



# Sumitomo (SHI) Demag Plastics Machinery North America implements XMReality Remote Guidance

**Sumitomo (SHI) Demag Plastics Machinery North America Inc., a leading provider of high-quality injection molding machinery, will implement XMReality Remote Guidance into its operations. This is to further strengthen their customer support services by leveraging remote support powered by augmented reality (AR).**

Sumitomo (SHI) Demag Plastics Machinery North America has delivered over 150,000 state-of-the-art injection molding solutions to diverse industries worldwide. Renowned for its commitment to excellence, Sumitomo (SHI) Demag upholds rigorous standards in quality, efficiency, and customer satisfaction. By integrating XMReality Remote Guidance, Sumitomo (SHI) Demag reaffirms its dedication to delivering unparalleled service and support to its valued customers. XMReality will empower Sumitomo's team to remotely troubleshoot, guide, and collaborate with clients, ensuring optimal performance and efficiency of their supplied injection molding machinery.

Commenting on this partnership, Ryne Simeone, Vice President of Business Development at XMReality Inc., expressed his enthusiasm, stating, "*We are thrilled to collaborate with Sumitomo (SHI) Demag Plastics Machinery North America in implementing XMReality Remote Guidance. We look forward to empowering and growing with Sumitomo to further elevate their customer support experience and drive operational excellence.*"

## **About Sumitomo (SHI) Demag Plastics Machinery North America**

Sumitomo (SHI) Demag Plastics Machinery North America, a subsidiary of Sumitomo Heavy Industries, Ltd., is a leading high-performance injection molding machinery and services provider. With a commitment to innovation, quality, and customer satisfaction, Sumitomo (SHI) Demag delivers cutting-edge solutions to industries worldwide

## **For more information, please contact:**

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## **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 and Heineken are examples of the more than 150 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)