

World-leading packaging group Sidel signs global contract with XMReality

Sidel, a world-leading packaging group and one of three industry groups of Tetra Laval, has signed a global contract with XMReality to improve their customer service and field service operations. Sidel will expand the existing use of XMReality Remote Guidance worldwide.

In 2019, Gebo Cermex and Sidel united their brands to one single team called Sidel. XMReality Remote Guidance is now available for employees at 9 service centers within the group. The global contract supports the objective to uniform Sidels services with Remote Guidance.

The contract includes an important systems integration (ADFS) to simplify user management. This integration will make it even easier to use XMReality Remote Guidance for Sidel employees.

“The global launch of Remote Guidance within Sidel is yet another milestone for XMReality in the journey to become the most used remote guidance solution in the world. By meeting the customers need for an integrated solution, we feel confidence in being a reliable partner to Sidel through many years to come”, says Johan Castevall, CEO XMReality.

Based on the contract, a sales order has been signed for the coming 12 month period. The order includes XMReality Remote Guidance software and XMReality Web Client. The order value is approx. 0,8 MSEK and will be recognized as revenue during 2020. The contract includes automatic renewal if not terminated by the customer.

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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 and pointers with someone at a completely different place. It includes:

- A unique hands-overlay technology that lets you guide someone 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 revolutionizes knowledge sharing through augmented reality (AR). The company is a market leader in remote guidance, which uses AR to guide onsite staff and enable them to 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

About Sidel

Sidel, one of three industry groups of Tetra Laval, is a leading provider of equipment and services solutions for packaging beverage, food, home and personal care products. Sidel has over 170 years of experience with proven expertise in blowing, filling, labelling, material-handling, end-of-line and line-engineering solutions, including an innovative focus on the factory of tomorrow with advanced systems. People all over the world consume products packaged by Sidel Group solutions every day. Each of those packaging solutions is developed according to our goal to deliver the highest quality standards to consumers. We are a leading

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provider of equipment, services and complete solutions for packaging liquids, foods, home and personal care products in PET, can, glass and other materials. There are close to 40,000 Sidel Group machines in operation in over 190 countries today. Every one of them is the result of our almost 170 years of proven experience and innovation. We continually focus on providing partners with advanced systems, line engineering and innovation that are designed with one thing in mind: to ensure you reach your business goals. www.sidel.com

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