

# XMReality

## Revolutionizing Knowledge Sharing through Augmented Reality

**H**elping global industries deliver quality services through cutting edge remote guidance tool, Sweden-headquartered XMReality has come a long way in enabling a smart workforce, in a remarkably short time. Founded by Swedish Defense Research Agency experts in 2007, XMReality today is helping some of the largest companies in the world, including Siemens, ABB, and Electrolux deliver great services and support through remote guidance software driven by augmented reality (AR). With a simple app, the company allows experts to deliver hands and video overlay to train the remote staff to tackle a situation. The remote guidance technology is designed to deliver effective results, even in low bandwidth and poor light conditions. "We aim to solve problems faster and prevent problems even before they occur, by allowing secure and swift knowledge transfer by experts. Leveraging AR, we foster knowledge transfer that not only reduces cost but also facilitates greater experiences in services delivery for our clients and their customers," says Johan Castevall, CEO of XMReality.

XMReality differentiates in its ability to create AR content even during a phone conversation, without requiring 3D models or specialized hardware. While XMReality Remote Guidance™ can be downloaded from app stores and used as a stand-alone app; it can also be integrated with ERP or other business software through the company's open APIs. The application enables clients with visual displays backed by gestural tools with high-quality voice connections, enhancing user productivity. The other notable features include screen sharing and video recording. Besides, clients can build a library of recorded videos and images to use. Another striking feature built is the 'guide on image' feature that comes in handy in cases where there is no connectivity. These features enhance coordination and better management of the workforce, while enhancing business outcomes by saving time and cost. The company is aiming to enhance its capabilities to switch from a phone call to real time collaboration, in the same window.

"We have kept the implementation processes swift, and as simple as possible for the benefit of customers.

We stay closely connected with the customers and provide them with consulting services when required. We also empower clients to create AR content within the application as they go," affirms Castevall.

Highlighting the efficacy of XMReality in today's manufacturing industry, Castevall cites the example of Bosch Rexroth which integrates XMReality's software within its service offering to enhance its value proposition. Leveraging XMReality Remote Guidance™ Bosch Rexroth has improved its service revenue and reduced service cost since the experts don't have to travel extensively. He explains that clients can achieve high-quality interactions and experiences and conduct smart classes through which they can guide remote individuals to manage their products in case of emergencies.

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XMReality is making deep inroads into more industries through its unique business model through which clients can also be partners and resell the solution, all while creating a win-win situation for all the stakeholders involved. A case in point is Haas Group, a member of the Bühler Group. Having started reselling XMReality Remote Guidance™ since 2017, Haas Group has seen a strong interest from its customers for this technology. The company has now decided to expand their partnership with XMReality and equip their service teams in the US, Colombia, Russia, China, Singapore, Netherlands and Austria with the XMReality solution.

XMReality is focused on establishing a long-term relationship with its clients, building a digital eco-system, and delivering the best-in-class solution to address their knowledge sharing and remote guidance requirements. **CA**



JOHAN CASTEVALL,  
 CEO