

THE BIGGEST NEWS FROM RE'LEASE



New User Interface (UI) for Work Augmentation Platform: Fresh design and improved navigation make AR scenarios easily accessible and simple to use for the industrial workforce.



Integration of remote support calls in AR guidance: Advanced deep linking empowers workers to launch remote support calls inside AR scenarios.

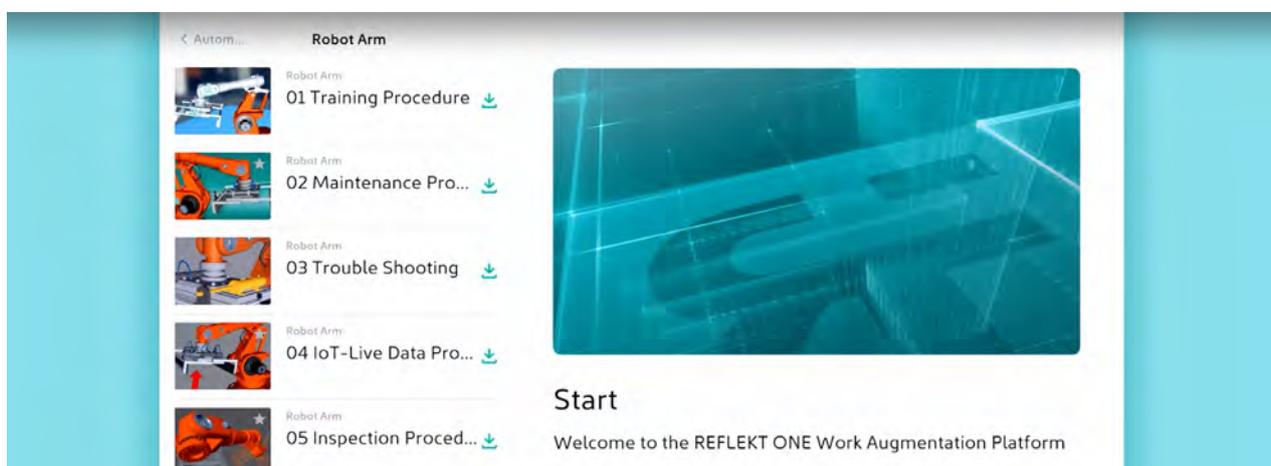


Our customers love our products: EOS, IDEAL, Roche Diagnostics and Syntegon choose Enterprise AR solutions for their workforce.

Munich/San Francisco, March 16th, 2021. Today we kicked off our third RE'LEASE event with exciting product news under the umbrella of "Our customers love our products". In the last 12 months, we have seen a significant rise in the demand for our Enterprise AR solutions accelerated by the lack of digital tools for the industrial workforce.

When industry leaders like ABB, BASF, EOS, Medtronic, Roche Diagnostics and Syntegon can operate and train more efficiently using our solutions, it once more confirms our vision of a modular Work Augmentation platform integrated into enterprise software and offering a 100% code-free content creation.

"Developing an AR content tool for one-off projects is no longer rocket science. Building an enterprise AR system on industry standards enabling companies to implement AR in a scalable way needs domain expertise and deep understanding of industrial workflows", says RE'FLEKT CEO and Founder Wolfgang Stelzle.



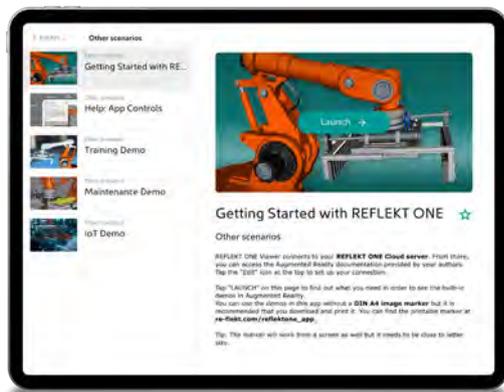
GOODBYE PAPER INSTRUCTIONS. WELCOME WORK AUGMENTATION.

RE'FLEKT lives up to its reputation as the No. 1 ranked Enterprise AR startup offering "a unique approach to content creation and distribution for customers" (Source: ABI).

"Switching from paper-based manuals to digital guides allows us to replace standardized classroom trainings by more individualized and task-oriented trainings.", says Ralf Distler, Global Customer Support Lead at Roche Diagnostics.

Surrounding the latest RE'LEASE events, we announced a list of news as well as stories from our products and customers.

LATEST IMPROVEMENTS IN REFLEKT ONE AND REFLEKT REMOTE



New User Interface for REFLEKT ONE Viewer app

The fresh design and improved navigation of our new User Interface in REFLEKT ONE Viewer is all about making Enterprise AR solutions as easy and simple to use as possible. Our latest features focus on bringing workers quickly to the right AR guide via the scenario browser. Improved search and selection functionalities make any scenario available at the user's fingertips.

Advanced Deep Linking: Launch remote support calls from REFLEKT ONE

Bringing remote support into AR guidance empowers the workforce to solve problems even quicker with both in one solution: Simple work instructions and easy access to expert support. Advanced Deep Linking allows businesses to let their workforce trigger remote support calls within REFLEKT ONE without launching REFLEKT Remote separately. The same deep linking functionalities can be used to bring remote support into other systems such as ticketing solutions or mobile apps. [Learn more](#)

New integrated reporting for REFLEKT Remote

We have extended the incident reporting feature in REFLEKT Remote to enable our customers to not only closely monitor but also evaluate and constantly improve their remote support. The incident report in the Admin Portal now delivers KPIs such as call duration and number of calls, messages or files exchanged. [Learn more](#)

RE'FLEKT expands Work Augmentation with leading IoT solution from Software AG

RE'FLEKT has added a new IoT module to the REFLEKT ONE Work Augmentation Platform, allowing industrial companies to easily visualize live data from machines and devices in AR instructions and trainings. With the integration of Software AG's Cumulocity IoT platform, the user's virtual perspective is enriched with real-time machine data and advanced analytics. Both tools are self-service solutions that make integrating new IoT instruments much easier for technicians and service personnel.

[Learn more](#)



REFLEKT Remote launches Guest Access and advanced role management

Experts can easily invite anyone to join REFLEKT Remote via [Guest Access](#). The click of a button generates an access code that makes it simple to involve a guest user in a specific incident, without the barrier of creating new user accounts. An additional level of administrative support further allows companies to scale their remote support across the globe and manage large user groups. The new [Area Admin](#) manages users by assigned areas, to locally support regions or brands.

RE'FLEKT offers its top customers a 'Growth & Adoption Program'

Together with our customers, we have been collecting feedback from users over the past few months to provide more targeted support for the implementation of our AR solutions. We have built a program that helps companies to enable a seamless and frictionless adoption of the new tools. The program can be individually combined with modules such as education pages, webinars and analytics and is aimed at premium customers. Together with ABB we have for instance launched a dedicated webpage as overview of all AR initiatives across their business. [Learn more](#)



CUSTOMER STORIES ACROSS MANUFACTURING AND SERVICE & SUPPORT



Syntegon improves support with REFLEKT Remote

Customer service teams at Syntegon assist food and pharma manufacturers remotely by providing audio-visual support to on-site technicians via REFLEKT Remote. With the remote support tool experts guide technicians from a distance via chat, video and document sharing to diagnose and fix errors as if they were on site. REFLEKT Remote offers Syntegon a new way to provide outstanding customer support that is available instantly while reducing travel cost and waiting times. [Learn more](#)

EOS AR training receives eLearning Award 2021

EOS rethinks training and commissioning of industrial 3D printers by using AR technology in digital guidance. REFLEKT ONE step-by-step instructions on Microsoft HoloLens 2 and tablet devices are becoming the new go-to solution for employees, customers and service technicians. The [AR-application](#) offers an entirely new, more engaging and user-friendly way of installing and working with EOS printing equipment. It has recently received the [eLearning Award 2021](#).



Roche transforms training for diagnostic devices with REFLEKT ONE

Roche are using REFLEKT ONE to create training guides in-house that are based on existing technical documentation but train service engineers closer to the real equipment by using animated content. The content creation platform enables Roche to feed product data into step-by-step instructions combined with animations that explain the diagnostic systems visually. [Learn more](#)

IDEAL increases productivity with AR-guided instructions

IDEAL-Werk works with REFLEKT ONE AR-guides to service and repair industrial machinery. This form of digital guidance is more visual than traditional documentation and therefore more precise, easier to understand and language independent. Service and repair tasks are performed faster and with fewer errors which allows IDEAL-Werk to make more efficient use of their service personnel and reduce machine downtime. [Learn more](#)

[DOWNLOAD PRESS KIT](#)

ABOUT RE'FLEKT

RE'FLEKT is an Augmented Reality (AR) software company that makes industrial machine maintenance and operation as easy as using a simple home appliance. 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 ABB, BASF, Bosch, Medtronic, Porsche, Roche and Siemens, 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 50 employees in Munich and San Francisco and is recommended by leading analysts including ABI Research and Gartner (Gartner Cool Vendor).

ABOUT REFLEKT ONE

REFLEKT ONE is the first scalable Augmented Reality platform that enables companies to independently create their own Augmented Reality applications. The award-winning platform lets companies create visuals and guides on smartphones, tablets, and data glasses to simplify production, training, maintenance, and repair. REFLEKT ONE's advanced technology leverages existing design and documentation data and transforms it into interactive 2D and 3D visualizations for real-time viewing on real objects. REFLEKT ONE integrates with existing IT infrastructures and is "IoT Ready", enabling industrial enterprises to retrieve and display real-time sensor data.

ABOUT REFLEKT REMOTE

REFLEKT REMOTE is the "one-button solution" that connects technicians on site with the right support experts and allows real-time video support with augmented reality. RE'FLEKT's intelligent routing technology identifies and connects technicians directly with a support expert - via smartphone, tablet or data glasses. The expert can assist the field technician by simply drawing steps or placing visual instructions; the visual engineer sees the visual direct in his field of vision. The platform provides technicians with access to a global database of issues already resolved to accelerate repair and maintenance processes. REFLEKT REMOTE significantly improves maintenance, repair and support processes and reduces costs for local experts.

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