

## PRESS RELEASE

### REFLEKT ONE

#### THE FIRST AUGMENTED AND MIXED REALITY PLATFORM WITH MICROSOFT HOLOLENS INTEGRATION

- **Top-ranked Content Platform:** Top-ranked and award-winning Industry integrated platform according to ABI Research, Gartner and Tractica
- **HoloLens Publication:** Direct publication of 3D content for instruction and component scenarios on the Microsoft HoloLens
- **Model-based Tracking for HoloLens:** Precise initialization and tracking of objects with the Microsoft HoloLens

Santa Clara, California, 5/31/2017 (ds). RE'FLEKT, Europe's leading company for Industrial Augmented and Mixed Reality platforms, proudly announces the next level of content authoring: the first platform to support simultaneous direct publication and model-based tracking for the Microsoft HoloLens. With REFLEKT ONE, the German / US-based startup enables any enterprise to create AR and MR scenarios for maintenance, operations and training on their own in a more affordable and scalable way.

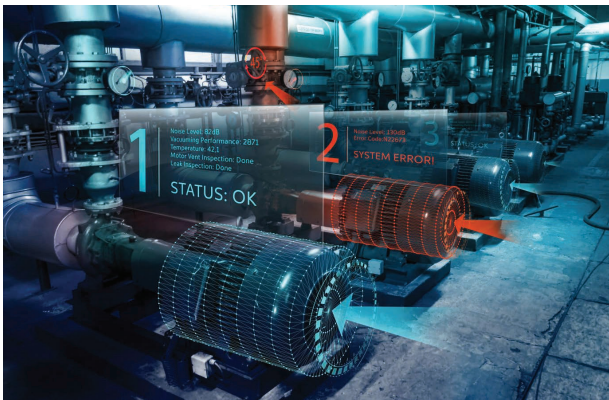
#### **Model-based Tracking for the Microsoft HoloLens**

The standard HoloLens tracking measures the environment, but is not able to identify objects therein. This requires content to be placed manually for each object. With the model-based tracking used in REFLEKT ONE, the Microsoft HoloLens can now detect objects and display content spatially in correct position without any additional steps. Industrial scenarios require content to be precisely overlaid in order to provide work instructions and contextual information on real objects, such as machines, vehicles or parts.

#### **Award-winning publication for Augmented and Mixed Reality – direct to HoloLens**

The development of Industrial AR and MR applications is time-consuming and expensive. Standard content tools cannot be integrated into existing IT infrastructure of enterprises. REFLEKT ONE is the platform tailored to the needs of the Industry. Standardized content creation and interfaces to PLM and documentation software allow the author to publish directly to the Microsoft HoloLens glasses as well as to Android, iOS and Windows devices. REFLEKT ONE was top-ranked and named by several well-known research institutes such as ABI Research, Gartner and Tractica and won an award under the patronage of Microsoft Germany.

"REFLEKT ONE is a very powerful Augmented and Mixed Reality platform for Industrial scenarios. After developing various applications in the manufacturing and health care sector, we integrated the direct publication as well as a model-based tracking for our customers", explains Kerim Ispir, Chief Operations Officer of RE'FLEKT, about the importance of Mixed Reality glasses for REFLEKT ONE.



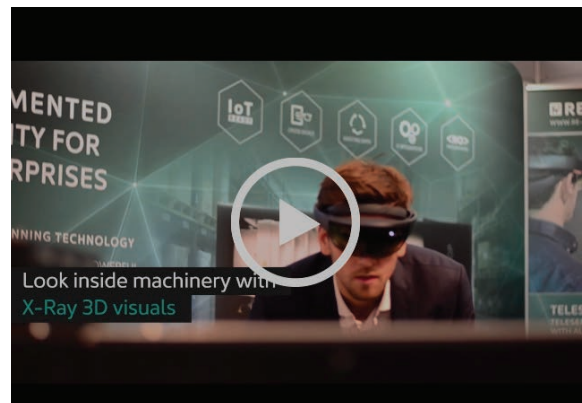
REFLEKT ONE: Augmented Reality Platform for Enterprises



HoloLens integration for Leybold



HoloLens Integration for Getinge



Watch video on <https://www.youtube.com/watch?v=hSEboxEKxiY>

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## ABOUT REFLEKT ONE

REFLEKT ONE is the first scalable Augmented Reality platform to enable any industry to simply create in-house Augmented Reality applications. The award-winning platform creates visual guidance on smartphones, tablets and smart glasses to simplify production, training, maintenance and repair. REFLEKT ONE's cutting-edge technology reuses and transforms any existing engineering, design and documentation data into interactive real-time 2D/3D visualizations on real objects. REFLEKT ONE can be integrated into any existing IT Infrastructures and is "IoT Ready" – empowering industry to connect to real objects and display live sensor data in real-time.

Website: [www.re-flekt.com/reflekt-one/](http://www.re-flekt.com/reflekt-one/)

## 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](http://www.re-flekt.com)

Blog: [www.wearear.de](http://www.wearear.de)

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## CONTACT

RE'FLEKT

Dirk Schart, Head of PR & Marketing

Cell: +49 (0) 172 108 06 61

Email: [ds@re-flekt.com](mailto:ds@re-flekt.com)

Web: [www.re-flekt.com](http://www.re-flekt.com)