

Small Brisbane Company Helping Redefine the Workplace

Australian tech company, Creative Intersection is literally changing how we look at the workplace.

FOR IMMEDIATE RELEASE

Brisbane, 29 September 2023 – Creative Intersection, a small Australian tech company with 20+ years of experience in software development, is excited to announce the launch of *Looking Glass – Workplace*. This innovative software-as-a-service (SaaS) solution is designed to enhance connectivity and foster a sense of togetherness among employees, making it an ideal choice for businesses of all sizes as they navigate the challenges of hybrid and remote work arrangements.

In today's ever-evolving work landscape, there is an undeniable need for effective tools that bridge physical distances. As employers we are also compelled to give workers the dignity of privacy and empower the emotional well-being that comes along with everyday workplace social bonding. *Looking Glass – Workplace* addresses these needs by providing an uncomplicated and human-centric platform for coworkers to stay connected, regardless of their location.

Key Features of *Looking Glass – Workplace* include:

1. **1-to-1 and Group Video Presence:** Through a user-friendly app available on iOS and Android, colleagues can enjoy seamless video interactions with each other throughout the day, helping them feel more engaged and connected.
2. **Privacy-First:** We never record audio or video, and our focus is on intelligent automated privacy controls. Our users feel like they are in the same place as their colleagues while they preserve the dignity of privacy within their own local work environment.
3. **Scalable to Your Needs:** Microbusiness, SME, corporate, or government, *Looking Glass – Workplace* scales effortlessly, ensuring consistent communication across your entire workforce.
4. **Emphasis on Security:** Data security is a top priority. *Looking Glass – Workplace* is designed to protect your confidential conversations and information, providing peace of mind for all.

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“In our own business, we saw the challenges of maintaining our close-knit team culture – especially with new staff – and actively looked for ways to encourage team cohesion in our hybrid work environment.” said Ian Exaudi, Managing Director. “The magic we discovered with ‘*Looking Glass – Workplace*’ is that it facilitates those spontaneous, serendipitous water cooler moments where creativity and human connection thrive. Formal video meetings just don’t do that. We believe that if we make connecting coworkers seamless, we will empower individuals and organisations alike to adapt and navigate the changing landscape of work.”

To learn more about how *Looking Glass – Workplace* can enhance your organisation's remote and hybrid work culture, please visit <https://lookingglassworkplace.com> or contact us.

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To help explain *Looking Glass – Workplace*, Ian Exaudi will be available to media representatives covering local and national news & business affairs in person or via all digital meeting platforms. No appearance fee will be charged. Until December 2023, our priority will be Australian media outlets.

Free 30-day demo licences are also available to media outlets.

Ian has experience as a radio presenter, in print and online content contributions; and has previously appeared on Sky News Business (Australia).

Reference Websites:

Creative Intersection corporate site: <https://creativeintersection.com>

Looking Glass – Workplace service site: <https://lookingglassworkplace.com>

Logos:

Creative Intersection logo: https://creativeintersection.com/media-files/CI_logo_1000x394px.png

Looking Glass logo:

<https://creativeintersection.com/media-files/Looking-Glass-logo-2048x2048px.png>

Screenshots, videos:

Supplied on request

MEDIA: For more information, or to arrange interview, contact Ian Exaudi on
+61 (0) 402 844 804 or ian.exaudi@creativeintersection.com

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We acknowledge the Jagera people and the Turrbal people as the Traditional Custodians of Meanjin (Brisbane), the lands on which our office is located and where we meet, work and learn.