

September 22nd, 2025

To,
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G
Bandra Kurla Complex, Bandra (E),
Mumbai - 400051

NSE Symbol: MAXPOSURE

Dear Sir/Madam,

Sub.: Neutral Digital Delivers photorealistic 3D Visualization for Etihad's Next-Generation Cabin Experience

Neutral Digital, a UK-based immersive and 3D visualisation company and a Maxposure Group Company, has successfully executed a landmark project for Etihad Airways, further cementing its reputation as a leader in digital visualisation for the aviation industry.

Etihad Airways, the national carrier of the UAE, recently launched a pioneering cabin concept that brings a widebody business class experience to a narrowbody aircraft. Neutral Digital was selected as the creative and technology partner to bring this innovation to life through advanced design and visualisation.

The scope of the project included:

- **Exterior Aircraft Visualisation:** Creation of a high-fidelity digital model showcasing Etihad's aircraft livery flying above the Abu Dhabi skyline, in both day light and night light settings, designed to highlight the airline's brand identity in a global context.
- **Cabin Interior Showcases:** Detailed visualisations of both the business class and economy class cabins, capturing design elements, seating arrangements, and passenger-centric features with precision and realism.
- **End-to-End Video Production:** Development of a cinematic launch video integrating immersive 3D rendering and sophisticated VFX. The video presents an engaging narrative of the aircraft's exterior and interiors, enabling Etihad to effectively communicate the scale of its cabin innovation to a global audience.

Maxposure Limited

#TheAddress, Plot No 62,
Okhla Phase-3, New Delhi-110020, India
Tel +91-11-43011111, Fax +91-11-43011199
CIN L22229DL2006PLC152087

✉ cs@maxposuremedia.com

🌐 maxposuremedia.com

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The final launch video can be viewed here: [Etihad Project Video](#)



This engagement highlights Neutral Digital's capabilities in delivering high-quality digital assets that enhance brand storytelling, marketing campaigns, and passenger engagement for airlines. It also reflects Maxposure Group's broader strategic vision of leveraging technology-led solutions to serve clients across aviation, hospitality, and related sectors.

About Neutral Digital

Neutral Digital is a UK-based immersive experience studio and a subsidiary of Maxposure Limited. With expertise in XR, 3D visualization, and aviation simulations, the company services global airlines, hospitality brands, and luxury enterprises. Neutral's work is defined by photorealistic execution and precision-engineered experiences for training, branding, and digital communication.

**By the Order of the Board of Directors
For Maxposure Limited**

Priya Kesari
Company Secretary and Compliance Officer
ACS 22710

Date: 22.09.2025
Place: Delhi

Maxposure Limited

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