

Elevating Infleqtion's Quantum Computing Momentum in Illinois

How Voxus successfully orchestrated a complex, high-stakes launch that elevated Infleqtion's role as a national quantum leader



Infleqtion is a global leader in neutral-atom quantum technology. We design and build quantum computers, precision sensors, and quantum software for governments, enterprises, and research institutions. Our commercial portfolio includes quantum computers as well as quantum RF systems, quantum clocks, and inertial navigation solutions. Infleqtion is the partner of choice for governments and commercial customers seeking cutting-edge quantum capabilities.

Relaunching a Flagship Product

Infleqtion, a global leader in quantum information technologies and a long-time Voxus client, announced in August 2025 that it had been selected to build the first fault-tolerant, neutral atom quantum computer in Illinois.

While the news itself was significant, the stakes were high: Infleqtion needed to cut through the noise of a crowded quantum computing landscape, highlight the impact of the \$50M public-private partnership, and frame the story as both a company milestone and a broader moment of regional leadership. Adding to the challenge, Voxus had just three days to pull together and execute a comprehensive plan.

Voxus partnered closely with Infleqtion's executive and marketing teams to design and deliver a high-impact communications campaign. Key components included:

- **Message Development:** Shaping clear, differentiated positioning around Infleqtion's ability to deliver fault-tolerant, neutral atom systems, and highlighting how the Illinois investment accelerates U.S. competitiveness in quantum.
- **Quick-Turn Media Strategy:** Coordinating a fast-paced outreach program ensuring that top journalists were informed and prepared for launch day.
- **Policy & Ecosystem Context:** Collaborating directly with Governor Pritzker's office to align announcement timing and embargo details with the Governor's press conference, amplifying visibility and political relevance.
- **Executive Visibility:** Elevating CEO Matthew Kinsella and Infleqtion's technical leaders as authoritative voices, reinforcing credibility with both business and technology audiences.
- **Media Relations:** Working behind the scene and on-site to coordinate press meetings and secure coverage across both national outlets and regional press, validating Infleqtion's leadership role in Illinois' quantum ecosystem.
- **Strategic Social Campaign:** Driving digital amplification through high-performing LinkedIn and X/Twitter posts, leveraging visuals, CEO commentary, and corporate messaging to reach business, technical, and policy stakeholders.

The campaign generated strong momentum and measurable impact:

- Voxus secured 45+ total articles, including multiple in-depth features and local broadcast coverage on Chicago's ABC affiliate.
- Coverage highlights included *AP News*, *Bloomberg*, *Chicago Sun Times*, *Chicago Tribune*, *Inc. Magazine*, *The Wall Street Journal*, and more.
- On LinkedIn:
 - Infleqtion's corporate post achieved a 21.3% engagement rate, with more than 2,000 reactions, reaching policymakers, researchers, and industry stakeholders.
- Voxus coordinated multiple media and analyst briefings, ensuring the Illinois announcement was not only covered as company news but also positioned within the broader U.S. quantum leadership narrative.

Conclusion

In just three days, Voxus successfully orchestrated a complex, high-stakes launch that elevated Infleqtion's role as a national quantum leader. By aligning with state leadership, executing rapid-fire media engagement, and delivering strong coverage across business, policy, and technology outlets, Voxus turned a milestone announcement into a broader platform for visibility, credibility, and growth.