



XMReality appoints new CTO

As of July 1st, Alexander Sandström joins XMReality as its new Chief Technology Officer. Alexander most recently comes from Amazon and has further international experience from, among others, the multinational telecommunications company Ericsson.

XMReality, a leading provider of remote support solutions powered by Augmented Reality, today announces that Alexander Sandström will join the company as its new Chief Technology Officer, replacing Per Unell who is leaving the company on the same date. As CTO, Alexander will lead XMReality's product strategy and roadmap.

Prior to XMReality, Sandström was a senior product manager at Amazon, providing product leadership for Prime Video's low-latency live streaming technology. Before Amazon, he was a strategic product manager building video delivery products for global media companies at Net Insight. He has also held several positions at Ericsson, primarily designing and evangelizing network solutions that enable mobile broadband. He has lived and worked several years in Silicon Valley, California. Alexander brings more than a decade of expertise in both live video technology and mobile solutions at global scale to XMReality, together with a strong international business experience.

"XMReality's mission to make expert knowledge more accessible through remote support is increasingly important to companies all over the world. Production and service downtime can be decreased, issues are resolved faster, and on top of this the environmental impact from travel is dramatically reduced." says Alexander Sandström. "XMReality is well positioned to lead the shift from on-site assistance to remote assistance, and I'm thrilled to lead the scale-up of both its technology and product globally, and to continue to drive innovation for our customers."

"XMReality is continuously expanding its customer base and is becoming increasingly global. Alexander's international experience and technical product leadership at high-tech companies gives him a skillset that will help us increase both growth and innovation. I am very pleased with this recruitment and really look forward to getting him onboard." 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 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. ABB, Nestlé, Electrolux, Sidel, Heineken and Saab are examples of the more than 90 customers. XMReality is based in Linköping and the USA and is listed on the Nasdaq First

North Growth Market (ticker: XMR). For more information, visit: www.xmreality.com