Where Light Energy meets Engineering

AURA

Born from AURA – energy, light and the human intuition behind every great idea

/

AUSTRALIA

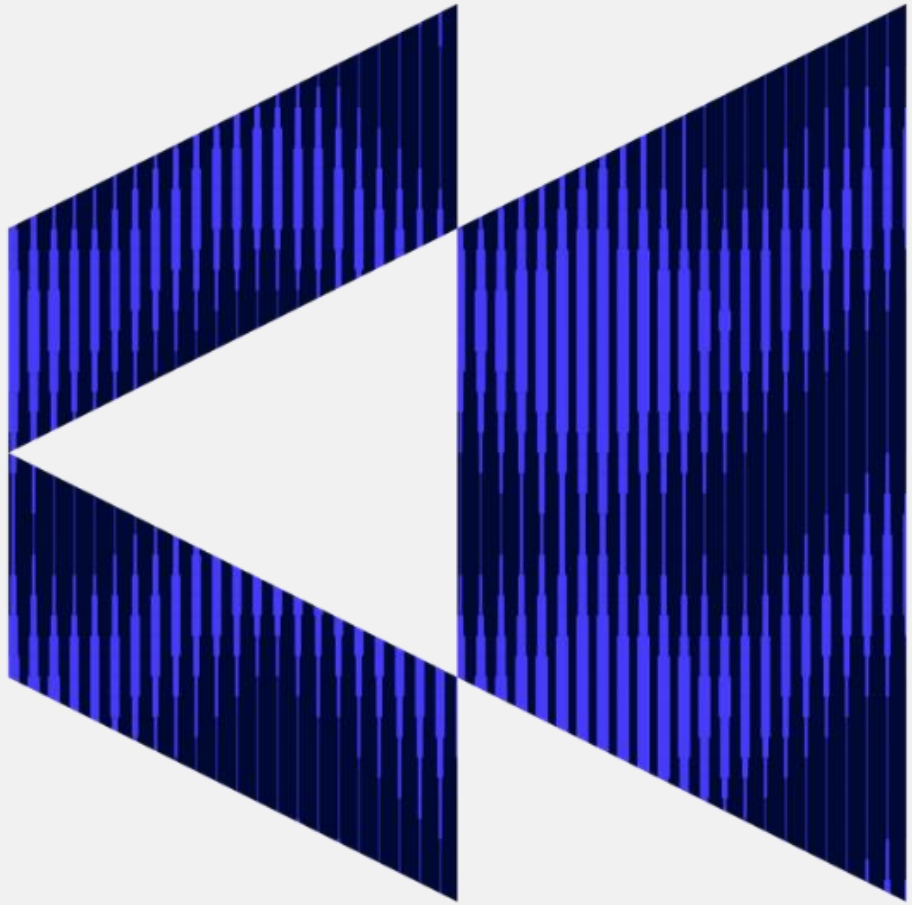
A nod to Australia, where our technology was first developed

+

INGENIUM

Ingenium, the latin root for engineering





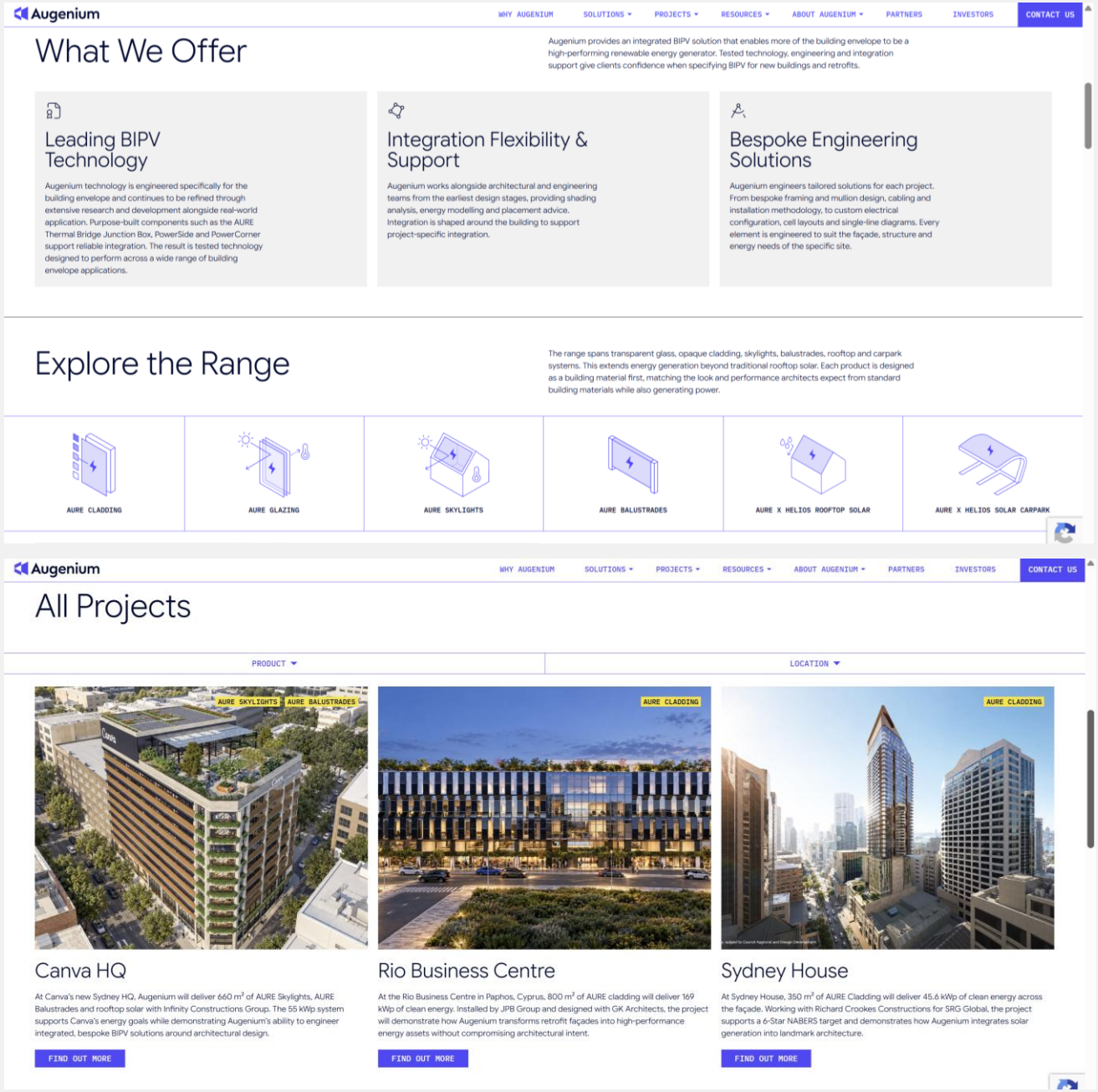
Augenium™

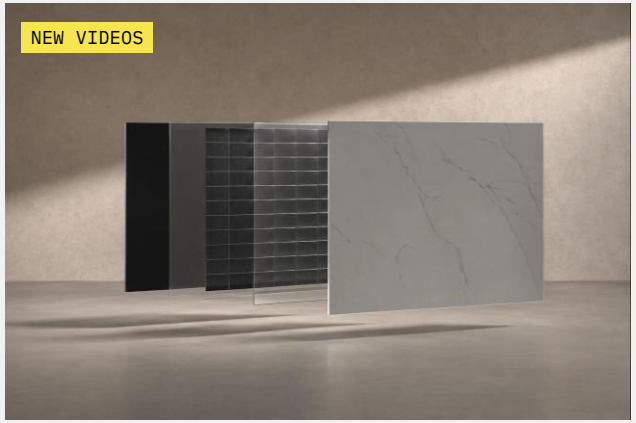
Build with Energy

Meet Augenium:

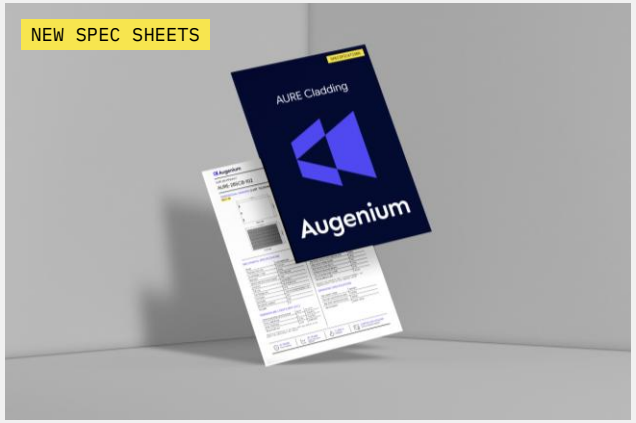


Meet Augenium: New Digital Presence

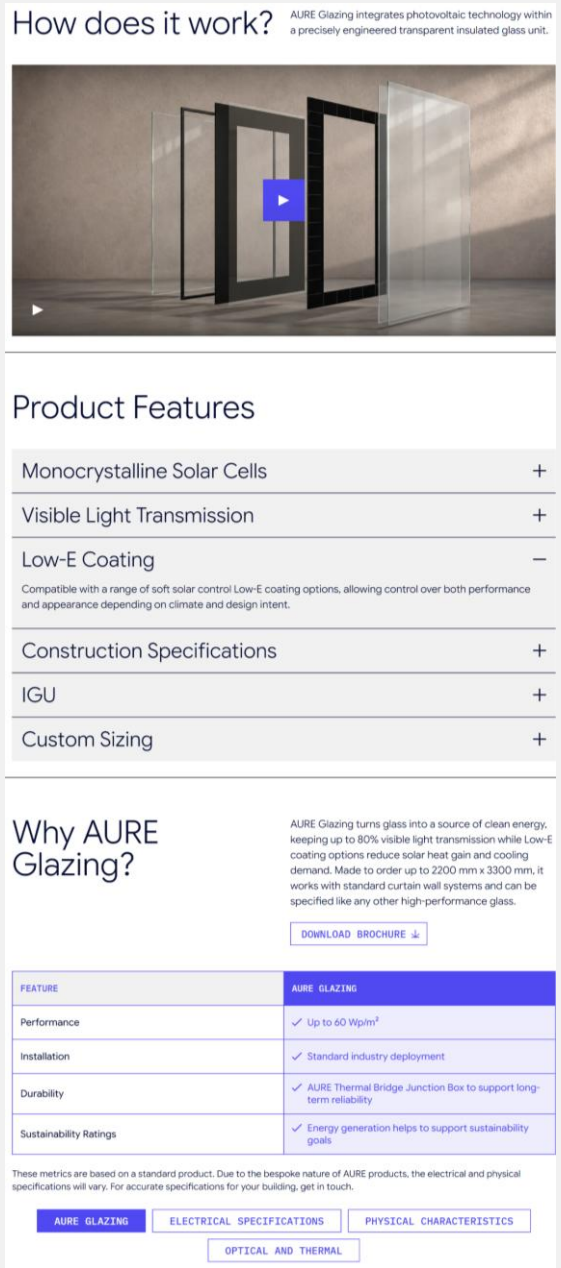


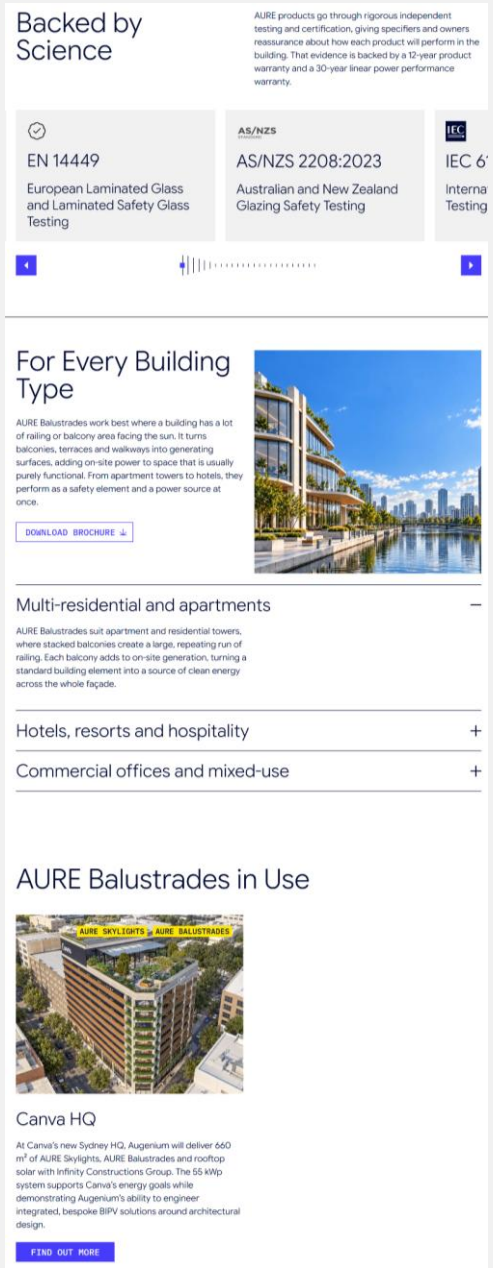


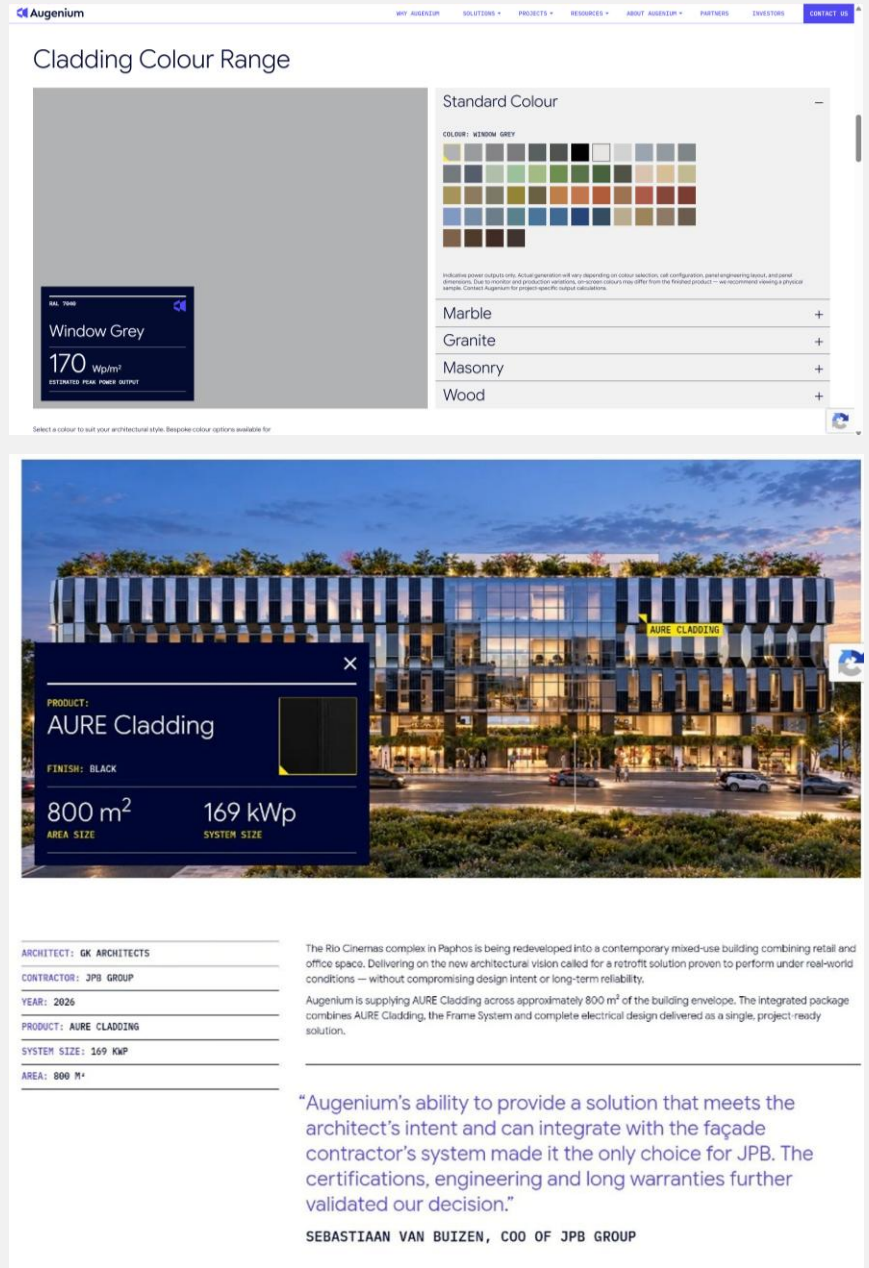




Meet Augenium: New Digital Presence







Meet the AURE Product Range

AUgenium

Renewable

Energy

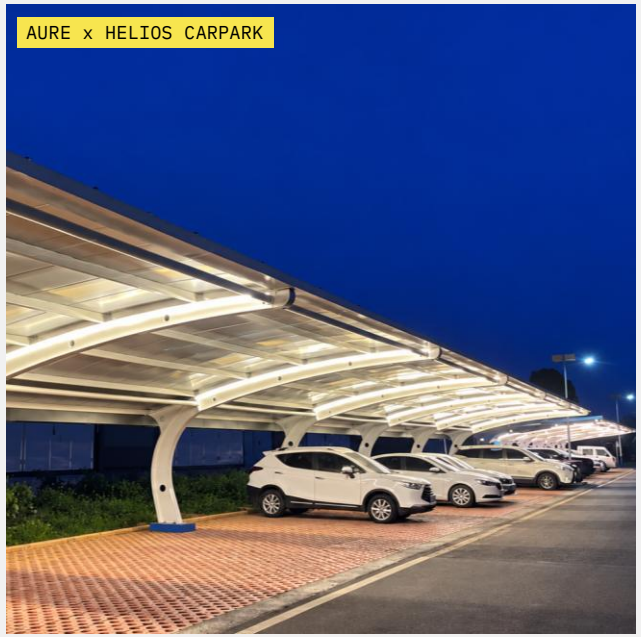












Brand as a driver for strategic growth

01



A name we can own, anywhere

Augenium is a coined word, invented like our technology. It carries no existing legacy in any language, so it can be trademarked, registered and defended in every new jurisdiction.

WE WIN

New Markets

02



Stand-out in a world of choice

AURE naming conventions are unique but also recognisable, following building elements architects, engineers and consultants specify every day.

WE WIN

New Clients

03



A brand built to co-market

A cohesive modular identity that sits cleanly beside partner brands, as with AURE x Helios. We are bringing one clear story to market together.

WE WIN

New Partners

04



A product family built to scale

A thoughtfully designed naming framework. Whether it's a new fire-rated product or a partner collaboration, every addition gets a name that belongs in the AURE family.

WE WIN

New Products

Our Priorities for 2027

Converting strong foundations into commercial outcomes

Complete projects	Install our products at Canva HQ, Rio Business Centre and Sydney House
Convert the pipeline	Secure new projects in 2027 from our global pipeline.
Activate our partners	Support partners to specify, sell and install AURE products in their own markets.
Product leadership	Keep developing our products and leading the BIPV industry.
Brand awareness	Grow our brand and strengthen our position in the market.
Certification	Continue our certification programmes across the product range.
Fire testing	Progress our full-scale façade fire testing programme.

Thank You

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