

PRESS RELEASE

RE'FLEKT KICKS-OFF SILICON VALLEY OFFICE IN SAN FRANCISCO AND PRESENTS NEW VICE PRESIDENT AMERICAS SALES

- **New Silicon Valley office in San Francisco** opens new hub for US customer support and premium talent hires.
- **Tech and Industry veteran Manolo A. Blanco** joins RE'FLEKT to drive USA market entry as Vice President Americas Sales.
- **RE'FLEKT first to launch AR Ecosystem** for content automation and remote collaboration.

More on www.re-flekt.com

San Francisco, January 24th, 2018 (ds). RE'FLEKT, the startup building the first Enterprise Augmented Reality Suite to fuse content automation and remote collaboration has officially opened their Silicon Valley office and introduced industry veteran Manolo A. Blanco as their new Vice President Americas Sales. Since 2012, the tech company's content platform and remote support tool have convinced numerous leading European Fortune 500 companies to implement RE'FLEKT Augmented and Mixed Reality technology. With heavy focus now including the untapped US market for premium AR solutions, the rapid RE'FLEKT growth in the American continent continues with their second US location.

With extensive expertise in technology and B2B SaaS products, a first-class Industry network, and a visionary outlook to technology solutions Manolo A. Blanco will represent RE'FLEKT in the Americas to provide dedicated support to US customers. With over 25 year's experience promoting groundbreaking technology products as they enter global markets, Manolo is recognized as an industry veteran. His ground zero work with emerging technologies has acquired him a deep expertise in and understanding of technology. Before joining RE'FLEKT, Manolo introduced several AR enterprise products to the American markets where he is an established and renowned technical sales expert.

"The US market is very important for us. We have more than five years of experience with Augmented and Mixed Reality solutions in industries such as transportation, machinery, energy as well as oil and gas. Our success has come from simplifying standardized / CAD-based content creation for enterprises so that anyone can implement AR and MR into their digital transformation strategy with the content already at hand. We have had substantial success in Europe and are sure that Manolo Blanco's experience and our new San Francisco base will ensure that we can replicate this premium product offering to our US customers", said RE'FLEKT CEO Wolfgang Stelzle.

“Behind the scenes Augmented and Mixed Reality have already begun to change the way modern workers operate in industrial environments rapidly adopting industry 4.0 processes. To work for an industry leader that accelerates these workflows with outstanding technology, and are able to support it with proven success, is extremely exciting.” Explains Manolo A. Blanco RE'FLEKT VP Americas Sales.



Manolo A. Blanco - RE'FLEKT VP Americas Sales



The Vault - RE'FLEKT San Francisco HQ



RE'FLEKT partner Vuzix demo of Blade at RE'FLEKT SF office opening event



RE'FLEKT guests enjoying office opening in San Francisco

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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).

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