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## **Arilyn brings Finnish AR tech to the global market**

Arilyn, a Finnish Augmented reality (AR) software provider, has signed an agreement with Canadian label giant CCL, the world's largest Labels & speciality packaging manufacturer.

The partnership is exceptional. It's not often that a five-year-old technology company from Helsinki can leverage the power of a global market leader with tens of thousands of employees around the world. The cooperation between Arilyn and CCL means that CCL will develop, market and sell AR & VR Immersive Connected Packaging services, implemented with Arilyn's technology.

Augmented Reality is a technology that enables digital content visible in the physical world, for example with mobile devices. Arilyn has made waves with its AR campaigns for customers such as Arla, Nokia, and Helsingin Sanomat in the past. In Arla's campaign, for example, Arilyn brought their milk cartons to life in an interactive digital game for kids.

Scalability for partners of different sizes is part of Arilyn's strategy. The CCL deal will upgrade this strategy to the global level, since the company's customers include some of the world's largest fast-moving consumer brands in various segments, such as Food & Beverage, Home & Personal Care, Consumer Goods, Speciality, Pharma, Automotive and many others. On the domestic consumer goods market, Arilyn will continue its cooperation with its established customers as usual.

Arilyn's Technology and expertise will gain awareness of the world's biggest brands. People everywhere in the world will be part of consumer experiences, unlocking directly from a physical product, through state-of-the-art Finnish AR & Mixed Reality technology.

*“CCL is a strategic partner for Arilyn since their customers include the world’s best brands, which usually also have the best stories. CCL is a perfect partner for us because they share our love of AR as a story-telling medium and know how to use it to offer breathtaking concepts to their customers.”*

– Emmi Jouslehto, CEO & Co-Founder, Arilyn

*“We have invested heavily into Connected Packaging and new innovative technologies. In Arilyn, we have found a unique combination of a highly scalable & flexible software platform, together with a fantastic team of passionate experts.”*

– Günther Birkner, President, CCL Labels

*“After investigating and experimenting in the field of Mixed Reality and Connected Packaging for more than seven years all around the world, I am confident about the cooperation. Arilyn’s mix of technology and variety of unique features will help our customers and brands all over the world to engage with their consumers in a unique and highly immersive way, combining the power of their physical products with digital marketing and ‘On-Life’ consumer experiences.”*

– Rafi Albo, Global Creative Director & Head of Connected Packaging, CCL

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## **Arilyn**

Arilyn offers easy-to-use augmented reality technology and creative solutions for storytelling professionals. Arilyn customers include several international brands, such as Arla, Huawei, and All Nippon Airways, along with media, marketing, and advertising agencies in more than twenty countries.

For more information:

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## **CCL**

A global specialty packaging pioneer, CCL Industries is the largest label company in the world with headquarters in Toronto, Canada.

For more information:

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