XMREALITY LAUNCHES ONE-CLICK INTEGRATIONS OF ITS ADVANCED VIDEO CALLS INTO MORE THAN 7000 APPS
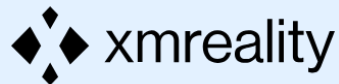
Starting today, anyone can effortlessly integrate XMReality's advanced video calls for support, troubleshooting and inspections with almost any other software with the click of a button.

Many XMReality users utilize several software apps in their daily operations, such as service management and ticketing systems. They often seek an integrated experience where remote guidance calls can be launched directly from such applications, or documentation from calls can be stored and shared across multiple apps. XMReality has provided advanced application programmable interfaces (APIs) for integrations in the past, which are suitable for larger enterprise customers with the in-house resources to develop customized software integrations. To facilitate for the growing number of small and mid-sized customers, who lack these types of resources, XMReality has identified the need for new flexible integration options.

Today, XMReality bridges that gap by launching support for the no-code integration platform **Zapier**, enabling customers to now integrate XMReality's advanced video calling capabilities with almost any other business app with the click of a button. It gives anyone needing advanced video calls for support, troubleshooting, or inspections an easy way to implement XMReality video calls into existing workflows or tools.

> *"We know that many customers value launching our calls from other apps, or having their call documentation stored in ticketing or knowledge management systems. But we also know that building custom software to do so is something only a few customers have the capability to do."*, says Alexander Sandstöm, CTO at XMReality. *"With one-click integration support with thousands of apps, anyone can now get the benefits of integrating XMReality video calls into existing tools and workflows. This makes it easier than ever before for customer support, field service and inspection teams to start using advanced video calls to serve their customers better."*

Any XMReality customer with an Enterprise or Professional Plus license can now start integrating XMReality with other apps at no additional charge. Getting started is as simple as signing in to the XMReality admin portal and setting up integrations with a point-and-click interface in just a few minutes. A Zapier account is required, but simple integrations are free. Read more about XMReality's integration options **here**.

About Zapier
Zapier is the leader in easy automation, helping businesses automate workflows and move data across 7,000+ apps. We work with what you work with, across your apps and tech stack, so you can make magic happen, regardless of your IT infrastructure. We power over 2.2 million businesses, from startups to Fortune 100 companies, and we've been doing it for over a decade. We're 800+ people across 40 countries, committed to advancing the way everyone gets stuff done, so automation can truly work for everyone. Read more at **https://zapier.com/**

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About XMReality
XMReality AB (publ) develops and sells solutions that revolutionize knowledge transfer through so-called Augmented Reality (AR). The company is a market leader in remote guidance where you guide a person on site via AR to solve problems or prevent them from occurring. The product is used globally in more than 60 countries. Nestlé, Electrolux, Sidel and Heineken are examples of the more than 150 customers. XMReality is based in Linköping and in the U.S. and is listed on the Nasdaq First North Growth Market (ticker: XMR). For more information, visit: **www.xmreality.com**