

THE OPEN STANDARD FOR IMMERSIVE EXPERIENCE

# The case for open.

This document gives you the language and the logic to make the case internally. Whether you are a producer evaluating technology, a finance lead reviewing integration costs, or a creative director protecting the vision — the argument is straightforward: an open standard reduces lock-in, makes budgets legible, and keeps the creative ambition in charge of the technical choices.

**29.9%**

CAGR — the fastest-growing category in entertainment

[Grand View Research](#) ➤

**#1 brake**

fragmentation & the lack of a standard, say analysts

[Fortune Business Insights](#) ➤

**1 file**

any venue, any vendor — owned by no one, no lock-in

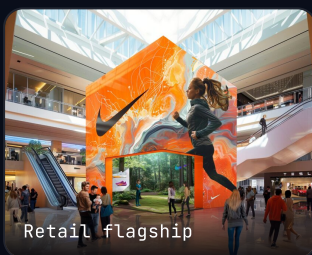
[openxp.ai](#) ➤

# No lock-in. Lower cost.

A format that is open, accessible, and belongs to the industry, not locked into one supplier's ecosystem. The OpenXP experience format is an open standard: no hidden logic, no proprietary runtime you cannot leave, **no single vendor standing between you and your own experience.**

**Award-winning work becomes repeatable.**

**What you read is what runs.** The same file moves between tools, teams, and venues, so the work you author stays yours to keep, inspect, and carry anywhere. Foundations that raise the floor, and the ceiling — for the kid in their bedroom and the team delivering something no one has ever built alike.



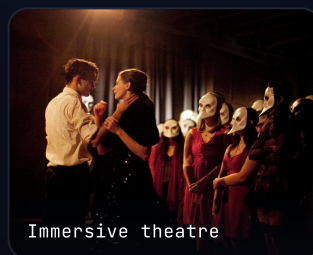
Retail flagship



Museum



360° Immersive



Immersive theatre

**One OpenXP experience file. Every one of these venues.**  
No rebuild, no re-licence, no supplier standing in the way.

**Open by design.** Everything rests on a simple promise — own your work, run it anywhere, never get trapped. None of this is delivered as goodwill — it is infrastructure.

## SPEC LICENCE

The OpenXP experience format is an open standard under CC-BY-4.0: one official, versioned format anyone can build on, that no single company can own or take away.

[Read the spec](#)

## SOFTWARE LICENCE

The runtime, the fabric, and XP Bridge are open-source and free. XP Studio is free to use, commercial use included. Build on top, keep your work private: the licence covers our tools, not what you make.

[See what's open](#)

## VENDOR MODEL

No single vendor owns the format, so you are never locked in. The same experience file runs on any software that supports the standard, and the format outlives any one supplier.

[openxp.ai](https://openxp.ai)



# Help us build an industry open standard. **Together.**

Own your work. Run it anywhere. Never get trapped. Start free — one experience, on your own hardware, forever.

[Start free on GitHub](#)

[openxp.ai](https://openxp.ai)