



## **XMReality signs license agreement with Middleby Coffee Solutions Group**

**XMReality, Inc., the U.S. subsidiary of XMReality AB (publ), has signed a license agreement with Middleby Coffee Solutions Group, a leading manufacturer of commercial coffee equipment.**

The relationship will see XMReality provide Middleby Coffee with its Remote Guidance™ software. Middleby Coffee will start using XMReality for field service support and customer troubleshooting support, as well as planned equipment inspections. By using XMReality for remote collaboration, their geographically separated colleagues, customers, and suppliers can interact and collaborate as if they were side by side.

*“We are excited to support a premium brand company like Middleby Coffee as it continues to manufacture and service industry-leading commercial coffee equipment to its customer base that includes restaurants, cafes, roasteries, hotels, offices and convenience stores,”* said Ryne Simeone, Vice President of Business Development at XMReality, Inc. *“Middleby Coffee through its premium and long-trusted brands Synesso, Bloomfield and Concordia Beverage Systems offers a one-stop shop for commercial coffee equipment required by industry customers.”*

### **About Middleby Coffee Solutions Group**

Middleby Coffee Solutions Group is based in Renton, Washington, U.S. Through its brands Synesso, Bloomfield and Concordia Beverage Systems, Middleby Coffee Solutions Group offers a wide range of commercial coffee equipment, including espresso machines, grinders, brewers, and beverage dispensers. The company's products are used by a variety of businesses, including restaurants, cafes, hotels, and convenience stores. They are part of Middleby Corporation, a world leader in commercial foodservice solutions, residential appliances and industrial processing and baking systems which is listed on Nasdaq Global Select Market. For more information, visit <http://middlebycoffee.com/>

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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)