



Innovation Hub

21 April 2025





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About the Hub

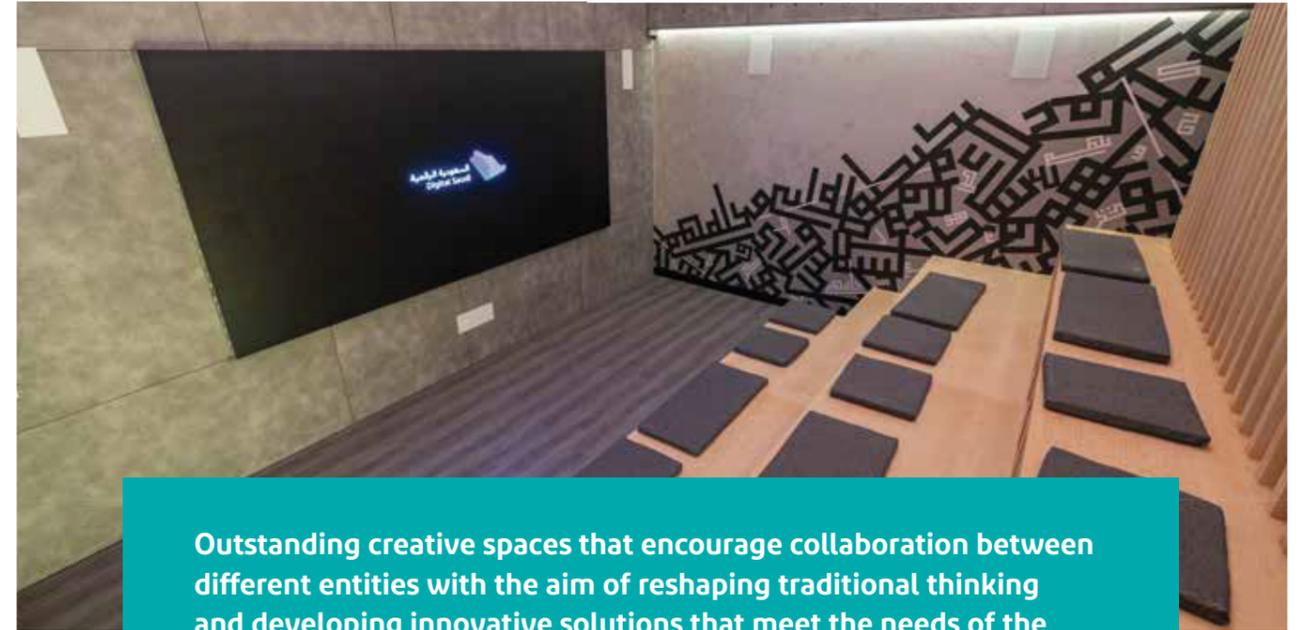
Innovation Hub

The Innovation Hub is one of the Authority's initiatives aimed at shaping the future of digital government. Its strategic mission is to develop innovation in digital government, enabling and stimulating the adoption of innovation and emerging technologies in the government sector to build a more advanced and efficient digital future.



In 2025, the Hub aims to provide and enable:

- 100+**
Gov. Agencies
- 50+**
Workshops
- 2000+**
Beneficiaries
- 10+**
Products
- 5+**
Initiatives



Outstanding creative spaces that encourage collaboration between different entities with the aim of reshaping traditional thinking and developing innovative solutions that meet the needs of the future. The Innovation Hub is characterized by three main pillars.

1-Smart: An integrated environment based on infrastructure, systems, and digital tools that ensures an outstanding experience and enhances the quality of services provided to beneficiaries.

Integrated Environment	Smart Systems
Technical Infrastructure	Digital Tools



2- Vibrant: An active and inspiring knowledge environment that enhances the culture of innovation through exchanging experiences and highlighting success stories in government agencies.

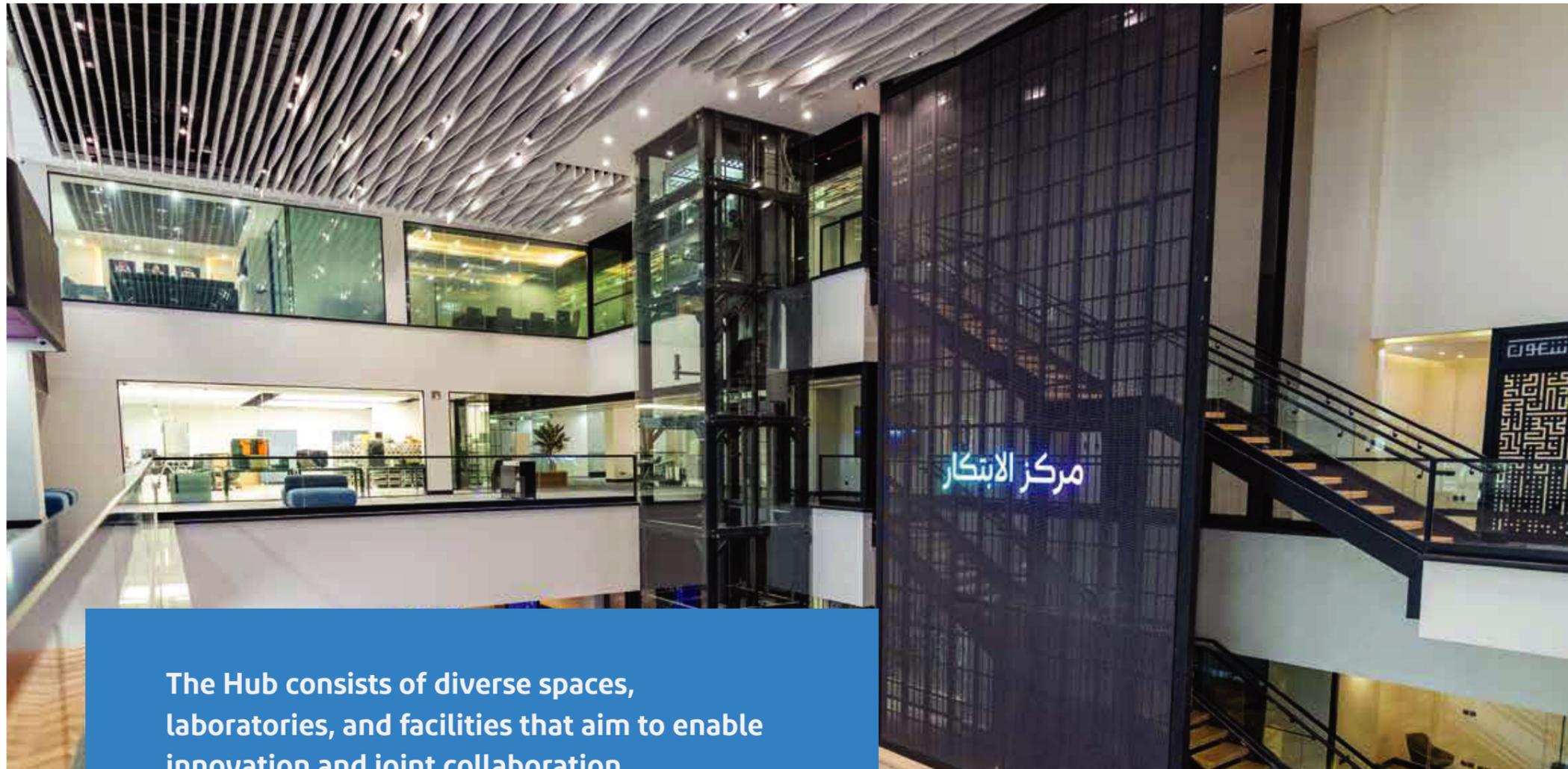
Innovative Solutions Observatory	Open Innovation
Digital Awareness and Knowledge	Innovation Calendar



3- Enabler: The Hub provides specialized spaces, advanced laboratories, and supportive platforms to embrace innovation in the government sector.

Designing Immersive Experiences	Digital Inclusion
Designing Services	Designing Educational Experiences
Artificial Intelligence & Emerging Technologies	





The Hub consists of diverse spaces, laboratories, and facilities that aim to enable innovation and joint collaboration.

Shared Spaces

The Hub contains spaces dedicated to collaboration, innovation, knowledge dissemination, raising awareness, and hosting events. These include:

InnovateX	Showcase
Theater	Knowledge Hub
Production Studio	

The Hub Laboratories

The Hub includes 5 specialized laboratories, each with different characteristics and activities aimed at supporting research, innovation, and development in digital government.

XReality Lab	LXD Lab
Service Design Lab	Digital Inclusion Lab
Artificial Intelligence & Emerging Technologies Lab	



Shared Spaces

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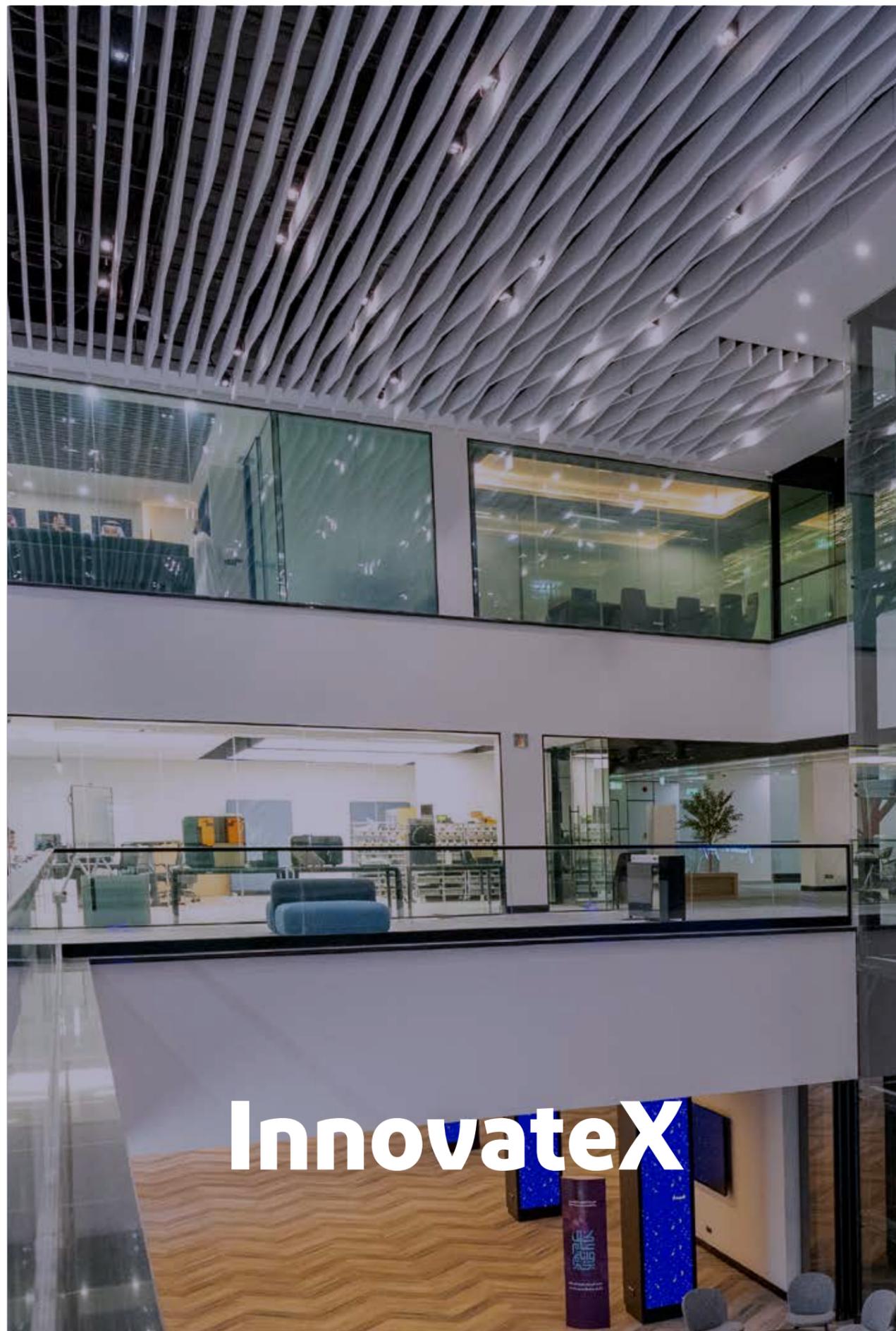
InnovateX

Showcase

Theater

Knowledge Hub

Production Studio



InnovateX

InnovateX

An open innovation space — a dynamic area dedicated to fostering creativity, collaboration, and open innovation. This space acts as an incubator for ideas, enabling the setup of workshops, hackathons, and collaborative initiatives aimed at achieving participation, creating pioneering solutions, and nurturing innovation.

Objectives of the Space

Raising awareness and digital knowledge

Launching government products

Organizing open innovation activities

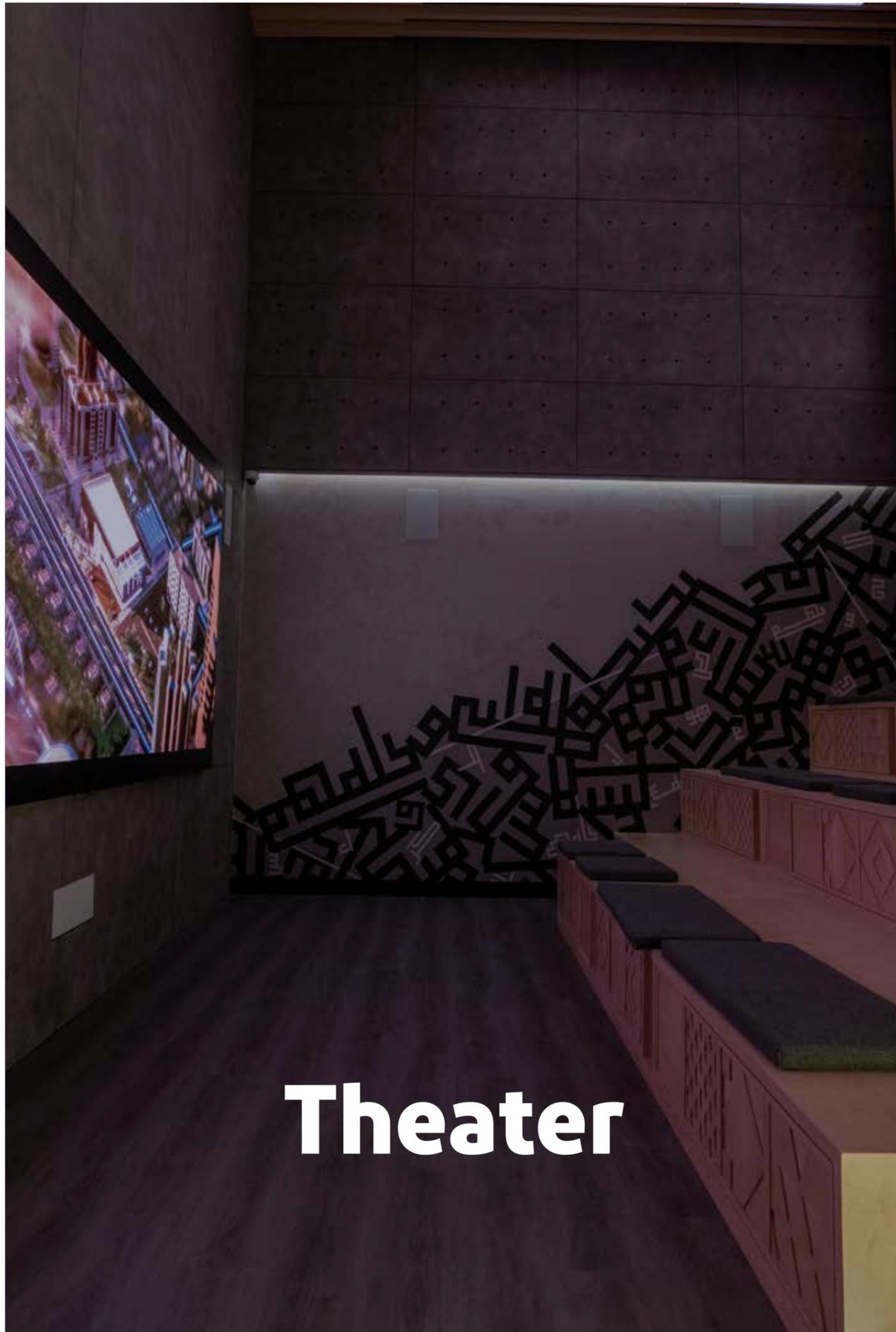
Enablers

Brainstorming workshops

Idea generation

Challenges

Knowledge workshops



Theater

Theater

Where stories are told, ideas are presented, and creativity takes center stage through sessions and presentations.

Objectives of the Space:

Raising awareness

Knowledge exploration

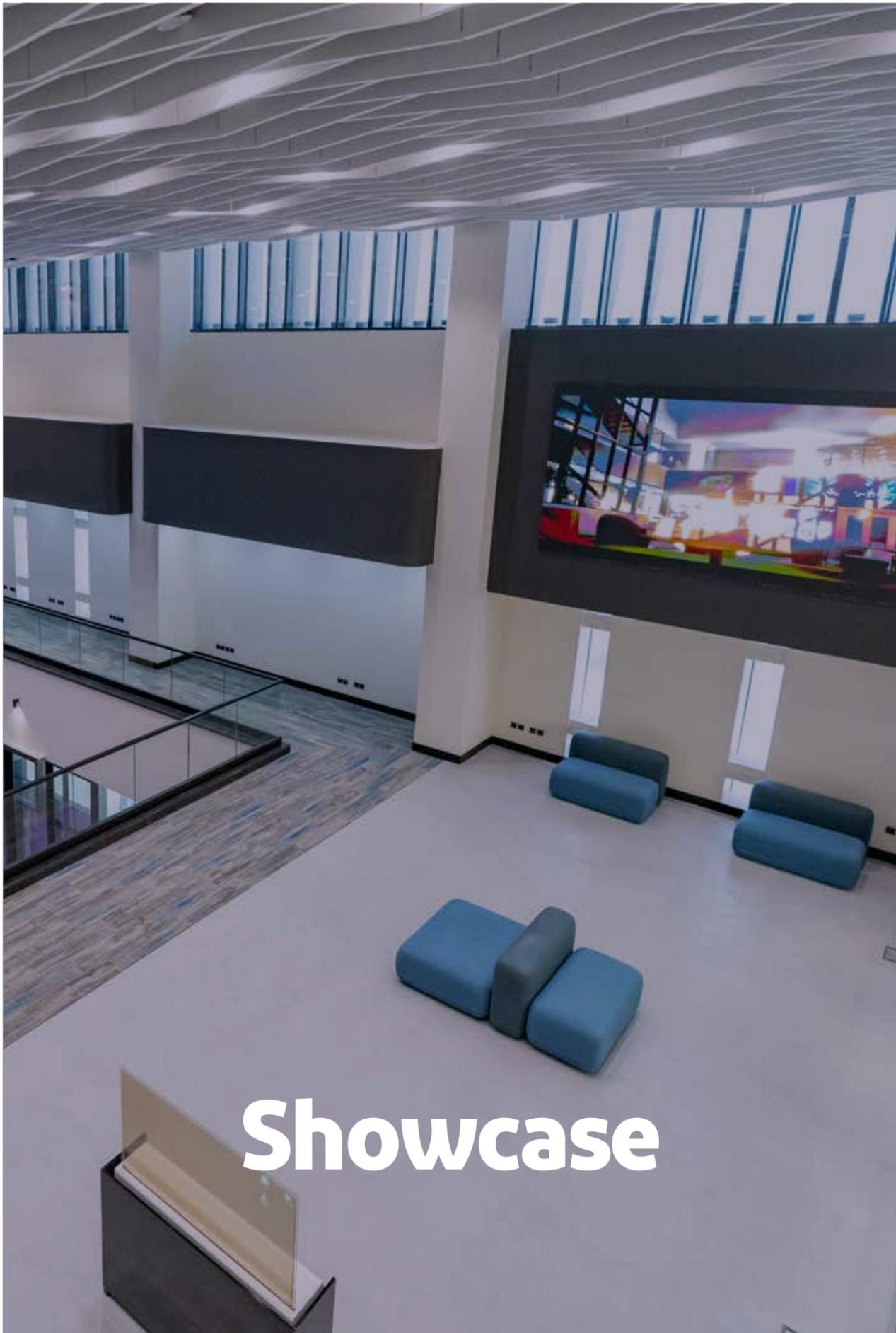
Inspiring presentations

Enablers

Showcasing success stories

Interactive performances

Expert meetups



Showcase

Showcase

The showcase area highlights success stories and the latest emerging technologies and use cases in the fields of innovation and digital transformation.

Objectives of the Space:

Showcasing success stories

Motivation and inspiration

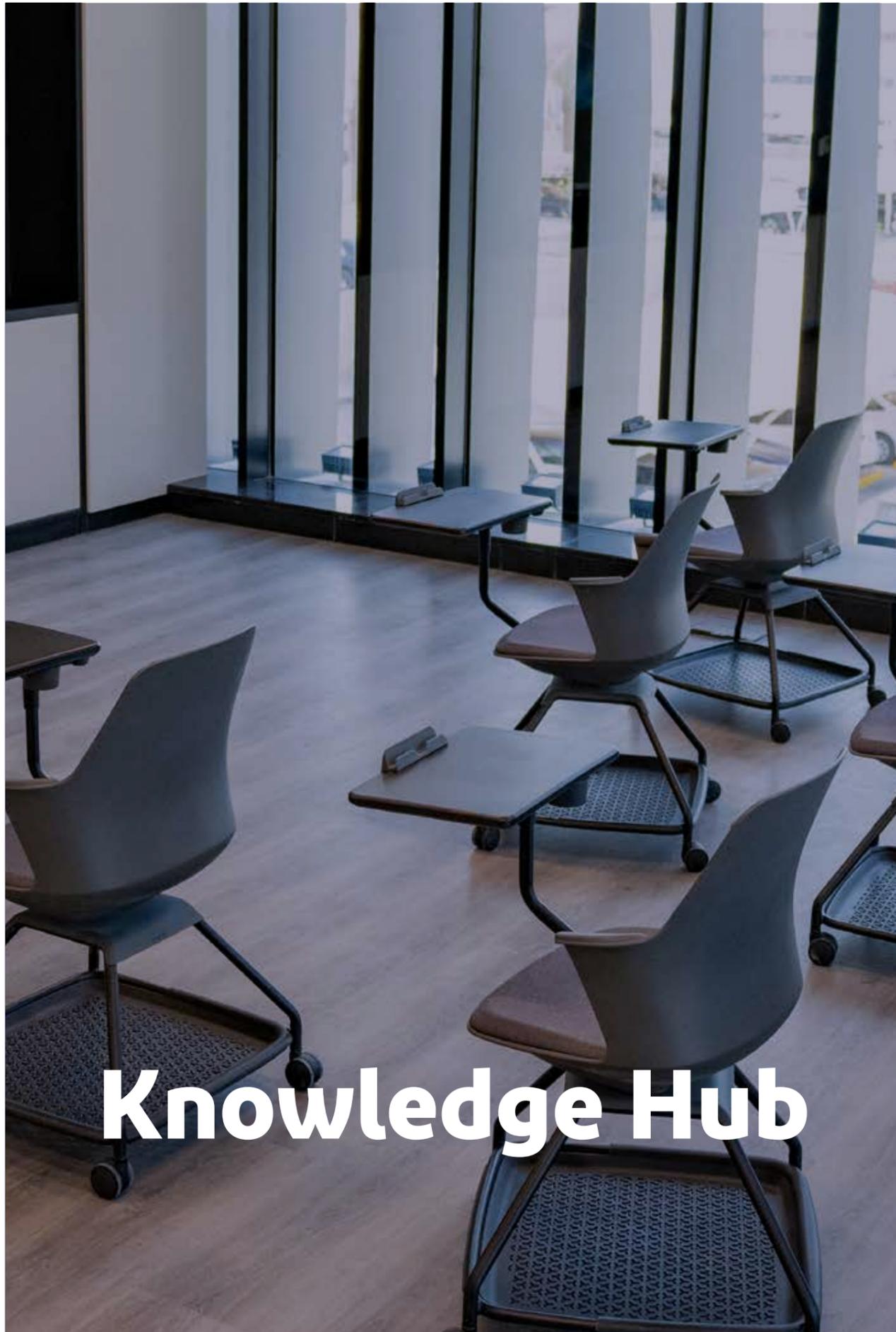
Expanding digital awareness

Enablers

Exploring the latest technologies

Showcasing use cases

Creating collaboration opportunities



Knowledge Hub

Knowledge Center

It serves as a rich and comprehensive platform for displaying information and data in an easily accessible and shareable format. This includes statistics, useful information, and important analyses in the fields of innovation and digital transformation.

Objectives of the Space:

Digital reference

Knowledge Transfer

Content enrichment

Enablers

Research and innovative guidelines

AI systems

Digital tools



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The Laboratories

The Hub Laboratories

The Hub includes 5 specialized laboratories, each with different characteristics and activities aimed at supporting research, innovation, and development in digital government.

XReality Lab	LXD Lab
Service Design Lab	Digital Inclusion Lab
Artificial Intelligence & Emerging Technologies Lab	



Digital Inclusion Lab

Digital Inclusion Lab

Includes both a usability laboratory and an accessibility laboratory, both specialized to enable government agencies to benefit from the latest technologies to improve the user experience of their products and digital solutions, making them inclusive for all segments of society, especially persons with disabilities and the elderly.

Enablers

Integrated environment for testing and monitoring

Advanced testing systems

Visual testing techniques

Digital accessibility tools



Service Design

Service Design

Focuses on designing digital products and developing initial prototypes to test solutions before implementation, with the goal of improving services and effectively meeting user needs.

Enablers

Initial prototype design

Brainstorming area

Government services innovation



LXD Lab

LXD Lab

LXD lab is a specialized platform for developing and improving educational experiences provided by government agencies through collecting and analyzing data, monitoring learners' opinions, and exploring best practices. The laboratory aims to innovate new educational methods that enhance the quality of educational services and products, focusing on professional development for beneficiaries to achieve comprehensive and sustainable educational goals.

Enablers

Training hall

E-learning and
simulators

Biosensor

Human behavior
analysis techniques



AI & EmTech Lab

AI & EmTech Lab

AI & EmTech Lab provides the opportunity to explore and design the latest technological developments, such as: blockchain technology, AI, and the IoT, which contributes to promoting innovation and applying advanced solutions.

Enablers

Artificial
Intelligence

Internet
of Things

Robotics
and drones

3D printing
technologies



XReality Lab

XReality Lab

XReality Lab provides the capability to design, create, and test XReality interactive experiences through virtual reality, augmented reality, and other modern technologies.

Enablers

XReality rooms

Extended reality technologies

Simulation area

Interactive and sensory technologies



Products and Initiatives

Key Digital Products and Services

- Ideas Bank
- Innovative Solutions Radar (Government Success Stories)
- Innovation and Emerging Technologies Consulting

Key Initiatives

- Open Innovation
- Digital Awareness and Knowledge
- Innovation Gathering
- Innovation Challenge (GovJam)

هيئة
الحكومة
الرقمية



السعودية
الرقمية



To access the Hub's website, scan the code

Contact us:

InnovationHub@dga.gov.sa