



# Fact Sheet

## Organization Name

AR Alliance Inc. doing business as **AR for Enterprise Alliance**

## Mailing Address

401 Edgewater Place Suite 600  
Wakefield, MA 01880  
USA

## Phone

+1 (339) 219-1818

## Website and Contact E-mail Addresses

<http://www.thearea.org>

General information: [info@thearea.org](mailto:info@thearea.org)

Press inquiries: [press@thearea.org](mailto:press@thearea.org)

Membership inquiries: [membership@thearea.org](mailto:membership@thearea.org)

## Legal Status

501 (c) 6 incorporated in state of Delaware

## Date Founded

December 2013

## Short Description and Mission Statement

The Augmented Reality for Enterprise Alliance (AREA) is:

- ✓ The only global organization based on member needs and concerns around enterprise AR.
- ✓ Focused on accelerating AR adoption in enterprise.
- ✓ Achieving its members' goals by providing content and programs that drive expansion of a vibrant new technology ecosystem composed of providers, integrators, non-commercial entities and customers.

The mission of the AREA is to help companies achieve greater operational efficiency through the smooth introduction and widespread adoption of interoperable AR-enabled enterprise systems.

## Leadership and Elected Officers

**Executive Director:** Christine Perey

**President:** Carl Byers, NGRAIN

**Vice President, Providers Segment:** Pete Wassell, Augmate

**Vice President, Customers Segment:** Juergen Lumera, Bosch

**Treasurer/Secretary:** Matt Kammerait, DAQRI

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