



Cytiva increases their use of XMReality Remote Guidance

Cytiva, former GE Healthcare Life Science, increases its use of XMReality by ordering additional licenses to cover all of its geographical footprint. The use focus on training, mentoring and supporting of Field Engineers who are installing and servicing the Cytiva protein purification systems for its global customer base.

"XMReality provides a unique Digital Service experience to our customers through a fast, efficient and intuitive communication App. Imagine the possibilities that Augmented Reality tool could bring to your lab, where a Cytiva Field Service Engineer can support your instrument, a unique hands-overlay functionality used on your phone or I-pad. This starts now!", says Christophe Hiette, service productivity manager at Cytiva Life Science

"We started discussions with Cytiva in November 2018, became an approved supplier in January 2019, did a Pilot in spring/summer 2019 and entered standard services in September of 2019 for selected parts of Cytiva. It is rewarding to see that they are now implementing our services in a global scale", says Jörgen Rimmelg, CEO at XMReality.

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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 (Application Programming Interfaces)

About XMReality

XMReality 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 to enable quick dispositions, resolutions and/or problem prevention. The product is currently used in more than 60 countries. ABB, Nestlé, Electrolux, AB Inbev, Sidel, Hexagon, Bühler and Minibea Intec are some of the more than 90 Enterprise customers. With operations in Sweden and US, XMReality is listed on Nasdaq First North (ticker: XMR). Further information is available under www.xmreality.com

About Cytiva

Cytiva is a global provider of technologies and services that advance and accelerate the development and manufacture of therapeutics. Formerly part of GE Healthcare Life Sciences, the company have a rich heritage tracing back hundreds of years, and a fresh beginning since 2020. Our customers undertake life-saving activities ranging from fundamental biological research to developing innovative vaccines, biologic drugs, and novel cell and gene therapies. Our job is to supply the tools and services they need to work better, faster and safer, leading to better patient outcomes. Cytiva is a global life sciences leader with over 7000 associates across 40 sites who are dedicated to our vision to improve access to life-changing therapies that transform human health. Read more at www.cytivalifesciences.com/