



## **Ubimax and DAQRI Announce Global Partnership**

### **First Successful Augmented Reality POC at German Quality Car Manufacturer**

*Ubimax, the leading supplier for enterprise wearable computing and augmented reality solutions, has officially begun a strategic cooperation with DAQRI, a leading Los Angeles and Dublin based provider of AR smart glasses. With DAQRI providing the mature AR hardware for Ubimax Frontline, an AR software solution stack, mutual industry customers now receive excellent support during application deployment in maintenance and remote support scenarios. A successful POC trial using DAQRI Smart Helmet® at Daimler in Bremen, Germany seals the strong cooperation.*

*Bremen, May 29, 2018: Ubimax and DAQRI announce their strategic partnership focusing on the joint development of augmented reality solutions across industries. The partnership combines Ubimax's longstanding expertise in enterprise software development with DAQRI's technically mature AR smart glass hardware, offering greater potential for industry customers to realize the value of AR across different business processes.*

Joint success was first realized with German car manufacturer Daimler. At their plant in Bremen, Daimler recently carried out a proof of concept to successfully demonstrate how AR applications improve the internal inspection process of their oil filter systems. The fully-customized solution tailored specifically to Daimler's requirements allows the visualization of various inspection workflows on the Ubimax Frontline user interface. In particular, the sophisticated sensor functionality of DAQRI wearable devices provides for automated data logging, helping to further secure the inspection process. Leveraging the built-in thermal camera, workers are no longer reliant on manual measuring tools, increasing work safety and speeding up the inspection processes. The intuitive operation of the smart glasses paired with step-by-step work instructions reduced error rates during the inspection processes, as Frontline workers receive all relevant contextual information in place.

Dr. Hendrik Witt, CEO of Ubimax, identifies the Daimler project as a great milestone in the partnership with DAQRI. "Our corporation further extends the scope of application for Ubimax Frontline and successfully demonstrates how the vital exchange among partners drives the development of the entire AR field – Daimler yet sets a great example." DAQRI adds: "We are excited to join forces with Ubimax, and we will continue to work together so businesses can use AR to improve the tasks that they perform every day," summarizes Chris Kaufield, Chief Revenue Officer at DAQRI. "With Frontline and DAQRI Smart Glasses, we can deliver compelling solutions that enterprises can deploy today to solve real business problems."



**About Ubimax GmbH**

Ubimax is the global market leader for industrial Wearable Computing and Augmented Reality solutions, creating full, end to end, integrated solutions that incorporate the latest Wearable Computing technologies to improve business operations. Ubimax Frontline solutions have received numerous awards, including: Auggie Award for “Best Enterprise Solution”, MHI Innovation Award for “Best IT Innovation”, and winner of the SAP & Google Glass Challenge. Ubimax has been recognized as the leader in Enterprise Wearables and Augmented Reality Solutions by ABI Research.

With offices in Germany, the U.S. and Mexico, Ubimax today serves more than 200 customers globally. Leveraging over 10 years of experience as well as an extensive track-record in the fields of Wearable Computing, Augmented Reality, Mixed Reality and Sensor Systems, Ubimax’s technological innovations continue to be at the very forefront of Wearable Computing solutions.

[www.ubimax.com](http://www.ubimax.com)

**About DAQRI**

DAQRI, the leader in Professional Grade AR™, empowers workforces to be more effective. DAQRI Worksense™ and DAQRI Smart Glasses® link digital content to the real world to accelerate productivity, communication, and key business processes. From the office to the factory floor, DAQRI customers improve workplace efficiency, safety, and their bottom line. DAQRI develops, markets and sells its platform products from head offices in Los Angeles, California, and Dublin, Ireland.

[www.daqri.com](http://www.daqri.com).