

# RE'FLEKT ENTERPRISE AR SOLUTIONS ACCELERATE DIGITAL TRANSFORMATION IN THE REMOTE ECONOMY

INDUSTRIAL LEADERS IN MEDICAL, MACHINERY AND CHEMICAL SECTORS  
DIGITALIZE THE WORKPLACE WITH AUGMENTED REALITY



**Demand increase in 2020:** More industrial enterprises than ever before turn to Enterprise AR solutions.



**Cross-industry solutions:** Roche Diagnostics, IDEAL-Werk and BASF improve business operations with workplace augmentation and remote collaboration.



**Lasting results:** Industrial enterprises achieve 70% increased productivity, 58% less errors and 50% faster issue resolution.

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Munich/San Francisco, November 30th, 2020. After years of slow digitalization in the industrial workplace, more recent circumstances like travel restrictions, limited access to facilities and other threats to business continuity created an urgency for industrial enterprises to accelerate their digital transformation.

In the new Remote Economy businesses must digitalize processes across manufacturing, service and training to keep operations running, work more efficiently and make the best use of the talent available. This includes making expert knowledge available to the workforce where it is needed as well as facilitating remote collaboration between front-line workers and support teams.

For 2020 RE'FLEKT reports a significant increase in the demand for work augmentation and remote collaboration solutions in the industrial sector, including medical device manufacturing, machinery and chemical industries. Industry leaders like BASF and Roche Diagnostics choose RE'FLEKT solutions to digitalize their workflows with AR technology while saving resources and increasing customer satisfaction.

“At RE'FLEKT we have not only seen a rise in the demand for our Enterprise AR solutions this year but also what value they bring for our customers. When industry leaders like Roche Diagnostics and BASF can operate more efficiently using our solutions, it once more confirms our belief that remote collaboration and work augmentation will be the driving forces when it comes to digitalizing workflows and creating the workplace of the future.” says RE'FLEKT CEO and Founder Wolfgang Stelzle.

## INDUSTRY INSIGHTS: REFLEKT CUSTOMERS DRIVING DIGITAL TRANSFORMATION

Industry leaders in the medical, machinery and chemical sectors replace traditional workflows and outdated tools with Enterprise AR solutions. They adapt to the Remote Economy with work augmentation and remote collaboration.

### WORK AUGMENTATION WITH REFLEKT ONE

#### ROCHE DIAGNOSTICS

##### Technical training for medical diagnostic systems

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-WERK

##### AR-guides for service technicians



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](#)

### REMOTE COLLABORATION WITH REFLEKT REMOTE

#### BASF

##### Centralized remote support in the chemical sector

The [REFLEKT Remote](#) white label solution enables BASF to simplify remote support for numerous independent brands under the umbrella of one large enterprise. It empowers BASF to roll-out a range of customized remote support apps at scale, promote them as dedicated support solutions to different end-user groups and centrally monitor support processes.

[Learn more](#)



## 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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## CONTACT

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