



**MAGIC  
ROUND  
BRISBANE**

Flavoured by SAVED  
**SHAPES**

# // TECH SHOWCASE 2025



Proudly supported by:



**Queensland  
Government**

## Queensland Government's 2025-2027 NRL Magic Round Innovation Partnership

The National Rugby League (NRL) and Queensland Government are collaborating on a three-year Innovation Partnership aligned with the NRL Magic Round. The Partnership is focused on unearthing technologies and new approaches for the sport of rugby league and the Magic Round event through Queensland innovations that support NRL priorities, such as fan engagement, athlete performance and wellness, accessibility, and participation.

For this first year of the partnership, eight businesses were selected to take part in a 10-week NRL Magic Round Tech Sprint to address some of the NRL's innovation needs. The Sprint program is the first of its kind, providing the Queensland businesses with direct access to NRL experts to refine and tailor their technologies. The Program was delivered by the Australian Sports Technologies Network from February to April 2025.

## About the 2025 NRL Magic Round Tech Showcase

The NRL Magic Round Showcase is part of the Queensland Government's Corporate Innovation Network (CoIN) which creates opportunities between corporates and Queensland's vibrant innovation ecosystem. This event will showcase Queensland-based businesses and entrepreneurs with leading edge technology and products that could be game changers for the sports sector and major events – both on and off the field.

This year's showcase includes businesses already engaged in sports as well as technologies being used in other sectors that can pivot and be applied to the sports sector such as immersive technology, artificial intelligence, micro-wearable sensors, and 3D scanning.



## Exhibitors

Meet the enterprises driving Queensland's innovation ecosystem.

### Cérge

Cérge empowers disability inclusion in sports, leisure, and tourism. Their award-winning solutions address key barriers including lack of venue accessibility information and potential service bias. The Cérge platform provides venues with tools to showcase accessibility (AI Wayfinder Guides, 360° virtual tours, sensory guides, audio guides, plus more.) increasing confidence to participate and allows users to discreetly share needs with staff, fostering confident participation and positive experiences.

Chris Kerrisk | [chris@cerge.app](mailto:chris@cerge.app) | 0400 422 064  
[cerge.app](https://cerge.app)



### Coach Welly

Welly Rewards by Coach Welly is a customisable platform that drives fan engagement and loyalty through gamified challenges, real-world rewards, and data-driven insights. Sporting clubs can tailor it to their audiences, add their own rewards, use existing rewards, and create unique gamification frameworks to enhance fan experiences.

Owen Bowling | [owen@coachwelly.com](mailto:owen@coachwelly.com) | 0451 022 617  
[coachwelly.com](https://coachwelly.com)



### Cool Beans Underwear

Medical researcher Saara Jamieson created Cool Beans Underwear during her 3.5-year fertility journey, conceiving just four months after developing her first prototype. This innovative men's underwear keep the scrotum and testes cool, improving sperm quality and testosterone levels. TGA-registered and clinician-recommended Medical Device, Cool Beans supports men through fertility challenges, cancer treatment, and surgical recovery, enhancing comfort, hormonal balance, and sexual performance throughout life's stages.

Saara Jamieson | [saara@coolbeansunderwear.com](mailto:saara@coolbeansunderwear.com) | 0439 881 215  
[coolbeansunderwear.com](https://coolbeansunderwear.com)



### Crowd Canvas

Crowd Canvas revolutionises audience engagement at large-scale events. Fans use their smartphones to activate synchronised lights and effects, transforming the experience from passive viewing to dynamic participation. Compatible with music and team entrances, Crowd Canvas also offers manual control for dazzling displays. Easy to use with QR code activation, the patented, location-based platform unlocks future possibilities for pixel-precise audience interaction.

Ron Hill | [ron@crowdcanvas.com](mailto:ron@crowdcanvas.com) | 0433 752 521  
[crowdcanvas.com](https://crowdcanvas.com)



## Fempro Armour

Fempro Armour provides advanced, shock-absorbing smart protection designed to prevent injuries in high-impact sports. Our innovative materials contour to the body for a custom fit, absorbing impact while maintaining full mobility. By combining safety with comfort, Fempro Armour empowers athletes to play with confidence and perform at their best.

Stephanie Bofinger | [info@femproarmour.com](mailto:info@femproarmour.com) | 0410 635 943  
[femproarmour.com](http://femproarmour.com)



## Imagine Realities

Engage young fans and empower coaches with extended reality experiences featuring holographic, augmented, and mixed reality. Kids learn rules and safety by interacting with 3D holographic players through gamification powered by Unity and TiltFive. Coaches can visualise and annotate strategy using holographic fields. Real-time body tracking immerses users in virtual gameplay and learning, sparking excitement and a love for Rugby League. Our R&D and partnerships will deliver rich storylines, AI-powered spatial stats using interconnected data, and AR Magic Mirror and Binoculars to enhance fan engagement.

Ann Stevens | [ann.stevens@imaginerealities.com.au](mailto:ann.stevens@imaginerealities.com.au) | 0419 640 139  
[imaginerealities.com.au](http://imaginerealities.com.au)



## It's Thanks To

'It's Thanks To' transforms sponsorship into a powerful force for good, connecting schools and community sports with businesses that want to make a real impact. Schools and clubs list their excursions, events or packages and businesses step in to support what aligns with their values and target areas. The result? Stronger communities, deeper connections, and brand recognition that truly matters.

Hayley Middleton | [hayley@itsthanksto.com.au](mailto:hayley@itsthanksto.com.au) | 0421 227 562  
[itsthanksto.com.au](http://itsthanksto.com.au)



it's thanks to

## Myriad Studios

Myriad Studios is a leader in film and game technology offering unique solutions for NRL:

1. Athletes – using digital twin technology to simulate player performance for training, coaching and rehabilitation.
2. Coaches – using film technology to access player biometrics, health, and behaviour.
3. Fans – use film technology to stimulate strong engagement, loyalty and sales.
4. Venues – use film technology to increase sponsorship returns and attendance.
5. Merchandise – create digital assets, gaming and virtual experiences.

Duncan Jones | [duncan@myriadstudios.com.au](mailto:duncan@myriadstudios.com.au) | 0408 178 305  
[myriadstudios.com.au](http://myriadstudios.com.au)



## SPACE Platform



SPACE Analytics uses Bluetooth technology to detect unique visitors, not just simple counts, without collecting personal information. Using plug-and-play sensors that install in minutes, working independently, requiring only power with only few sensors required to operate. It allows identifying new and repeat visitors and wait-times, throughout their journey from public transport queues up to seating areas. SPACE is used at city councils, airports, malls, offices, universities, and other locations, enhancing cross-location data for all customers.

Sina Panah | [sina@spaceplatform.co](mailto:sina@spaceplatform.co) | 0401 500 083 | [spaceplatform.co](https://spaceplatform.co)

## SportsBox



SportsBox offers every Aussie the chance to experience rugby league. Our network of smart lockers provides free user access to balls in every size that anyone can borrow. We help more people discover the joy of sport by providing gear for impromptu play, anywhere and anytime - whether in parks, for game day activations, for community outreach or fan engagement - just tap the app and play! SportsBox builds engaged, active and more inclusive communities.

Jodie Dunstan | [jodie@sportsbox.au](mailto:jodie@sportsbox.au) | 0421 068 277 | [sportsbox.au](https://sportsbox.au)

## SportsAI



SportsAI is transforming how fans experience live sports through immersive Extended Reality (XR) technology. Offering front-row access from home via VR and mobile devices, SportsAI places fans inside exclusive spaces—locker rooms, training sessions, and behind-the-scenes moments typically reserved for athletes and staff. With 360° video capture and full content control by clubs, fans can stream unique experiences in real time. SportsAI deepens fan engagement, boosts loyalty, and opens new revenue streams for sporting organisations—ushering in a new era of interactive, personalised, and boundary-breaking sports entertainment.

Craig Teevan | [craig.teevan@sportsai.au](mailto:craig.teevan@sportsai.au) | 0412 627 497 | [sportsai.au](https://sportsai.au)

## Talk All Sport



Talk All Sport redefines sports officiating with innovative, voice-activated scoring systems. This technology empowers referees to capture live game data directly, eliminating the need for separate scorekeepers and minimising miscommunication. The two-way communication system provides real-time data and voice confirmations, while seamlessly integrating with LED scoreboards and automated processes. This comprehensive solution streamlines game management, enhances officiating transparency, creates a “big-match” atmosphere in junior/club sports, and improves data collection across all levels of sport.

Charlie Wilkie | [charlie@talkallsport.com](mailto:charlie@talkallsport.com) | 0419 732 177  
[talkallsport.com](https://talkallsport.com)

## WearOptimo



WearOptimo is redefining health monitoring with its novel Microwearable sensor platform. WearOptimo's AI-enhanced, 'sticker-like' skin-patch sensors work by microelectrodes reaching just a hair's width into the skin, accessing signals that today's wearables cannot reach. Our first focus is hydration monitoring, addressing a critical and, until recently, overlooked wellness and health challenge. We are delighted to partner with the NRL in taking our clinically proven sensor into elite sports.

Mark Kendall | [mkendall@wearoptimo.com](mailto:mkendall@wearoptimo.com) | 07 3517 8000  
[wearoptimo.com](https://wearoptimo.com)



## Queensland Government's Corporate Innovation Network (CoIN)

The Queensland Government's Corporate Innovation Network (CoIN) has been established to bridge the gap between established corporates and Queensland's vibrant innovative landscape. CoIN acts as a catalyst, facilitating connections and collaborations that drive mutually beneficial outcomes.

## Co-funding innovation solutions

Through the Private Sector Pathways Program, corporates can access a streamlined co-funded open innovation process. The program tackles corporate challenges by harnessing the expertise of proven innovative Queensland businesses.

## Engagement opportunities

- » Corporate Networking Events: These events provide a platform for corporations to connect with potential innovation partners and explore emerging technologies.
- » Challenge Pitch and Reverse Pitch Sessions: Corporations can present specific challenges to a pool of innovative companies, while innovative companies can showcase their solutions to a targeted audience of corporate representatives.

## Innovation ecosystem

CoIN facilitates introductions to Queensland innovation hubs, precincts and networks across various focus areas, including:

- » Health Tech
- » Immersive Technologies
- » Advanced Robotics and Manufacturing
- » AgTech and Logistics.

Corporations can unlock new avenues for innovation and growth, while Queensland's innovative companies gain valuable access to established markets and commercialisation opportunities.

For more information,  
please contact the CoIN team  
**[partnerships2@des.qld.gov.au](mailto:partnerships2@des.qld.gov.au)**





# //TECH SHOWCASE 2025

Proudly supported by:



**Queensland**  
Government