

## XMReality and Semcon initiates a strategic cooperation to integrate digital content in XMReality Remote Guidance™

Linköping, Sweden—XMReality AB (publ) (NASDAQ First North: XMR), an international leader in AR-enabled knowledge sharing, announces that a partnership agreement has been signed with Semcon, a global leader in the field of digitizing product information and generation of digital content.

Semcon has experienced increased demand for digital content and live interaction from its customers and has invested heavily in AR/VR development to be able to visualize information. The partnership entitles Semcon to market and promote XMReality Remote Guidance and for XMReality to distribute and visualize content from Semcon in XMReality Remote Guidance. This way XMReality's offering is broadened to encompass a solution where technical digital information and instructions, such as service instructions, can be visualized within the tool, thus empowering users to work smarter.

"We are very happy to start this collaboration with Semcon. Their capabilities to visualize information is a perfect match with our AR-enabled remote guidance tool. The agreement is therefore in line with our strategy to partner with companies that add value to our offering", says Johan Castevall, CEO XMReality.

"Together with our expertise in product information, our collaboration creates new opportunities for our customers and their end users. AR makes it even easier to support for example service technicians by sharing and visualizing the right information at the right time", says David Sondén, General Manager Product Information Sweden at Semcon.

"Our customers are in the forefront of digitalization. The joint offering together with Semcon enables improved digital service differentiation for our customers. Semcon are an important partner in our growing international eco system", closes Johan Castevall.

The agreement does not imply any revenues or cost for the parties at the time of signing. Revenues will be generated from joint customer projects when new customers subscribe for the XMReality Remote Guidance software.

### For more information, please contact:

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### About XMReality Remote Guidance™

XMReality Remote Guidance is an AR-enabled knowledge sharing tool that lets you communicate with gestures, speech, chat, pointers with someone at a completely different place. It includes:

- A unique hands-overlay technology that lets you guide some else's hands—as if you were there.
- A web portal to manage teams and users, and to measure usage
- Integration through client-side API's

### About XMReality AB

XMReality AB (publ) develops and sells solutions that revolutionize knowledge sharing through augmented reality (AR). The company is a market leader in remote guidance, which uses AR to guide onsite staff so that they can resolve or prevent problems. XMReality's customers are mainly global industrial companies, including Bosch Rexroth, ABB, Siemens Industrial Turbomachinery, Electrolux, and Bombardier. XMReality is headquartered in Linköping, Sweden, and is listed on Nasdaq First North (ticker: XMR).

[www.xmreality.com](http://www.xmreality.com)

**About Semcon**

Semcon is an international technology company that develops products based on human needs and behaviours. We strengthen our customers' competitiveness by always starting from the end user, because the person who knows most about the user's needs creates the best products and the clearest benefits to humans. Semcon collaborates mainly with companies in the automotive, industry, energy and life science sectors. With more than 2000 specialised employees, Semcon has the ability to take care of the entire product development cycle, from strategy and technology development to design and product information. Semcon was founded in Sweden in 1980 and has offices in over 30 locations in eight different countries. In 2017, the Group reported annual sales of SEK 1.8 billion. Read more on [www.semcon.com](http://www.semcon.com)

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*The information in this news release is such that XMReality AB (publ) is required to make public in accordance with the Marketing Abuse Regulation issued by the EU. The information has been released by the above-mentioned contact person for publication on Monday, September 17, 2018 08:45 am.*