The AREA Welcomes ShapesXR as a Member

30th July 2025

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/.

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

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Troy Wood Becomes AREA Marketing Committee Chair

30th July 2025

"I'm excited to help grow the visibility of AREA's valuable research and tools, said Wood. "I'll work with our members to create high-value content and thought leadership events, engaging with the broader AR ecosystem."

"Troy Wood is a seasoned marketing professional with years of experience in AR," said Mark Sage, AREA's Executive Director. "Under his direction, AREA will continue to increase awareness and visibility of AR's benefits for enterprises through targeted marketing campaigns, webinars, case studies, reports, and more."

Troy worked for HTC VIVE, an AREA member company that offers immersive virtual and mixed reality experiences with VR headsets and glasses, leading Regional Marketing for the Americas and Global Partner Marketing for the past 10 years.

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The AREA Welcomes P&C Solution as a Member

30th July 2025

By joining AREA, P&C Solution aims to collaborate with global leaders in the AR ecosystem, contribute to technical standards, and expand opportunities for interoperability and integration in industrial environments.

"We are excited to join the AREA and connect with AR innovators worldwide," said Chiwon Choi, CEO of P&C Solution. "Through this membership, we hope to share insights from our real-world deployments, stay ahead of emerging trends, and strengthen partnerships that can accelerate enterprise adoption of AR technologies."

"P&C Solution is a valued new member of the AREA," said Mark Sage, AREA Executive Director. "Their experience deploying AR glasses and XR simulators in mission-critical enterprise and defense industries will help us further the adoption of enterprise AR and XR solutions across many industries."

About P&C Solution

Since its inception in 2015, P&C Solution has evolved into a leading XR glasses company in Korea. We launched our first XR Glasses in 2018, driven by the development of XR Simulator at an early stage. We have since conducted continuous research and investment, as a consequence of which we launched the XR Glasses business in earnest in 2020. We are currently focusing our R&D efforts on the metaverse platform applicable to XR Glasses**.**

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The AREA Welcomes AMPP as a Member

30th July 2025

AMPP joined AREA to help integrate augmented reality (AR) technologies into its core markets, where immersive, real-time tools are poised to transform workforce training, asset lifecycle management, and field operations. With decades of experience developing global standards, certifications, and professional education, AMPP is uniquely positioned to shape and adopt AR applications that enhance operational efficiency, safety, and sustainability.

"Joining AREA allows AMPP to collaborate with a global network of innovators and enterprise leaders who are unlocking the potential of augmented reality," said Jennifer Rogers, Senior Director of Education at AMPP. "AR is a transformational tool that can elevate our industries by improving training outcomes, reducing downtime, and enhancing infrastructure resilience. Through AREA, we're eager to help shape the future of AR-enabled standards and share insights that support safer, smarter, and more sustainable operations."

By partnering with AREA, AMPP adds its voice to a growing ecosystem of technology developers and enterprise adopters committed to advancing practical, scalable AR solutions. The collaboration supports AMPP's ongoing efforts to integrate emerging technologies that improve the performance and longevity of critical infrastructure worldwide.

"We're excited to welcome AMPP to the AREA community. As a materials protection and

performance leader, AMPP's expertise aligns perfectly with our mission to advance enterprise AR adoption," said Mark Sage, Executive Director of AREA. "Their insights will be invaluable in driving safety, efficiency, and quality across industries. AMPP's membership strengthens our alliance and highlights the growing recognition of AR's transformative potential. We look forward to collaborating with AMPP to shape the future of enterprise AR."

About the Association for Materials Protection and Performance (AMPP)
The Association for Materials Protection and Performance (AMPP) is a global leader dedicated to protecting assets and enhancing the performance of industrial and natural materials. Established in 2021, AMPP brings together nearly 150 years of combined expertise from legacy organizations to advance solutions that enhance safety, security, and sustainability across industries. Serving more than 36,000 members in over 150 countries, AMPP is the largest organization of its kind, providing innovative standards, certifications, training, and resources to its members. Headquartered in the United States with offices in Houston and Pittsburgh, AMPP also operates regional offices in Brazil, Canada, China, Dubai (training center), Malaysia, Saudi Arabia, and the United Kingdom. www.ampp.org

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Object Management Group Publishes New Editon of Journal of Innovation Focused on Security, Sovereignty, and Trust

30th July 2025

"In an era of escalating cyber threats, businesses must adopt robust security strategies and cultivate a culture of trust to protect their reputation, strengthen stakeholder relationships, maintain a competitive edge, and achieve long-term success," said Bassam Zarkout, VP at IGnPower and co-chair of OMG's Thought Leadership Group. "This is especially critical in the industrial sector, where interconnected systems and digital technologies heighten vulnerabilities to cyberattacks and data breaches."

The edition features a diverse collection of articles that delve into various aspects of security and trustworthiness, offering actionable insights and thought leadership on the following topics:

- Building Trust Through Empirical Verification of Software – Consortium for Software Information Quality (CISQ)
- Threat Modeling Method for Digital Twins based on Platform Stack Architectural Framework – Kaspersky
- Making the Case for Security: The missing capabilities in the current cybersecurity approaches – KDM Analytics
- Integrity & Transparency for Trustworthy Supply Chain Insights from Sustainability Regulations – MITRE –
- Digital Twins: Cross-Sector Data Risk Analysis and Legal Implications – Nishith Desai Associates
- Emerging Zero Trust Technologies: Human and Technology Journey – Northrup Grumman
- Building Trust in Innovation Practices – RTX Corporation
- Quantum Communications for Security and Quantum Computing – Toshiba and Safe Quantum Inc.

JoI articles have covered diverse topics and themes, including industry digital transformation, data in the industrial internet, solutions at the digital edge, the role of IoT in enabling rapid response to Covid, industrial artificial intelligence, intelligent transportation, innovations in digital twins, smart cities, smart factories, trustworthiness, and many more. Download current and past editions of OMG's JoI.

About OMG
The Object Management Group® (OMG®) is an international, open membership, not-for-profit

technology standards consortium with representation from government, industry and academia. OMG Task Forces develop enterprise integration standards for a wide range of technologies and an even wider range of industries. OMG's modeling standards enable powerful visual design, execution and maintenance of software and other processes. Visit www.omg.org for more information.

The AREA Welcomes Amalgamated Vision as a Member

30th July 2025

Where many AR solutions aim to fill the user's entire field of view, Amalgamated Vision takes a different path. Its lightweight display systems present critical information only when needed and just outside the standard line of sight—providing subtle, high-clarity visual cues that support real-time decision-making without visual clutter or cognitive overload.

"For more than a decade, we've questioned the dominant narrative about what AR should look like," said CEO Adam Davis. "We're building tools for people who need focus, not distraction—whether they're servicing an aircraft on the tarmac or performing complicated medical tasks in remote, high-risk environments."

Amalgamated Vision collaborates with U.S. defense and aerospace partners on cutting-edge use cases, including aircraft maintenance and remote medical guidance for future space missions.

"Joining AREA allows us to engage with a community that understands both the promise and the complexity of enterprise AR," Davis added. "It's the right forum for sharing our vision and connecting with like-minded partners who can help bring it to scale."

"We are thrilled to have Amalgamated Vision as a member of the AREA," said Mark Sage, Executive Director of AREA. "Their innovative approach to AR—delivering mission-critical data through unobtrusive, retinal-based displays—addresses a major challenge in high-risk enterprise environments. Their work across defense, aerospace, and medical sectors exemplifies the forward-thinking use cases that help drive the industry forward."

About Amalgamated Vision

Amalgamated Vision is a forward-thinking technology company dedicated to developing groundbreaking micro-projector optical devices for visual augmentation. With a team of experts in laser optics, micro-electrical-mechanical systems, and human-digital interface, the startup is at the forefront of innovation in personal, portable, wearable displays. For more information, visit www.amalgamatedvision.com or contact Paula Katkin, Chief of Marketing, at pkatkin@amalgamatedvision.com

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Augmented Reality for Enterprise Alliance (AREA) Announces Low-Code/No-Code Solutions for Enterprise AR Research Report

30th July 2025

"As AR gains traction across industries, enterprises seek more accessible ways to create and deploy immersive experiences. Traditional AR development often requires deep technical knowledge, costly resources, and lengthy timelines — barriers that have limited adoption-to-pilots, proofs-of-concept, and wider deployments," said Mark Sage, Executive Director of the AREA. "Low-code and no-code platforms offer a practical and promising entry point for enterprises looking to adopt AR, especially for teams with limited technical resources."

The report:

- Introduces the core concepts of low-code and no-code platforms and explains how they intersect with AR technologies.
- Maps the low-code and no-code to-full-code spectrum, helping organizations understand usability, customization, scalability, and security trade-offs.
- Provides industry case studies across manufacturing, healthcare, education, and marketing, demonstrating successful enterprise adoption.
- Offers a decision matrix to help organizations evaluate platform suitability for AR needs.
- Highlights both the opportunities and potential pitfalls of low-code and no-code solutions, such as superficial deployments, technical limitations, and long-term scalability concerns.

Download a summary of the **Low-Code/No-Code Solutions for Enterprise AR** research report. This complete and detailed report was prepared by AREA member **Avrio Analytics**, under contract with the AREA. Become an **AREA member**

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Augmented Reality for Enterprise Alliance Announces its 10th Anniversary

30th July 2025

"Innovation knows no bounds, and the AREA is proud to have been at the forefront of driving technological advancements and fostering collaboration within the AR ecosystem," said Mark Sage, Executive Director of the AREA. "As we embark on the next chapter of our journey, we are excited to continue pushing the boundaries of what's possible with AR and shaping the future of enterprise technology."

Established in 2014, the AREA was born out of recognizing that AR held transformative potential for industries worldwide. With the mission to facilitate dialogue, share best practices, and advocate for AR adoption, the alliance united industry leaders, innovators, and experts to explore the vast possibilities of AR technology. Over the past decade, the AREA has achieved significant milestones:

- *Overcoming Barriers to Adoption*: Collaboratively, our members have diligently identified, classified, and prioritized AR security, safety, and human factors risks, culminating in developing comprehensive risk reduction recommendations.
- *Collaborative Research Initiatives*: The AREA has spearheaded groundbreaking research projects, fostering collaboration between industry stakeholders and academia to advance AR technologies and applications.
- *Knowledge Sharing and Education*: Through workshops, webinars, and conferences, the AREA has served as a knowledge hub, equipping professionals with the insights and skills needed to harness the full potential of AR in their respective fields.
- *Strategic Partnerships*: The AREA has forged partnerships with leading technology companies, startups, and research institutions, driving innovation and accelerating the adoption of AR

across diverse industries.

"We envision a future where AR seamlessly integrates into everyday workflows, unlocking new possibilities for productivity, efficiency, and creativity," Sage added.

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Object Management Group Publishes Aviation and Aerospace Journal of Innovation

30th July 2025

"The JoI now has an expanded scope to include articles from OMG's consortia, including the OMG Standards Development Organization, the Augmented Reality for Enterprise Alliance (AREA), and Digital Twin Consortium® (DTC)," said Bassam Zarkout, CEO of IGnPower and Co-chair of OMG's

Thought Leadership Group. "We are thrilled to present the latest edition of the JoI under the expanded scope. This edition explores the theme of Pioneering Innovations in Aviation and Aerospace."

The three articles in this edition include:

- <u>Guiding Supply Chain Security in Aeronautic Development</u> – by MITRE and Boeing – Assessing aeronautics supply chain risks is complex due to the lack of standardized risk sets, evaluation practices, and result communication methods. This article proposes leveraging System of Trust™ (SoT) to address these challenges. The article also discusses NASA's effort to demonstrate real-world consequences and cost impacts on Boeing and Airbus due to supply structure changes and volatility. This work leveraged MITRE's efforts to standardize security measurement and demonstrate its application and outcomes.
- <u>Advancing Space Technology for ISAM Maturity and Success</u> – by Dassault Systèmes – Like the golden age of flight 100 years ago, today we are in the golden age of commercial space. New space missions – in this case, In-Space Service, Assembly, and Manufacturing (ISAM) – enable space capabilities to expand the space economy, improve life on Earth, and extend our use of space farther than ever.
- <u>Digital Engineering Enables Innovative Hardware Integration Opportunities in Aerospace</u> – by SimVentions – Avionics systems need reliability and redundancy but face budget and time constraints. The US Navy's Hardware Open Systems Technology (HOST) standard provides a modular and open approach for hardware interoperability and reuse. However, reliance on homegrown tools limits its long-term value and data reliability. SimVentions' research for the US Navy led to the creation of the HOST Hardware Integration Toolkit (HHITS), demonstrating DE's value in enabling transformative automation and integration for avionics systems.

JoI articles have covered diverse topics and themes, including industry digital transformation, data in the industrial internet, solutions at the digital edge, the role of IoT in enabling rapid response to Covid, industrial artificial intelligence, intelligent transportation, innovations in digital twins, smart cities, smart factories, trustworthiness, and many more. Download current and past editions of OMG's <u>JoI</u>.

About OMG
When tech organizations, governments, and academia must solve discrete pieces of a technology puzzle or discuss matters of common interest, they often seek to join or form a consortium. Since 1989, Object Management Group® (OMG®) has created and nurtured a productive community with common technology interests and problems to resolve. OMG communities include Augmented Reality Enterprise Alliance (AREA), Consortium for Information and Software Quality™ (CISQ™), Digital Twin Consortium® (DTC), and OMG Standards Development Organization (SDO®). OMG is global, not-for-profit, and vendor-neutral. Visit <u>**OMG**</u>.

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