The AREA Welcomes ShapesXR as a Member

30th July 2025

The Augmented Reality for Enterprise Alliance (AREA) today announced that ShapesXR has joined the consortium.

ShapesXR is an enterprise-focused, collaborative design platform built to accelerate 3D prototyping and spatial design across organizations. Used by industry leaders such as Mayo Clinic, Mondelez, Chanel, and Microsoft, it enables cross-functional teams to rapidly ideate, iterate, and communicate spatial concepts, including VR training scenarios and AR remote assistance. By bridging the gap between design and development, ShapesXR helps enterprises reduce time-to-market, minimize costly misalignments, and align stakeholders more effectively around shared visions.

As part of our commitment to advancing enterprise AR, ShapesXR has joined the AREA . The AREA provides a highly curated network of AR experts, structured engagement opportunities through workshops and working groups, and a platform to exchange best practices in human-centered design and spatial computing. It also offers valuable visibility for our solutions among decision-makers and thought leaders, as well as access to a wide range of member-exclusive resources. Joining the AREA reinforces our focus on shaping the future of immersive collaboration for the enterprise sector.

“By joining the AREA, we aim to contribute to the advancement of enterprise AR by supporting the creation of high-quality spatial content. As a creative tool purpose-built for designing XR experiences, ShapesXR is committed to empowering teams to bring their ideas to life and shaping the standards for immersive collaboration across industries.”

“We are proud to announce ShapesXR as a member of the AREA,” said Mark Sage, executive director of AREA. “Their experience with enterprise-focused solutions for 3D prototyping and spatial design is an excellent addition to the AREA as we work on enterprise AR adoption.”

About ShapesXR

ShapesXR is an advanced, collaborative design platform that allows users to prototype products and experiences in 3D within minutes. Its core mission is to democratize 3D content creation, enabling designers, developers, and business stakeholders to ideate, prototype, and communicate in 3D-without requiring prior experience in game engines or coding. For more information, visit https://www.shapesxr.com/.

About the AR for Enterprise Alliance (AREA)

The AR for Enterprise Alliance (AREA) is the only global membership-funded alliance helping to accelerate the adoption of enterprise AR by supporting the growth of a comprehensive ecosystem. The AREA accelerates AR adoption by creating a comprehensive ecosystem for enterprises, providers, and research institutions. AREA is a program of Object Management Group® (OMG®). For more information, visit the AREA website.

Augmented Reality for Enterprise Alliance Elects New President

30th July 2025

As President, Ryan will serve as the organization's primary advocate, fostering partnerships, driving strategic direction, and ensuring the successful execution of programs and initiatives. Ryan replaces Boeing Technical Fellow Paul Davies, who served as AREA President for more than eight years, and continues as part of the AREA Executive Committee and as Vice President of the AREA Enterprise Segment.

At Collins Aerospace, Ryan leads the RTX XR Working Group, helps lead the RTX XR Community of Practice, and co-chairs the RTX Immersive & Interactive Visualizations Technology Interest Group. Ryan has also led teams that have invented numerous visual analytics and virtual reality-enabled applications.

"We're excited to announce Ryan Wheeler as President of the AREA," said AREA Executive Director

Mark Sage. “With his technical background in AR/XR technologies and proven track record of working with AR/XR communities, we are certain he will steer the organization’s efforts to make it easier for enterprises to adopt interoperable AR-enabled systems that fully deliver on their promises. I would also like to thank Paul Davies, Technical Fellow at Boeing, who has served as President for many years, and he will continue to actively be involved in the AREA.”

About the AREA

The Augmented Reality for Enterprise Alliance (AREA) is the only global non-profit member organization. Whether you view it as the next computing paradigm, the key to breakthroughs in manufacturing and service efficiencies, or the door to unimagined applications, AR will have an unprecedented impact on enterprises of all kinds. AREA is a program of Object Management Group®. Visit https://thearea.org for more information.

Note to editors: AREA is a program of Object Management Group® (OMG®). See the listing of all OMG trademarks. All other trademarks are the property of their respective owners.

Augmented Reality for Enterprise Alliance Publishes Latest Research on the Adoption of Real-Time AR-assisted Inspections for Quality and Compliance

30th July 2025

“AR-assisted inspections can greatly benefit aerospace and defense, oil and gas, and healthcare

industries due to intricate processes and inspection protocols, strict safety and quality compliance guidelines, and the high cost of downtime," said AREA Executive Director Mark Sage. "AR solutions enhance task performance, reduce mental workload for frontline users, minimize errors, and allow for better utilization of resources."

Common barriers to the adoption of AR-assisted inspections include:

- *Technological barriers* can be mitigated by establishing innovation hubs outside of their IT infrastructure to enable close evaluation of potential AR solutions for quality and compliance inspections.
- *Economic barriers* can be addressed by implementing scalable proofs-of-concept (POCs) that show tangible ROI for solutions using data and performance-driven KPIs. This showcases the potential savings and efficiency gains and provides flexible pricing models and financial incentives to lower the initial investment barrier.
- *Organizational barriers* require effective change management strategies. These include engaging stakeholders at all levels, providing comprehensive training programs, and designing intuitive, user-friendly AR solutions.
- Collaboration with governing and compliance bodies to establish clear guidelines and standards for AR-assisted inspections can mitigate *regulatory and compliance barriers*.

Please view an executive summary of the research report on The Adoption of Real-Time AR-assisted Inspections for Quality and Compliance from the AREA website. Vertical Realities completed the research report on behalf of the AREA.

The full report includes a comprehensive view of the factors affecting the adoption and implementation of AR solutions for inspection use cases and a template for measuring the direct impact of AR-assisted inspections (available to AREA members).

Please also consider the website's executive summaries of other AREA resources and enterprise guidance. To learn about AREA membership, visit the AREA website.

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The AREA Welcomes Net4 Connect as a Member

30th July 2025

“We are delighted to join the AREA community. Becoming part of a network sharing our enthusiasm and passion for augmented reality was easy. The opportunity to share and gain knowledge with fellow members will be invaluable, benefiting us and our clients,” said Alex Taylor, CEO of Net4 Connect. “Through our membership, we hope to gain new insights, foster innovative collaborations, and stay at the forefront of industry advancements, ultimately enhancing our service offerings and driving success for our clients. We look forward to contributing to and growing with this vibrant community.”

“Net4 Connect is a welcome addition to the AREA,” said Mark Sage, AREA’s Executive Director. “We look forward to the contributions they will make to our alliance in the use of augmented reality and their knowledge and expertise in AI, IoT, and 5G.”

About Net4 Connect

Empowering Innovation with Cutting-Edge Technology Solutions. Visit our website: https://net4connect.com/.

About the AR for Enterprise Alliance (AREA)

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RealWear Launches Cloud Offering

30th July 2025

RealWear Cloud is a new multi-purpose software offering for IT and business operations. Through the new dashboard, IT and Business Operations can remotely and securely streamline control of their RealWear device fleet. As companies grow their fleet of RealWear devices, RealWear Cloud allows for convenient low-touch, over-the-air firmware updates, keeping the devices secure and company data protected. Working alongside organizations' existing EMM or MDM software such as Microsoft Endpoint Manager (InTune), the offering further provides teams more real-time data and metrics to optimize operational efficiency. RealWear Cloud complements existing EMM/MDM solutions and enables device-specific control and configuration capabilities. Also, it is the only way to gain trusted and secure access to certified third-party apps designed for our product portfolio.

In addition, RealWear is introducing RealWear Cloud Assistance as part of the offering. RealWear Cloud Assistance provides real-time remote technical support and troubleshooting to frontline workers to quickly identify, diagnose and fix device issues. Reducing device downtime through remote troubleshooting will have a growing impact on company bottom lines. According to VDC research, individual incidences of device failure result in 72 minutes of lost or disrupted productivity for frontline workers. Remote support, firmware updates, and data analytics will not only increase productivity but will be necessary as businesses face ongoing talent shortages, the scarcity of which Gartner notes was exacerbated in 2021.

"As a deployment of RealWear devices grows across sites and countries, it's critical that we provide great IT tools and real-time metrics for those ultimately responsible for the successful deployment of the devices in the field," said Andrew Chrostowski, Chairman and CEO of RealWear. "We're capturing data that will drive better decisions. It's exciting to see RealWear transitioning from a device-centric company to a platform solution company with the introduction of our first software-as-a-service (SaaS) offering."

RealWear's previous lightweight device management tool, will transition to RealWear Cloud. Current Cloud customers will automatically be enrolled in the Basic plan.

"Wearable technologies are becoming more and more mainstream in the enterprise, and making deployments simple and frictionless is one of our key goals," continued Chrostowski. "Wearables are no longer viewed as a novelty but are now trusted by enterprises to bring value and solve real-world problems."

About RealWear

As the pioneer of assisted reality wearable solutions, RealWear® works to engage, empower, and elevate the modern frontline industrial worker to perform work tasks more safely, efficiently, and precisely. Supporting over 65,000 devices, RealWear gives workers real-time access to information and expertise while keeping their hands and field of view free for work. Headquartered in Vancouver, Washington and used by 41 of the Fortune 100 companies, RealWear is field-proven in a wide range of industries with thousands of world-class customers, including Shell, Goodyear, Mars, Colgate-Palmolive, and BMW.

Magic Leap 2 – Pricing Released

30th July 2025

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.

Magic Leap and NavVis Announce Strategic Partnership to Enable 3D Mapping and Digital Twin Solutions in the Enterprise

30th July 2025

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

30th July 2025

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

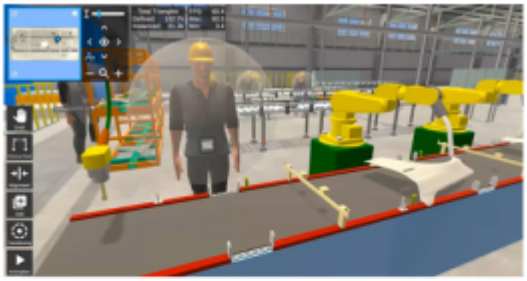
- Create immersive onboarding and training content
- Present and discuss interior design and event ideas
- Bring print media and product packaging to life
- Artists and illustrations can redefine the meaning of three-dimensional artworks

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

30th July 2025



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.

Building an immersive pharma experience with XR technology

30th July 2025

In the world of pharma manufacturing, precision is key. To execute flawlessly, pharmaceutical scientists and operators need the proper training and tools to accomplish the task. User-friendly augmented reality (AR) and mixed reality (XR) technology that can provide workflow guidance to operators is invaluable, helping name brand companies get drugs, vaccines, and advanced therapies to patients faster.

AR has been a cost-effective way to improve training, knowledge transfers, and process execution in the lab during drug discovery and in the manufacturing suite during product commercialization. Apprentice's AR Research Department is now seeing greater demand within the pharma industry for XR software capabilities that allow life science teams to use 3D holograms to accomplish tasks.

For example, operators are able to map out an entire biomanufacturing suite in 3D using XR technology. This allows them to consume instructional data while they work with both hands, or better understand equipment layouts. They can see and touch virtual objects within their environment, providing better context and a much more in-depth experience than AR provides.

Users can even suspend metadata in a 3D space, such as the entrance to a room, so that they can interact with their environment in a much more complete way, with equipment, objects and instruments tethered to space. Notifications regarding gowning requirements or biohazard warnings for example will automatically pop up as the operator walks in, enriching the environment with information that's useful to them.

"It's all about enhancing the user experience," Linas Ozeratis, Mixed Reality Engineer at Apprentice.io. "At apprentice, our AR/XR Research Team has designed pharma-specific mixed-reality software for the HoloLens device that will offer our customers an easier, more immersive experience in the lab and suite."

Apprentice's XR/AR Research Team is currently experimenting with new menu design components for the HoloLens device that will reshape the future of XR user experiences, making it easier for them to interact with menus using just their fingers.

Apprentice's "finger menu" feature allows users to trigger an action or step by 'snapping' together the thumb and individual fingers of the same hand. Each finger contains a different action button that can be triggered at any time during an operator's workflow.

“Through our research, we’ve determined that the fingers are an ideal location for attaching AR buttons, because it allows users to trigger next steps without their arm or hand blocking the data they need,” Ozeratis added. It’s quite literally technology at your fingertips.”

Why does the pharma industry want technology like this? Aside from the demand, there are situations where tools like voice commands are simply not feasible. The AR Research Team also learned that interactive finger menus feel more natural to users and can be mastered quickly. Life science teams are able to enhance training capabilities, improve execution reliability and expand the types of supporting devices they can apply within their various environments.

“Introducing these exciting and highly anticipated XR capabilities is just one stop on our roadmap,” Ozeratis adds. “There are bigger and bolder things ahead that we look forward to sharing as the pharma industry continues to demand more modern, intelligent technologies that improve efficiency and speed.”