

CLIENT CASE STUDY

# ARIX Technologies

*Robotic Inspection Reimagined for the Energy Industry*

## THE CHALLENGE

ARIX Technologies, a Houston-based robotics and AI analytics startup, has built a proven robotic inspection platform (VENUS) that delivers corrosion-under-insulation (CUI) inspection 93% faster than traditional methods. But in the industrial inspection world, *credibility is earned through industry visibility*, including speaking stages, award recognitions, and trusted media voices. ARIX needed a PR partner who could identify key opinion leaders in the energy sector and leverage industry speaking and award opportunities to build the executive visibility required to win enterprise accounts.

## THE APPROACH

In just six months, Ignite X built a three-pronged visibility strategy, speaking, awards, and thought leadership, designed to put ARIX leadership in front of decision-makers:

- **Speaking Program:** Developed and submitted multiple speaking abstracts for premier energy and inspection conferences, securing podium placements at Sprint Robotics World Conference, API Inspection Summit, AFPM Summit, AMPP Conference, and more
- **Awards Strategy:** Identified and submitted 6 award applications across robotics, energy, and innovation categories, earning finalist recognition in SPRINT Robotics (2 of 3 categories), Gulf Energy Excellence Awards, and Houston Innovation Awards
- **Podcast & Media Relations:** Secured 3 podcast interviews (Energy Capital HTX, Oil & Gas HSE, The Connected Worker), a published guest post, and news coverage across business, energy, and robotics trade outlets
- **Product News:** Managed the Global Partner Program launch press release, generating coverage across 5 industry publications

## THE RESULTS | Building Industry Authority

15

Speaking Submissions

12

Award Submissions

4

Major Award Finalist Nods

5

Podcasts Secured

15

Articles

### AWARD FINALIST RECOGNITIONS

SPRINT Robotics Awards 2025 (Finalist, 2 of 3 categories) • Gulf Energy Information Excellence Awards (Finalist, Best Coating/Corrosion Technology) • Houston Innovation Awards (Finalist, Deep Tech)

### SELECT COVERAGE & VISIBILITY

Business Insider • Robotics & Automation News • BIC Magazine • InnovateEnergy • One Stop NDT • Energy Capital HTX (podcast) • Oil & Gas HSE (podcast) • The Connected Worker (podcast) • The Drone Radio Show • Houston InnovationMap

**About ARIX Technologies:** Based in Houston, ARIX Technologies develops advanced robotic systems that detect corrosion under insulation across industrial piping. Equipped with advanced sensors, ARIX's robotic systems capture 3D corrosion data across insulated piping at scale, fueling an AI-powered analytics platform that helps operators prioritize risk, prevent unplanned downtime, and make faster, data-backed maintenance decisions. Its VENUS platform inspects 93% faster than traditional methods with up to 90% accuracy in predicting corrosion risks, a 99% reduction in scaffolding requirements, and zero safety incidents. Trusted by Shell, ExxonMobil, Chevron, and LyondellBasell. Led by CEO Craig Malloy, a veteran tech executive.