

## PRESS RELEASE

### FROST & SULLIVAN AWARDS RE'FLEKT WITH THE 2018 EUROPEAN PRODUCT LEADERSHIP FOR AUGMENTED REALITY

**The REFLEKT ONE platform enables enterprise to create industrial AR applications using existing CAD data with zero special programming needed**

[More on www.reflektone.com](http://www.reflektone.com)

LONDON, U.K. – 05.10.18 – Based on its recent analysis of the European enterprise Augmented Reality (AR) market, Frost & Sullivan recognizes RE'FLEKT with the 2018 European Product Leadership Award for its remarkable AR platform, REFLEKT ONE. This cutting-edge Augmented Reality platform transforms printed manuals into visual guides by re-using existing CAD data and content. For enterprise, this has proven to reduce maintenance and repair time by 30 percent due to the increased efficiency offered by AR manuals. Frost & Sullivan recognizes the countless REFLEKT ONE applications in operation at global industry leaders such as Bosch, Daimler, Leybold and more as a major impact for the daily use of Augmented Reality.

“Employing affordable and scalable Augmented Reality (AR) and Mixed Reality (MR) business solutions, RE'FLEKT's groundbreaking, human-centric ecosystem allows various industries to leverage their knowledge to create customized AR and MR applications,” said industry analyst, Srividhya Murali. “These applications guide technicians through inspection procedures while simultaneously supporting real-time data collection for automated inspection report creation. Furthermore, they simplify repair procedures and significantly reduce errors in service operations.”

“A number of major global players, such as Daimler, have already deployed huge AR projects with our technology. This award confirms the years of dedicated development matches the expectations and success we have seen in the industrial markets,” comments Wolfgang Stelzle, RE'FLEKT CEO and founder. “To date, these cases are the largest enterprise AR cases in operation globally. We are proud that our solution is not only ready for mass adoption but are already improving the modern workplace with scalable results across expanding networks.” processes. To work for an industry leader that accelerates these work-flows with outstanding technology, and are able to support it with proven success, is extremely exciting.” Explains Manolo A. Blanco RE'FLEKT VP Americas Sales.

REFLEKT ONE employs advanced real-object recognition to connect digital content to real-world objects. The company's collaborations with various global giants such as Audi, BASF, BMW, Bosch, Eon, Hyperloop, Hyundai, and Thyssen Krupp have greatly supported its delivery of best-in-class, tailored solutions and provision of sustainable customer value.

“With three global offices, RE’FLEKT is looking to expand further and make additional improvements to the features and functionality of its solutions. It continues to build its brand equity through strategic communications with partners, investors, and customers all over the world, demonstrating its superior solutions and product benefits,” noted Srividhya Murali. “Overall, its innovation and customer centricity have strengthened its global brand and positioned it as a successful innovator in the enterprise AR market.”

Each year, Frost & Sullivan presents this award to a company that has developed a pioneering technology that not only enhances current products but also enables the development of new products and applications. The award recognizes the high market acceptance potential of the recipient’s technology.

Frost & Sullivan Best Practices awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research to identify best practices in the industry.



Wolfgang Stelzle, CEO & Founder RE’FLEKT and Jan E Kristiansen, Senior Partner, Global Head of Consulting, Frost & Sullivan



Wolfgang Stelzle, CEO & Founder RE’FLEKT GmbH



RE’FLEKT - Solutions for Maintenance, Operations & Training



DAIMLER AG - Mercedes-Benz Rescue Assist

[DOWNLOAD PRESS KIT](#)

## 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 San Francisco and is recommended by leading analysts including ABI Research and Gartner (Gartner Cool Vendor).

Website: [www.re-flekt.com](http://www.re-flekt.com)

## ABOUT FROST & SULLIVAN

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community.

Contact us: [Start the discussion.](#)

---

## CONTACT

### RE'FLEKT

Harry Hulme  
Marketing and Communications Manager  
Cell: +49 (0) 172 108 06 61  
Email: [harry.hulme@re-flekt.com](mailto:harry.hulme@re-flekt.com)  
Web: [www.re-flekt.com](http://www.re-flekt.com)

### Frost & Sullivan

Estefany Ariza  
Phone: 210.477.8469  
Fax: 210.348.1003  
Email: [estefany.ariza@frost.com](mailto:estefany.ariza@frost.com)