

## PTC and RE'FLEKT Reach Agreement to Grow PTC's Vuforia Augmented Reality Business in Europe

PTC Acquires IP and Expands Augmented Reality Expertise

**BOSTON — February 8, 2022** — [PTC](#) (NASDAQ: PTC) today announced that it has reached agreement with RE'FLEKT, a leading provider of enterprise augmented reality (AR) software and remote guidance solutions, to acquire RE'FLEKT intellectual property and to have RE'FLEKT's founders and other individual talent join PTC's Vuforia® business unit. The agreement expands PTC's AR technical expertise and go-to-market organization, with an emphasis on the European market.

Founded in 2012 and headquartered in Munich, Germany, RE'FLEKT has earned widespread market recognition for its RE'FLEKT One, a work instruction and visual guidance solution, and its RE'FLEKT Remote, a remote collaboration solution. Like PTC's strategy with Vuforia, RE'FLEKT targeted the enterprise and industrial AR markets, supporting frontline worker use cases.

"AR has emerged as a powerful and valued solution for frontline workers in enterprise and industrial settings, modernizing training, remote collaboration, procedural guidance, and quality inspection," said Michael Campbell, EVP, and General Manager of Augmented Reality at PTC. "This agreement with RE'FLEKT bolsters PTC's leadership in the enterprise AR market and increases our ability to deliver meaningful value to our customers."

"I'm proud of what the RE'FLEKT team has accomplished over the last decade," said Wolfgang Stelzle, CEO of RE'FLEKT, who is joining PTC as part of the agreement. "We built a company that developed innovative products and helped bring AR into the mainstream in industrial enterprises. I'm excited to bring our years of expertise and insights to the Vuforia business, in collaboration with Michael and the extended team."

Vuforia's comprehensive, scalable enterprise AR solution suite enables industrial enterprises to train their frontline workers, capture and transfer expert knowledge, ensure product quality during manufacturing, and improve first-time fix rates. Delivered on PTC's Atlas SaaS platform, Vuforia's AR solution portfolio includes: [Vuforia Instruct™](#), [Vuforia Expert Capture™](#), [Vuforia Studio™](#), [Vuforia Engine™](#), [Vuforia Chalk™](#), and [Vuforia Spatial Toolbox™](#).

PTC was recently named [the overall leader in enterprise AR platforms by ABI Research](#).

### About PTC (NASDAQ: PTC)

PTC enables global manufacturers to realize double-digit impact with software solutions that enable them to accelerate product and service innovation, improve operational efficiency, and increase workforce productivity. In combination with an extensive partner network, PTC provides customers flexibility in how its technology can be deployed to drive digital transformation – on premises, in the cloud, or via its pure SaaS platform. At PTC, we don't just imagine a better world, we enable it.

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