PLORE

01. Spaces

Revenue generator

The selling mechanism. Tourists view rooms; couples examine banquet spaces; corporates scrutinise conferencing and boardrooms; event planners check outdoor spaces; the art community explores exhibition.

02. AI Concierge

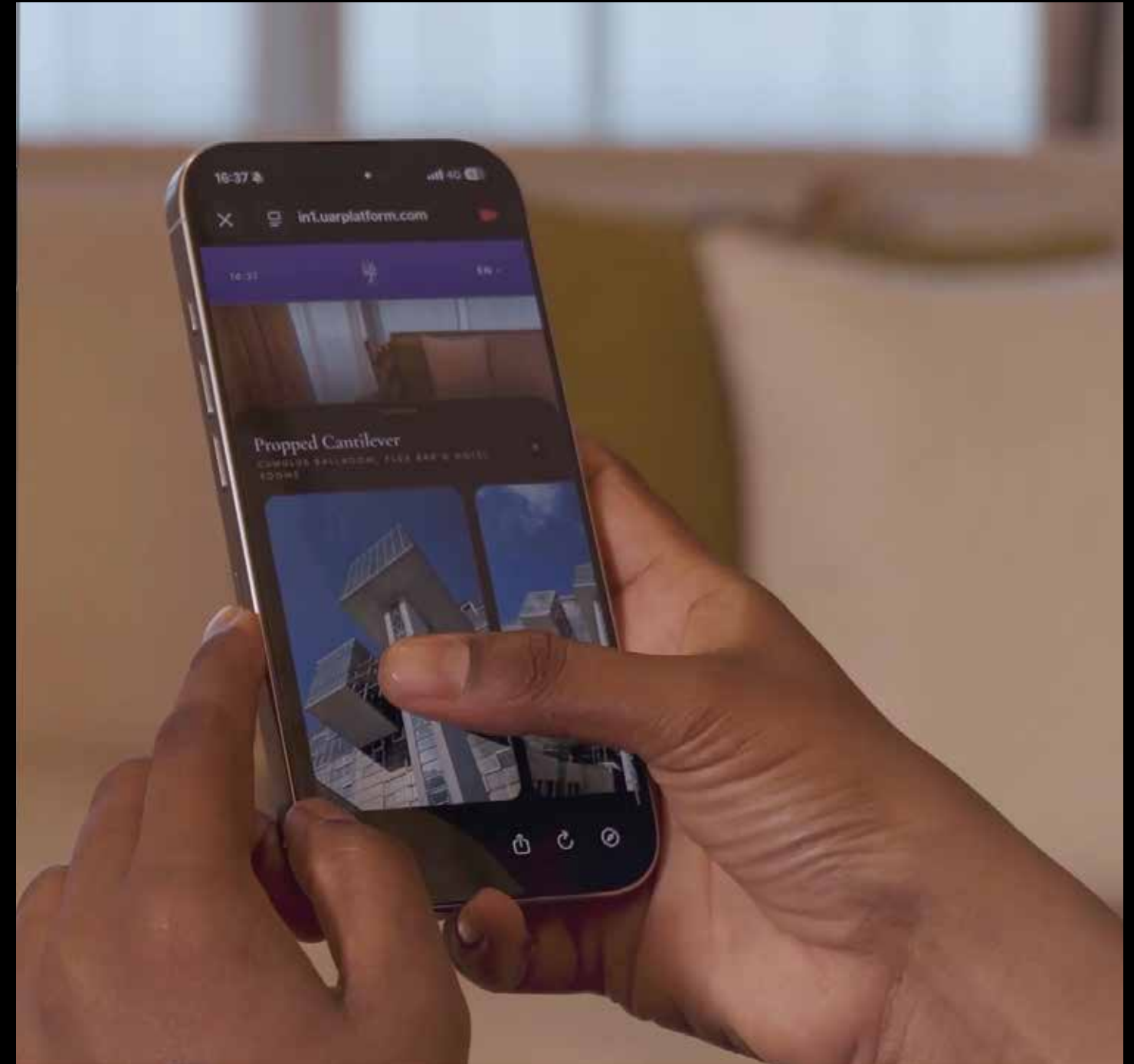
Feasibility examiner

Logistics. Prospect audiences rely on the AI for practical questions on event organising, booking and hotel facilities.

03. Design archive

Deal sealer

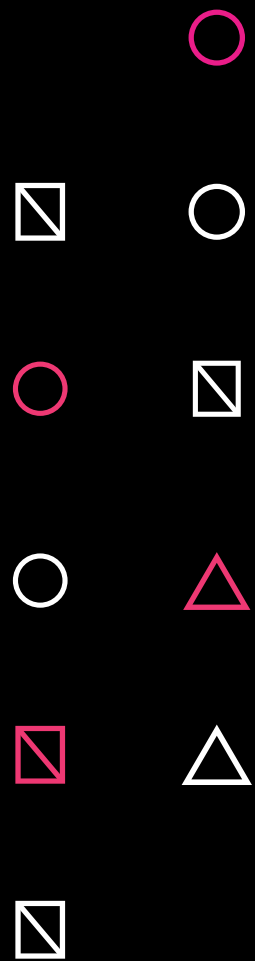
The cherry on top. Prospects pull out info, such as scale, scope, size and concept, into their own internal pitch for real wow factor.





IN DEPTH

FEATURE DNA: PROBLEM-SOLUTION



FEATURE 01 · AI CONCIERGE

ASK ANYTHING. GET YOUR ANSWER.

The challenge

Guests and prospects have endless questions. Staff and sales teams field the same ones on repeat, across languages and time zones. This model can be uneconomical and inefficient.

What **X-PLORE** does

An always-on AI that answers instantly. Onsite it guides, informs and suggests. Offsite it informs and sells – handling event and booking logistics, in any language.

Experience elevator onsite · **Feasibility examiner offsite**

FEATURE 02 · SPACES

SEE IT. EXPLORE IT. BOOK IT.

The challenge

Guests want a tangible sense of rooms and venues before visiting. Prospects and MICE planners are asked to commit to spaces they have never set foot in. Pictures and videos are fine. But we can do better.

What X-PLORE does

Takes the sales process to new levels of convenience, detail and immersion. Say hello to interactive 360 views, virtual mapping and key data for every space, with stays and events bookable in the flow.

Cross-sell and upsell onsite · The selling mechanism offsite

THE STORY BEHIND THE ICON.

The challenge

The architecture, interiors and art hold enormous value, but the story is invisible. Guests miss it, and prospects have nothing to lift into their own pitch.

What **X-PLORE** does

AI and AR that explains and shows every detail of the design in creative ways. Plus the provision of a full design archive ready to inspire and inform.

Repeat visits onsite · Deal sealer offsite

THE ROADMAP

BUILT IN PHASES. ALWAYS IMPROVING.

Phase 01

Live

AI Concierge, Spaces and Design.
Working onsite and offsite
from day one.

Phase 02

Next

Dining, events and venue booking,
personalisation, and beyond-
property reach. Basic guided
tour mechanic included.

Phase 03

Future

Full AR wayfinding, predictive
personalisation, loyalty and
ecosystem integration.
Plus a more extensive
and interactive guided tour.

Phase 02 and 03 shown as indicative scope, to be confirmed.

MANAGED SERVICES · MONTHLY

WE KEEP X-PLORE AHEAD

01. CONTENT UPDATES

Venues, art, tours and info kept current.

02. AI OPTIMISATION

Tuning accuracy, tone and new intents; retrained on fresh content. Foreign language model additions.

03. OFFERS & INFO UPDATES

Seasonal promos and event calendars pushed live.

04. MONITORING

Uptime, performance and error tracking, with guardrails.

05. ANALYTICS

Dashboards and reporting on usage, journeys and conversions.

06. SUPPORT

A responsive team and clear response times.

07. CONTINUOUS IMPROVEMENTS

Steady UX and feature rollouts toward Phase 2.

ONE RETAINER

Everything above, handled, with a clear monthly report.

THE BOTTOM LINE

X-PLORE MEETS EVERY OBJECTIVE



Elevation

A guest experience that feels effortless and premium.



Acquisition

More room and event bookings, onsite and worldwide.



Information

The full story of the building, shared with everyone.



Inspiration

Moments of wonder that turn interest into loyalty.

LET'S PUT
CITY OF DREAMS
IN EVERY HAND.

