

PRESS RELEASE

AUGMENTED REALITY STARTUP RE'FLEKT OPENS MULTI-MILLION EURO SERIES A FINANCING ROUND WITH BASF VENTURE CAPITAL AS LEAD INVESTOR

BASF Venture Capital has invested in RE'FLEKT, a Munich and San Francisco-based Augmented Reality startup that provides enterprise customers content creation and remote expert solutions. BASF Venture Capital's opening investment of 3,75 million Euro (\$4.4 million US Dollar) follows Bosch's investment in the company in 2015.

"The investments from two of the world's largest industrial companies validate our leading position in the Augmented Reality market. With the new funding, we will continue our strong growth and further invest in our team and products," says RE'FLEKT CEO and founder Wolfgang Stelzle.

[More about the RE'FLEKT Ecosystem](#)

"Digital technologies are a high priority at BASF. We see significant benefits in using Augmented Reality for a variety of key simulation, communication, and digital learning use cases, especially related to operations and industrial processes," says Markus Solibieda, Managing Director of BASF Venture Capital. *"Our partnership with RE'FLEKT further establishes value for our customers, who will be able to use Augmented Reality to improve the efficiency and effectiveness of manufacturing and industrial processes."*

RE'FLEKT has been developing its enterprise Augmented and Mixed Reality ecosystem since the company was founded in 2012. Consisting of a multi award-winning content creation platform and a remote expert solution for maintenance, training and operations, the RE'FLEKT ecosystem intelligently projects step-by-step instructions directly onto complex machines and systems using Augmented Reality. *"The RE'FLEKT platform helps machine operators and maintenance personnel eliminate mistakes and significantly increase uptime,"* says Wolfgang Stelzle, founder and CEO of RE'FLEKT.

Industrial companies use the RE'FLEKT Ecosystem to transform their existing CAD drawings and data from traditional technical documentation into interactive Augmented Reality applications for mobile devices and smart-glasses. These applications can be used regardless of location to provide interactive user support and standardize learning and education for complex machinery and processes.

The 2020 global market potential for AR applications is estimated at more than one-hundred billion dollars. Market trends such as knowledge society, connectivity, and globalization are just a few of key factors that expected to drive the opportunity for enterprise AR solutions that improve communication and knowledge transfer.



Wolfgang Stelzle (CEO & Founder) & Kerim Ispir (COO) - RE'FLEKT Management



Our Vision



RE'FLEKT Headquarters (Munich)



RE'FLEKT Enterprise Augmented and Mixed Reality Ecosystem

[DOWNLOAD PRESS KIT](#)

ABOUT THE RE'FLEKT ENTERPRISE AR SUITE

RE'FLEKT's Enterprise AR Suite provides a powerful content creation platform and a remote expert solution to empower workers with flexible and customizable smart instructions on mobile devices and smart glasses - for increased efficiency and reduced errors. The content creation platform integrates into existing enterprise software and enables companies to easily convert existing CAD data and media content into Mixed Reality applications for maintenance, training and operations. The Remote Expert tool connects workers to immediate Augmented Reality support with dedicated experts in one simple click.

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 recommended by leading analysts including ABI Research and Gartner (Gartner Cool Vendor).

Website: www.re-flekt.com

CONTACT

RE'FLEKT
Harry Hulme
Marketing and Communications Manager
Cell: +49 (0) 172 108 06 61
Email: harry.hulme@re-flekt.com
Web: www.re-flekt.com