



PRESS RELEASE

AWE EUROPE COMES TO GERMANY

RE'FLEKT AND THE BAVARIAN MINISTRY OF ECONOMIC AFFAIRS BRING THE LARGEST AUGMENTED AND VIRTUAL REALITY EVENT FROM THE SILICON VALLEY TO MUNICH

- **Record investments in AR / VR:** 2016 saw \$2.3 billion invested into the global Augmented and Virtual Reality market, an increase of 300 percent from the previous year
- **Apple, Google and Facebook** are all moving towards Augmented and Virtual Reality platforms and industry leaders such as Audi, Bosch, Eon and Saturn MediaMarkt are using the technologies in production, maintenance and marketing
- **Top speakers and industry** meet at the AWE Europe with more than 200 speakers and international leaders such as Daqri, ODG and Vuzix and 1,500 participants expected in the German tech metropolis of Munich

Munich, September 7, 2017 (ds). RE'FLEKT, Europe's leading technology company for industrial Augmented and Mixed Reality platforms, is bringing a major event to Munich with the support of the Bavarian Ministry of Economic Affairs: The Augmented World Expo Europe (AWE) on October 19th and 20th, 2017. The Munich start-up is a long-standing partner of the event organizer, AugmentedReality.org, as well as a sponsor and exhibitor at the US edition in Silicon Valley.

Over the past months, Augmented Reality has gained a huge boost through billions in investments and announcements from Apple, Facebook and Google. Most notably, Apple's ARKit has proven to be a major driver for the consumer market whilst the Microsoft HoloLens industrial data glasses have reinforced this effect in the enterprise field. Moreover, the number of AR users is rapidly growing: in the classic and automotive industrial sectors to entertainment and retail.

"We are very proud to bring one of the most important technology events to Munich. The state of Bavaria offers excellent opportunities for start-ups and companies in new technology fields such as Augmented and Virtual Reality," explains the Bavarian Minister for Economic Affairs, Ilse Aigner.

"For strong expansion and growth, we need events like AWE Europe. With a team of 60 employees, RE'FLEKT develops an Augmented Reality ecosystem for the industrial workplace of the future. We already have a long-standing relationship with the founders of AWE, Ori Inbar and Tom Emrich, and are delighted to work together on this event platform," explained RE'FLEKT CEO Wolfgang Stelzle on the reasons for the successful cooperation.

Two days of advanced and virtual worlds

This year AWE Europe will host over 100 top speakers and many well-known exhibitors with around 1,500 participants expected from Germany and abroad. These include international industry leaders such as the US smart glasses manufacturers Daqri, ODG and Vuzix as well as technology companies including Bosch and Wikitude.

Augmented World Expo stands out with its unique fusion of conference and the trade fair. Participants are able to attend lectures and panels from industry leaders for the latest technology

updates but also have the opportunity to test the most recent hardware and software solutions directly at the stands.

"Munich is an excellent location for us as the state capital is a hub for all the small to mid-sized companies as well as the larger corporations. The different industries provide a large audience, not to mention an entire spectrum of users for Augmented and Virtual Reality," Ori Inbar, co-founder of the Augmented World Expo on the decision to come to Munich.



AWE Founder Ori Inbar



RE'FLEKT COO Kerim Ispir keynote at AWE EU 2016



Participants testing live demos



Smart Glasses in the exhibition hall

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ABOUT RE'FLEKT

RE'FLEKT is a Munich based technology company that enables any business or industry to create their own in-house Augmented and Mixed Reality applications. By making AR and MR affordable and scalable for business, RE'FLEKT's ground-breaking human-centred platforms empower anyone to simply infuse their industry knowledge into customized AR and MR solutions. With clients including Audi, BASF, BMW, Bosch, Eon, Hyperloop, Hyundai, Leybold, Porsche, Seepex and Thyssen Krupp, the international team delivers technology solutions to a variety of leading global markets. Since its founding in 2012, RE'FLEKT has grown to a team of over 60 employees in Munich, Dusseldorf and Los Angeles and is a "Gartner Cool Vendor".

Website: www.re-flekt.com

Blog: www.wearear.de

ABOUT AUGMENTED WORLD EXPO

Produced by AugmentedReality.org, AWE (Augmented World Expo) is the largest AR+VR conference and expo showcasing technologies which are augmenting our human capabilities, turning ordinary experiences into the extraordinary and empowering people to be better at anything they do in work and life: Superpowers to the People. AWE Europe 2017 will feature more than 100 speakers and 100 exhibitors leading the charge in augmented and virtual reality.

Website: <http://www.aweeu.com>

CONTACT

RE'FLEKT

Dirk Schart, Head of PR & Marketing

Cell: +49 (0) 172 108 06 61

Email: ds@re-flekt.com

Web: www.re-flekt.com

AWE/Lightspeed PR

Jennifer Guerra

Email: jennifer@lightspeedpr.com

Web: www.lightspeedpr.com