



## Lars Sandlund appointed as new CSO at XMReality

**Starting in October, Lars Sandlund will join XMReality as Chief Sales Officer (CSO). Lars has most recently held the position of CEO at Dataton AB, a company that provides software and media servers to the professional audiovisual industry across the world.**

XMReality, a leading provider of remote visual assistance solutions powered by Augmented Reality, has recruited Lars Sandlund as Chief Sales Officer, CSO. Lars will take over the position from Andreas Jonsson, who transitioned to the role of XMReality's CEO in May. Starting in October, Lars will lead XMReality's sales activities with the mission to help execute the company's growth strategy.

Lars Sandlund has extensive experience working with global software sales and establishing successful partnerships. Apart from being the CEO at Dataton for the past seven years, he has also held positions as Chief Operating Officer and Sales Manager. He has been a key factor in achieving Dataton's growth.

*"I am honored and humbled to be joining XMReality as CSO. It's a company that I've known for many years and always felt has a truly exciting product that is highly relevant in today's market," says Lars Sandlund. "I'm looking forward to joining the skilled and forward-thinking team at XMReality and putting my full focus on sales. I aim to contribute with my long experience from providing cutting-edge IT solutions to professional customers all over the world."*

*"We are very excited to welcome Lars to the XMReality team," says Andreas Jonsson, CEO at XMReality. "Lars brings with him an excellent skill set and background for helping us achieve our financial goals. Not only does he have a great experience with global software sales, but he also brings with him the experience from leading Dataton for many years which will be valuable in our strategic work."*

### **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)