

Magic Leap 2 - Pricing Released

21st July 2022



Magic Leap 2 Base

\$3,299 (US only)

Magic Leap 2 Base targets professionals and developers that wish to access one of the most advanced augmented reality devices available. Use in full commercial deployments and production environments is permitted. The device starts at an MSRP \$3,299 USD (US only) and includes a 1-year limited warranty.

Magic Leap 2 Developer Pro

\$4,099 (US only)

Magic Leap 2 Developer Pro provides access to developer tools, sample projects, enterprise-grade features, and monthly early releases for development and test purposes. Recommended only for internal use in the development and testing of applications. Use in full commercial deployments and production environments is not permitted. Magic Leap 2 Developer Pro will start at an MSRP \$4,099 USD (US only) and includes a 1-year limited warranty.

Magic Leap 2 Enterprise

\$4,999 (US only)

Magic Leap 2 Enterprise is targeted for environments that require flexible, large scale IT deployments and robust enterprise features. This tier includes quarterly software releases fully manageable via enterprise UEM/MDM solutions. Use in fully commercial deployments and production environments is permitted. Magic Leap 2 Enterprise comes with 2 years of access to enterprise features and updates and will start at an MSRP \$4,999 USD (US only) and includes an extended 2-year limited warranty.

Most Immersive

Magic Leap 2 is the most immersive AR device on the market. It features industry leading optics with up to 70° diagonal FOV; the world's first dynamic dimming capability; and powerful computing in a lightweight ergonomic design to elevate enterprise AR solutions.

Built for Enterprise

Magic Leap 2 delivers a full array of capabilities and features that enable rapid and secure enterprise deployment. With platform-level support for complete cloud autonomy, data privacy, and device management through leading MDM providers, Magic Leap 2 offers the security and flexibility that businesses demand.

Empowering Developers

Magic Leap 2's open platform provides choice and ease-of-use with our AOSP-based OS and support for leading open software standards, including OpenGL and Vulkan, with OpenXR and WebXR coming in 2H 2022. Our platform also supports your choice of engines and tools and is cloud agnostic. Magic Leap 2's robust developer portal provides the resources and tools needed to learn, build, and publish innovative solutions.

Vuforia Engine 10.8

21st July 2022

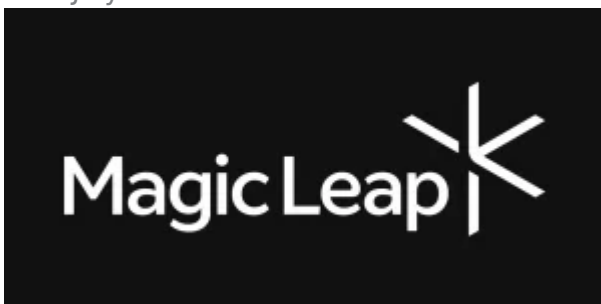
Key updates in this release:

- **Advanced Model Target Improvements:** Training times for Advanced Model Targets have been optimized and now depend on the number and size of views. Recognition performance for advanced, close-up views has also been improved.
- **Area Target Improvements:**
 - The target's occlusion mesh is now exposed in the C API which allows native apps to render occluded virtual content in combination with Area Targets as you move through the space.
 - Textured authoring models are now created by the Area Target Creator app and the Area Target Capture API providing an improved authoring experience in Unity. These scans can be loaded into the Area Target Generator for clean-up and post-processing.
 - Area Target tracking data is now compressed and takes up to 60% less space.
- **Unity Area Target Clipping:** Area Target previews in the Unity Editor can be clipped based on height, for faster previewing and better visibility of the scanned space during app development.

- **Engine Developer Portal (EDP) Self-Service OAuth UI:** OAuth Engine credentials can now be managed from the EDP, eliminating the need for the command line.
 - **Notices**
 - **High Sensor-Rate Permission:** Due to new Android permission requirements, developers should add the “high sensor rate” permission to **all** native Vuforia Engine apps running on Android 12+ for **all** releases, otherwise VISLAM may not work. Read more about VISLAM tracking [here](#).
 - **Permission Handling:** The Vuforia Engine behavior of triggering OS-specific user permission requests at runtime is deprecated in 10.8 and will be removed in an upcoming release. All native apps should be updated to manage permissions themselves. The 10.8 sample apps share best practices for this.
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Magic Leap and NavVis Announce Strategic Partnership to Enable 3D Mapping and Digital Twin Solutions in the Enterprise

21st July 2022



Combining Magic Leap’s advanced spatial computing platform with NavVis’s mobile mapping systems and spatial data platform, the two companies aim to enhance the use of AR applications across key industries, including automotive, manufacturing, retail and the public sector.

As part of this strategic partnership, NavVis will bring its NavVis VLX mobile mapping system and NavVis IVION Enterprise spatial data platform to Magic Leap’s new and existing enterprise customers with an initial focus on manufacturing. Magic Leap customers will be able to leverage NavVis’s expansive visualization capabilities to generate photorealistic, accurate digital twins of their facilities at unprecedented speed and scale.

The market opportunity for digital twins and other forms of advanced visualization is significant – with demonstrated potential to transform the world of work as we know it. While attention around the potential of the metaverse has put a greater focus on all types of mixed reality technology, AR represents an immediate opportunity for businesses to enhance productivity and improve operational efficiency. Magic Leap’s open, interoperable platform will also enable the metaverse to scale for enterprise applications.

While the Magic Leap 2 platform offers cutting-edge scanning and localization capabilities in real-time on the device itself, NavVis's technology will allow Magic Leap customers to pre-map and deploy digital twins in large, complex settings that can cover up to millions of square feet – including but not limited to warehouses, retail stores, offices and factories – for a variety of use cases, such as remote training, assistance and collaboration. Such applications will enable companies to reduce operational costs, enhance overall efficiency and democratize the manufacturing workforce of tomorrow.

“We are seeing significant demand for digital twin solutions from our enterprise customer base and are thrilled to partner with NavVis to make our shared vision for large-scale AR applications a reality,” said Peggy Johnson, CEO of Magic Leap. “Coupled with our Magic Leap 2 platform, NavVis's advanced visualization capabilities will enable high-quality, large-scale and novel AR experiences that business users demand.”

The NavVis partnership is an essential component of Magic Leap's strategy to cultivate an ecosystem of best-in-class technology partners that will deliver on the promise of enterprise AR, leveraging Magic Leap 2's powerful, open platform. With a global customer base of more than 400 companies, including the likes of BMW, Volkswagen, Siemens and Audi, NavVis has a proven track record of delivering immediate and long-term value to enterprises looking to modernize their operations.

“Enterprise AR solutions for larger-scale activations will open the door for greater innovation in the workplace,” said Dr. Felix Reinshagen, CEO and co-founder of NavVis. “Our own experience shows that 3D mapping and digital twins are a fundamental foundation for large-scale persistent AR applications. We're experiencing strong demand across many verticals with industrial manufacturing as a clear front runner. Magic Leap is a world leader in delivering impactful, innovative experiences in these verticals, and we are excited to collaborate with the company to advance this mission and further enable the future of work.”

About Magic Leap

Magic Leap, Inc.'s technology is designed to amplify human potential by delivering the most immersive Augmented Reality (AR) platform, so people can intuitively see, hear, and touch digital content in the physical world. Through the use of our advanced, enterprise-grade AR technologies, products, platforms, and services, we deliver innovative businesses a powerful tool for transformation.

Magic Leap, Inc. was founded in 2010, is proudly headquartered in South Florida, with eight additional offices across the globe.

About NavVis

Bridging the gap between the physical and digital world, NavVis enables service providers and enterprises to capture and share the built environment as photorealistic digital twins. Their SLAM-based mobile mapping systems generate high-quality data with survey-grade accuracy at speed and scale. And with their digital factory solutions, users are equipped to make better operational decisions, boost productivity, streamline business processes, and improve profitability. Based in Munich, Germany, with offices in the United States and China, NavVis has customers worldwide in the surveying, AEC, and manufacturing industries.

Blippar brings AR content creation and collaboration to Microsoft Teams

21st July 2022



LONDON, UK - 14 June 2022 – Blippar, one of the leading technology and content platforms specializing in augmented reality (AR), has announced the integration of Blippbuilder, its no-code AR creation tool, into Microsoft Teams.

Blippbuilder, the company's no-code AR platform, is the first of its type to combine drag and drop-based functionality with SLAM, allowing creators at any level to build realistic, immersive AR experiences. Absolute beginners can drop objects into a project, which when published will stay firmly in place using Blippar's proprietary surface detection. These experiences will serve as the foundation of the interactive content that will make up the metaverse.

Blippbuilder includes access to tutorials and best practice guides to familiarise users with AR creation, taking them from concept to content. Experiences are built to be engaged with via browser – known as WebAR – removing the friction of, and reliance on dedicated apps or hardware. WebAR experiences can be accessed through a wide range of platforms, including Facebook, Snapchat, TikTok, WeChat, WhatsApp, alongside conventional web and mobile browsers.

Teams users can integrate Blippbuilder directly into their existing workflow. Designed with creators and collaborators in mind, whether they be product managers, designers, creative agencies, clients, or colleagues, organisations can be united in their approach and implementation – all within Teams. The functionality of adaptive cards, single sign-on, and notifications, alongside real-time feedback and approvals, provides immediate transparency and seamless integration from inception to distribution. The addition of tooltips, support features, and starter projects also allows teams to begin creating straightaway.

“The existing process for creating and publishing AR for businesses, agencies, and brands is splintered. Companies are forced to use multiple tools and services to support collaboration, feedback, reviews, updates, approvals, and finalization of projects,” said Faisal Galaria, CEO at

Blippar. “By introducing Blippbuilder to Microsoft Teams, workstreams including team channels and group chats, we’re making it easier than ever before for people to collaborate, create and share amazing AR experiences with our partners at Teams”.

Utilizing the powerful storytelling and immersive capabilities of AR, everyday topics, objects, and content, from packaging, virtual products, adverts, and e-commerce, to clothing and artworks, can be ‘digitally activated’ and transformed into creative, engaging, and interactive three-dimensional opportunities.

Real-life examples include:

- Bring educational content to life, enabling collaborative, immersive learning
- Visualise and discuss architectural models and plans with clients
- Allowing product try-ons and 3D visualization in e-commerce stores

- Create immersive onboarding and training content
- Present and discuss interior design and event ideas
- Bring print media and product packaging to life
- Artists and illustrations can redefine the meaning of three-dimensional artworks

In today’s environment of increasingly sophisticated user experiences, customers are looking to move their technologies forward efficiently and collaboratively. Having access to a comprehensive AR creation platform is a feature that will keep Microsoft Teams users at the forefront of their industries. Blippbuilder in Teams is the type of solution that will help customers improve the quality and efficiency of their AR building process.

Blippar also offers a developer creation tool, its WebAR SDK. While Blippbuilder for Teams is designed to be an accessible and time-efficient entry point for millions of new users, following this validation of AR, organisations can progress to building experiences with Blippar’s SDK. The enterprise platform boasts the most advanced implementation of SLAM and marker tracking, alongside integrations with the key 3D frameworks, including A-Frame, PlayCanvas, and Babylon.js.

Factory layout Experience - Theorem Solutions

21st July 2022



Optimize designs in immersive XR

The Factory Layout Experience enables a planning or layout engineer, working independently or with a group of colleagues, locally or in remote locations, to optimize Factory layouts through the immersive experience of eXtended Reality (XR) technologies. Seeing your data at full scale, in context, instantly enables you to see the clashes, access issues and missing items which a CAD screen cannot show.

On the shop floor there are literally 1000's of pieces of equipment- much of it bought in and designed externally. Building designs may only exist as scans or in architectural CAD systems, and robot cells may be designed in specialist CAD systems. There will be libraries of hand tools, storage racks and stillage equipment designed in a range of CAD systems, and product data designed in house in mechanical CAD. To understand the factory and assess changes, all of that has to be put together to get a full picture of where a new line, robot cell or work station will fit.

A catalogue of 3D resources can leverage 2D Factory layouts by being snapped to these layouts to quickly realize a rich 3D layout. Advanced positioning makes it very easy to move, snap and align 3D data. Widely used plant and equipment is readily available, there is no need to design it from scratch for every new layout. Simplified layout tools enable you to position, align and snap layout objects quickly, which can be used by none CAD experts, enabling all stakeholders to be involved in the process, improving communication.

Testing Design and Operational Factors

Human centred operations can be analysed using mannequins that can be switched to match different characteristics. You can test design and operational aspects of a variety of human factors, to determine reachability, access and injury risk situations, ensuring compliance with safety and ergonomic standards.

It enables companies to avoid costly layout redesign by enabling all parties involved to review the layout collaboratively, make or recommend changes, and capture those decisions for later review

by staff who could not attend the session.

Rokid displayed their AR glasses to AWE 2022

21st July 2022



Liang Guan, General Manager at Rokid, enthusiastically stated:

“Numerous top-tech companies currently explore AR, XR, or the metaverse. As early as 2016, Rokid has been proactively expanding our AR product pipeline across leading technological areas of optics, chips, smart voice, and visual image. Today, we have X-Craft deployed in over 70 regions and Air Pro has been widely used in 60+ museums around the world. Moving forward, Rokid will keep delivering real value to enterprises through its line of AR products.”

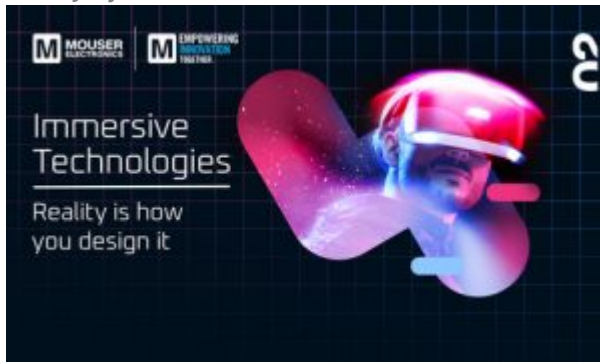
Rokid products empower the frontline workforce, providing real-time analysis, views, and documents to the control center. Many media and participants were surprised after trying Rokid products. Saying that the various control modes provided by Rokid AR glasses are very convenient for users to operate and can effectively improve work efficiency.

Rokid X-Craft, demonstrated live at the AWE 2022, has officially received ATEX Zone 1 certification from TUV Rheinland Group. Becoming the world’s first explosion-proof, waterproof, dustproof, 5G, and GPS-supported XR device. This is not only a great advance in AR and 5G technology but also a breakthrough in AR explosion-proof applications in the industrial field. Many users at the event said after the trial that safety headsets are comfortable to wear and are highly competitive products in the market. It not only effectively ensures the safety of front-end staff, but also helps oil and gas fields increase production capacity.

Rokid Air Pro, a powerful binocular AR glasses, features voice control to help you enjoy a wide variety of media including games, movies, and augmented reality experiences. Rokid Glass 2, provided real-time analysis, views, and documents to the control center, and successfully improved traffic management and prevention to ensure the long- term stability of the city.

AREA ED Explores Immersive Technologies on Mouser Podcast

21st July 2022



What does the term “Immersive Technologies” encompass? And how are these technologies evolving to solve more and more business needs? Mouser Electronics’ *The Tech Between Us* [podcast](#) took up these questions – and more – recently when host Raymond Yin spoke with AREA Executive Director Mark Sage.

Mark and Raymond take a closer look at everything from remote assistance and guidance to digital twins and remote collaboration. Immerse yourself in this lively discussion.

XR at Work Podcast is Here to Talk Shop with AR Practitioners

21st July 2022



We got together with Scott and Dane recently to learn more about the podcast and what they hope to accomplish with it.

AREA: Before we get into XR@Work, could you tell us what you do for a living?

Scott: I'm a Principal XR Product Manager for WestRock, a global consumer packaging manufacturing company. I'm responsible for all things XR-related for our 300 factories and our customer interactions.

Dane: I'm on the business transformation team for INVISTA, a polymer manufacturing company and subsidiary of Koch Industries. I lead XR and digital twin within INVISTA and I also lead the Republic of Science, a community of practice across Koch for XR technologies.

AREA: How did you two meet up?

Dane: We were both on a panel at AWE on real-life practitioners and Scott and I hit it off really well. There's a fair number of people looking to get into the XR space that don't have anybody else to reach out to, other than a vendor. Scott and I had conversations about how hard it is getting started and that's what led to the podcast.

AREA: And when did the podcast start?

Scott: I think it was November of last year.

AREA: What's the mission of XR at Work?

Scott: What Dane said is absolutely true. New folks starting off in Extended Reality in the workplace are being asked to do something that is still emerging, that can be confusing, and that has a lot of misinformation around it. So our goal is to do two things with *XR at Work*. Number one, we want to provide insight and guidance to XR practitioners in enterprise. And second, we want to foster and build a community of Extended Reality professionals that work in industrial environments - everything from oil and gas to manufacturing to automotive to logistics. The idea is to get us together to share ideas and best practices.

AREA: So your focus is really complementary to what the AREA focuses on. We're both serving the enterprise, but XR at Work is more exclusively targeting industrial companies.

Scott: Yeah, I think that's a fair assessment.

AREA: Where do interested people go to check out XR at Work?

Scott: We have two main places where people can connect with us. Number one is LinkedIn. We have an XR at Work [company page](#) where we invite folks to follow us. On that LinkedIn page, we will post when we have a new podcast up or we speak somewhere or we see new opportunities. The second place is [YouTube](#).

AREA: For people who haven't seen the podcast, what can viewers expect? What's the range of topics discussed?

Dane: We've started with pragmatic discussions around core AR/VR applications and topics, such as remote assistance, guided workflows, and how to scale. More recently, we've started doing interviews with people who work in the industry. No offense to vendors, but our goal is to keep it community-focused around the practitioner side of the house. We want to hear from people who are already working with XR – what's working for them, what's not, where the field is heading, the whole metaverse concept. We're also thinking about adding things like hardware reviews, although we want to be careful to keep it community-focused and not be beholden to somebody because they sent us a headset. That's the key to us – to be authentic.

AREA: It sounds like the range of content really goes from helping people get started in XR to sharing tips and techniques for people who already have some proficiency. What are your long-term goals for the podcast?

Scott: In addition to the stuff Dane talked about, we're looking at taking part in some larger events, doing a live broadcast from an event this year. We want to be seen as everyman's XR thought leaders. We live and breathe in the factory and rugged environments, putting devices on the heads and in the hands of industrial workers. Our goal is to be seen as the go-to friendly voice in the wilderness for a community that's trying to find real answers – not the answers they get from sizzle reels or market videos or salespeople.

AREA: I would presume you're also hoping to learn from this – so that you can apply new ideas to your “day jobs.”

Dane: XR at Work does give us access to other people who are doing things. A lot of the stuff in the XR space is really hard. How do you manage headsets at 300 facilities like Scott's doing? How do we go ahead as a business if our favored headset is being discontinued? There are a lot of challenges you run into as you're managing this across a business. This gives us a chance to talk to other people who have maybe thought differently about it and we can learn from. We also like to understand what's coming in the hardware space, so my hope is that we can be a partner to people building products to offer them insights to support product development.

Scott: We look forward to building a community and interacting more with the members of the AREA.

Masters of Pie Wants to Hear About Your XR Collaboration Experiences and Plans

21st July 2022

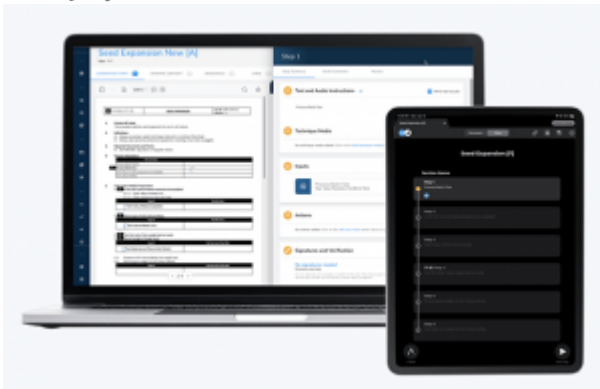


The Masters of Pie team is especially interested in hearing from IT managers and C-level executives knowledgeable about the broad application of XR collaboration use cases across their businesses. They're seeking input from leading companies in a broad range of industries, including manufacturing/engineering, construction, healthcare, defense, and energy. Even organizations that are just beginning to adopt immersive technologies are invited to participate.

To take part, please visit the [survey site](#) and **submit your information by April 20**. Thank you for helping further the AR ecosystem's understanding of how XR collaboration is gaining traction.

AREA Member Apprentice.io Raises \$100M for Pharma AR Platform

21st July 2022



Tempo brings the transformative power of technology to an industry that is still largely paper-

based. It accelerates the entire drug production lifecycle by orchestrating manufacturing across global teams and sites with one shared platform.

Tempo also expands Apprentice's footprint in the AR space. It enables manufacturing operators to use AR to:

- Reduce human error as operators follow audio or text instructions enhanced with added photo, video, or AR overlay directions that are specific to their work environment or equipment, making each workflow step clear.
- Increase efficiency and overcome production delays by supporting cross-team collaboration and remote support through video conferencing that utilizes AR directional tools such as live drawing, arrows, laser and pointers.

Apprentice leverages AR headsets to empower operators and scientists in the lab and manufacturing to work with greater efficiency and speed, without having to reference cumbersome paper-based procedural manuals or record handwritten documentation. Using voice commands and intelligent data capture, operators can easily access their procedures using their headsets. They can intelligently collect, store or reference critical data as they go, without any interruption to their workflow. With 1,500+ devices deployed, Apprentice believes it has the largest wearables deployment in enterprise manufacturing.

"This recent funding is a testament to the power of Augmented Reality," says Angelo Stracquatano, CEO of Apprentice. "AR and wearables have long held the promise to change the way we work. With pharma manufacturing, we've found a meaningful application of this technology that truly helps the operator execute better - for the benefit of patients everywhere."

Apprentice is also expanding into Europe and Asia and continues to grow the company to further fuel its 12-fold revenue growth and sixfold growth in employees. Learn more [here](#).