



## **XMReality signs new client deal with ICETRO America**

**XMReality announces that it has signed a new client deal with ICETRO America, a global leader in the manufacturing of commercial machinery for ice cubes, soft serve ice cream, slush, and ice/water dispensers.**

The deal will see XMReality provide ICETRO America with its Remote Guidance™ software. ICETRO America is a subsidiary of Middleby Corporation, a world leader in commercial/residential kitchen equipment and industrial food processing. XMReality has previously signed a contract with Middleby Coffee Solutions, another subsidiary of Middleby Corporation.

*“We are excited to support ICETRO America as it continues to offer high-quality products and service to its customer base,”* said Ryne Simeone, Vice President of Business Development at XMReality, Inc. *“ICETRO America is one of the most reputable global equipment manufacturers in the world with more than one million units sold in over 80 countries.”*

### **About ICETRO**

ICETRO America is a subsidiary of Middleby Corporation, with its headquarters in California. For more than 40 years, ICETRO America has been a global leader in commercial food service equipment manufacturing and developing ice cube machines, soft serve ice cream machine, slush machines, and ice/water dispensers.

### **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 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. Nestlé, Electrolux, Sidel, Heineken and Saab are examples of the more than 135 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](http://www.xmreality.com)