



L3DFX

powered by

STEAMROLLER
TECHNOLOGIES

Mixed Reality Fabrication

REALITY REINVENTED

Why Mixed Reality?



More Immersive

Beyond physical sets, skies open, creatures move, environments respond.

Dynamic & Flexible

Adapt visuals, quests, and experiences instantly.

Emotionally Impactful

Iconic characters and worlds feel alive.

Interactive & Engaging

Guests don't watch, they participate.

Deeper Storytelling

Layer narratives and branded IP for richer tales.

ROI Driven & Future-Proof

Boost engagement, re-use scenic, and increase repeat visits. Recycle old sets with new digital content.

Design once. Evolve forever.



Reduce Costs

Save 80% on rebuild costs by skinning environments digitally.

Extend Asset Life

Increase the usable lifespan of scenic environments.

Lower Staffing Costs

Digital Guides and NPCs reduce the need for additional attendants.



Go Live Faster

Near zero downtime for updates or content swaps.

Low Maintenance

No moving mechanical parts that fail.

Scale Anywhere

Deploy one room or an entire attraction.

Increase Repeat Visits

Fresh content brings guests back.

MR Fabrication Services



Concept & Experience Design

Integration design, storytelling, interactives, or gameplay tailored to meet your goals.



Scenic Fabrication & Integration

Physical sets, props, and AV engineered for MR precision.



Digital Creation

Custom 3D asset creation, animation, VFX, and digital interactives.



Platform & Hardware Setup

Preconfigured Meta Quest systems and local server integration.



Calibration & Deployment

Align and integrate virtual assets with real-world environments.



Training & Ongoing Support

We handle tech integration so your team can focus elsewhere.



New Content

Add new digital content such as stories, characters, games, puzzles, environments, and more, without rebuilding.



L3DFX × **STEAMROLLER**
TECHNOLOGIES

We've partnered to offer you complete, custom, mixed reality experiences.

Your World. Your Way.



Mixed Reality is a fusion of physical environments and digital storytelling. It delivers deeper immersion, greater interactivity, and more emotionally resonant experiences that drive repeat visits, future-proof your investment and keep guests engaged.



Reinventing Reality For

- ▶ Theme Parks
- ▶ Museums
- ▶ Advertising Events
- ▶ Haunted Houses
- ▶ Hotels & Casinos
- ▶ Trade Show Exhibits
- ▶ Zoos & Aquariums
- ▶ Escape Rooms
- ▶ And many more!



The world you imagine is waiting. Let's build it together.

L3DFX and Steamroller Technologies are pioneering the fusion of world-class scenic fabrication with cutting-edge Mixed Reality technology. From intimate escape rooms to full-scale resorts, our MR-driven designs let you tell more stories, engage more guests, and maximize the value of your space.



// L3DFX.COM

// CREATE@L3DFX.COM

// 630.754.7090