

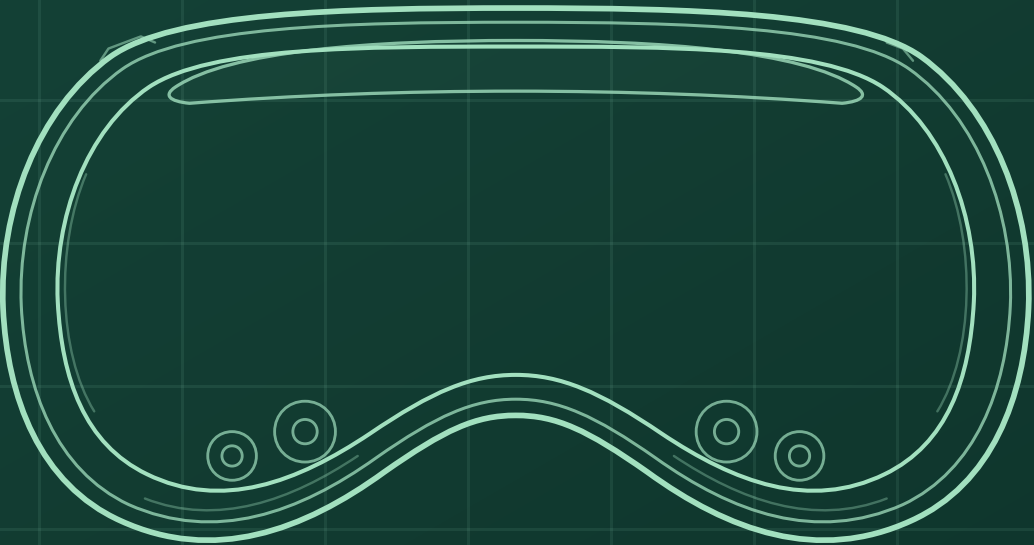
Turn ideas into experiences. Turn experiences into insight.

XR Development · UX/UI Design · Real-time 3D Content

Byond R · Byond R Co., Ltd.

Your design and development partner for industrial challenges

REAL SCALE



SPATIAL REVIEW

We understand your challenges. Then we build the experience.

Byond R delivers XR solutions, industrial software, and UX/UI design.

01

XR Solutions

Virtual products and spaces for design reviews and user evaluation.

02

Industrial Software

Purpose-built applications and evaluation environments for your business.

03

UX/UI Design

From user scenarios to interfaces and interactions, we shape the product experience.

Established May 30, 2023

Byond R Co., Ltd.

Connecting design and development as one team.

Industry knowledge, user experience, and real-time implementation, together.

01

Industry-informed Planning

Automotive design and UX experience helps us define evaluation goals and use cases.

02

Experience Design

We develop user scenarios, UI/GUI, 3D models, and interactions together.

03

Working Prototypes

We bring ideas to life through Unity, Unreal, and XR applications.



What can we build together?

We define scope and deliverables around the outcome you need.

01

01 / XR Simulation & Evaluation

Experience, compare, and evaluate products, spaces, and features before physical production.

02

02 / UX/UI & Interaction Design

User flows, interfaces, and interactions for vehicles and digital products.

03

03 / Immersive Content

Immersive 3D content for training, exhibitions, and concept communication.

Experience the product before it exists.

Custom XR environments for customer evaluation and internal reviews.

When it helps

- Explain a new feature before a physical product exists
- Compare interior layouts and control alternatives
- Evaluate visibility, spatial perception, and user movement

What we do

- 3D data preparation · Virtual environment setup
- Evaluation scenarios · Interaction development · Test support

Example deliverables

- XR app · Evaluation scenarios · Data server where needed



[Watch video ↗](#)

XR simulation for experience and evaluation

[Watch on YouTube ↗](#)

Beyond screen design. Designing how people use it.

We turn concept intent into tangible user experiences and interfaces.

What we do

User scenarios · UX concepts

UI/GUI design · Interaction design

Demo content and prototypes

Example applications

Vehicle infotainment · PBV interfaces

AR HUD graphics · Industrial software UI

Example deliverables

Screen designs · Interaction specifications · Demo prototypes



[Watch video ↗](#)

Infotainment GUI design example

[Watch on YouTube ↗](#)

Turn explanations into experiences.

Immersive content for training and communicating new concepts.

What we do

Experience scenarios · 3D modeling
Real-time content · Interaction development

Where it works

Industrial safety training
New-product and future-concept experiences
Virtual spaces for exhibitions and demonstrations

Example deliverables

XR training content · Real-time experience app · Demo content



[Watch video ↗](#)

Construction safety XR training example

[Watch on YouTube ↗](#)

Understand customer reactions without a physical vehicle.

Custom XR development for automotive customer evaluation

Interior Layout Evaluation

Compare alternatives in a virtual vehicle

Challenge

Assess preferences for displays and control types

Implementation

Virtual vehicle interiors with alternative layouts

Apple Vision Pro app + user and test-data management server

Reported development period: 4 months

New-feature Evaluation

Collect feedback through simulated driving

Challenge

Assess features not yet available in a physical vehicle

Implementation

Driving scenarios in VR with interactive feature experiences

Dedicated Apple Vision Pro app

Reported development period: 3.5 months

People and products, in a life-size space.

An XR environment for interior design and ergonomics evaluation in defense

Defense client R

Next-generation vehicle interior review

- Crew movement and operation scenarios
- Control usability and display-position reviews
- Distance and spatial perception from a seated position

Implementation scope

Mixed reality combining XR content and physical mockups



[Watch video ↗](#)

Mixed reality integrated with physical mockups

[Watch on YouTube ↗](#)

Different scenarios. Real-time experiences.

Selected XR projects



New-feature user-evaluation simulation



In-car entertainment XR concept



Augmented-reality control software

Experience design, across different touchpoints.

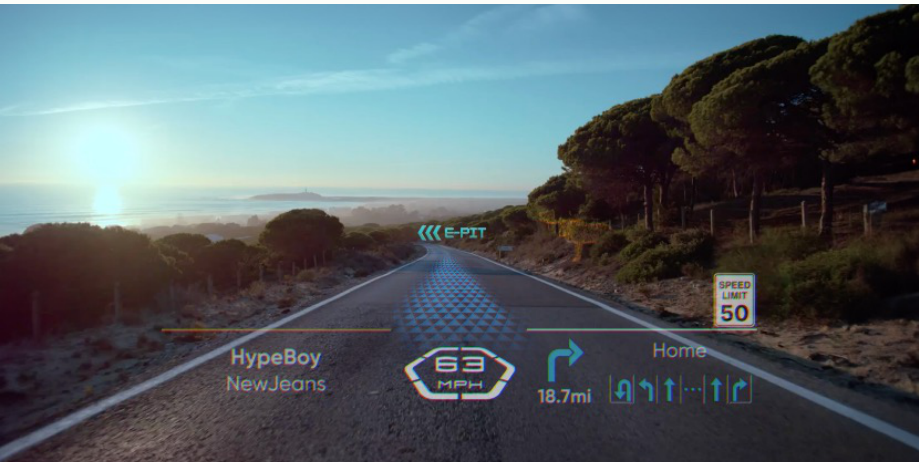
Selected UX and graphics projects



Infotainment GUI design



Advanced cockpit concept UX



AR HUD graphics

Product or custom development. The right approach for your task.

View R and custom projects serve different requirements.

VIEW R / OUR PRODUCT

Recurring design and engineering reviews

A solution for reviewing 3D data in XR. We first assess your data and review objectives.

Agree on the scope of product adoption for your use case

CUSTOM DEVELOPMENT

A purpose-built experience

We define a custom development scope when you need specific scenarios, interactions, content, or data management.

A project proposal based on requirements and deliverables

Start with a focused test. Build on a clear scope.

A proposed workflow for discussion. The actual process is agreed for each project.

01

01 / Define the Scope

Confirm objectives, users, source data, and the target environment.

02

02 / Design & Develop

Define key scenarios and interactions, then design and build.

03

03 / Review & Deliver

Review against agreed criteria and confirm deliverables and support scope.

For the first conversation

/

Your challenge · Available data · Target devices · Desired schedule

LET'S BUILD THE EXPERIENCE

Have a challenge in mind? Let's make it tangible.

Tell us about the experience you need for product development, evaluation, training, or engagement.

contact@byond-r.com



XR DEVELOPMENT / UX & UI / IMMERSIVE CONTENT

2nd floor, 6, Gangnam-daero 10-gil, Seocho-gu, Seoul, 06787, Rep. of KOREA