



## **CXAI Demonstrates Enterprise-Scale Workplace Adoption as Media Deployment Highlights Growing Demand for Unified Experience Platforms**

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*Multi-Campus Rollout Illustrates How Data-Driven Workplace Systems Align Engagement, Utilization, and Hybrid Operations*

**PALO ALTO, CA / [ACCESS Newswire](#) / December 30, 2025 / [CXApp Inc.](#)** (Nasdaq:CXAI), the emerging category leader in **AI-powered workplace experience and spatial intelligence**, today announced adoption highlights from its recent multi-campus deployment for a leading U.S. media and entertainment organization, reinforcing CXAI's position as an emerging leader addressing a large and expanding enterprise workplace technology market.

The deployment spans four major campuses across New York, Los Angeles, Miami, and Connecticut and reflects how large enterprises are consolidating workplace services, communications, and onsite experiences into unified platforms as hybrid work models continue to evolve.

Since launching, employees have generated **more than 50,000 engaged sessions**, with approximately **11,000 active users**, representing strong utilization among employees across deployed campuses. These engagement levels position the CXAI application as a frequent destination for day-to-day workplace interactions rather than a single-purpose tool.

Usage insights from the deployment highlight how employees interact with the workplace as a service. Dining emerged as the most utilized feature, followed by News, Amenities, Campus Guide, and Room Bookings, signaling demand for real-time access to onsite services, information, and navigation across complex campus environments.

"Employee experience increasingly sits at the intersection of operations, real estate, and engagement," said [Khurram Sheikh](#), Chairman and CEO of CXAI. "This deployment demonstrates how CXAI supports high levels of employee interaction across multiple campuses while giving enterprises a unified system to manage workplace services, visibility, and scale."

### **From Fragmented Tools to a Unified Workplace System**

The media deployment delivered a fully branded, centralized workplace application that consolidates communications, navigation, onsite services, and space booking into a single secure destination. By replacing fragmented tools and static processes, the organization gained greater consistency across campuses and improved visibility into how workplace services and spaces are actually used.

For workplace and facilities teams, the platform provides centralized management and demand signals across locations. For IT, it integrates with enterprise identity and mobility systems to support secure deployment. For leadership, it offers a scalable foundation to support hybrid operations, portfolio planning, and future expansion.

### **Positioned for a Large and Expanding Market Opportunity**

As enterprises rebalance office footprints, invest in gatherings, and manage distributed workforces, employee experience is increasingly being treated as an operational product rather than a standalone initiative. CXAI believes this shift represents a significant market opportunity as organizations move away from disconnected point solutions toward unified platforms that connect people, places, and services with measurable engagement signals.

The company's expanding footprint across Fortune 1000 customers, including complex multi-campus environments, reflects rising demand for platforms that support adoption, utilization, and operational consistency at enterprise scale.

### **About CXApp Inc.**

CXApp Inc., is the global technology leader in employee workplace experiences. The Company is headquartered in the SF Bay Area and operates the CXAI SaaS platform that is anchored on the intersection of customer experience (CX) and artificial intelligence (AI) providing digital transformation for the workplace for enhanced experiences across people, places and things.

CXAI's customers include major Fortune 1000 Global Companies in the technology, financial services, consumer, healthcare, and media entertainment verticals.

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## Forward-Looking Statements

This press release includes "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. The expectations, estimates, and projections of the Company may differ from its actual results and consequently, you should not rely on these forward-looking statements as predictions of future events. Words such as "expect," "estimate," "project," "budget," "forecast," "anticipate," "intend," "plan," "may," "will," "could," "should," "believes," "predicts," "potential," "continue," or the negative or other variations thereof and similar expressions are intended to identify such forward looking statements. These forward-looking statements include, without limitation, expectations with respect to future performance of the Company, including projected financial information (which is not audited or reviewed by the Company's auditors), and the future plans, operations and opportunities for the Company and other statements that are not historical facts. These statements are based on the current expectations of the Company's management and are not predictions of actual performance. These forward-looking statements involve significant risks and uncertainties that could cause the actual results to differ materially from the expected results. Factors that may cause such differences include, but are not limited to: the impact of the COVID-19 pandemic on our business, operations, results of operations and financial condition, including liquidity for the foreseeable future; the demand for the Company's services together with the possibility that the Company may be adversely affected by other economic, business, and/or competitive factors or changes in the business environment in which the Company operates; changes in consumer preferences or the market for the Company's services; changes in applicable laws or regulations; the availability or competition for opportunities for expansion of the Company's business; difficulties of managing growth profitably; the loss of one or more members of the Company's management team; loss of a major customer and other risks and uncertainties included from time to time in the Company's reports filed with the SEC. The Company cautions that the foregoing list of factors is not exclusive.

**SOURCE:** CXApp Inc.

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