

FOR IMMEDIATE RELEASE

Eight New Members Join Augmented Reality for Enterprise Alliance (AREA)

AREA members invite those interested in and working on enterprise AR to public networking event at CES 2016 on January 6

WAKEFIELD, Mass. USA – January 5, 2016 –The Augmented Reality for Enterprise Alliance ([AREA](#)) announced today that since its inception in 2015 it has added eight new members who represent the three segments of the enterprise Augmented Reality ecosystem.

User of Enterprise Augmented Reality that joined since launch

- [Huawei Technologies](#)

Providers of AR-enabling technologies and services that joined since launch

- [3D Studio Blomberg](#), [AREA member profile](#)
- [Contextere](#), [AREA member profile](#)
- [FuelFX](#), [AREA member profile](#)
- [XMReality](#), [AREA member profile](#)

Non-commercial entities that joined since launch

- [Advanced Manufacturing Research Center \(AMRC\) with Boeing](#), [AREA member profile](#)
- [Georgia Institute of Technology](#)
- [RA'pro](#)

"We joined the AREA to collaborate with other members of the Augmented Reality ecosystem embarking on projects similar to ours at Huawei," said Rhonda Truitt, Global Director, Technical Communication Innovation and Best Practices, Huawei Technologies. "The AREA is the only place where all parts of the AR ecosystem share best practices, gain efficiencies and learn about the latest enterprise AR technologies."

"As part of the AMRC with Boeing's Factory 2050, we are developing innovative ways to visualize and interact with the vast array of data available to user," said Chris Freeman, Head of Digitally Assisted Assembly, Integrated Manufacturing Group AMRC. "As an AREA member, the AMRC accesses a network of expertise that shares our values, enabling us to stay informed and at the forefront of this exciting technology."

"The AREA brings all the right discussion partners, potential customers and development projects to our fingertips," says Pontus Blomberg, CEO and founder of Finnish member

organization 3D Studio Blomberg. "With AREA, enterprise Augmented Reality will change and enhance the way we work and form the basis for an exciting new technology era."

Meet AREA Members at CES 2016

The AREA members will host a public networking event for anyone interested in enterprise Augmented Reality from 6 to 8 PM on January 6, 2016 at CES in Las Vegas, Nevada. Press, analysts, providers of enabling technologies, products and services and users of enterprise Augmented Reality will meet with members and the executive director of the AREA. For more information, [visit the meeting information page](#) and [register](#).

About the AREA

The AREA is the only global member-based organization focusing on accelerating adoption of enterprise Augmented Reality (AR) through development and expansion of a vibrant technology ecosystem. The AREA Founding Sponsor members include [APX Labs](#), [Atheer](#), [Augmate](#), [The Boeing Company](#), [Bosch](#), [CN2 Technology](#), [DAQRI](#), [Design Mill](#), [Electric Power Research Institute \(EPRI\)](#), [IEEE Standards Association](#), [Johnson & Johnson](#), [NGRAIN](#), [iQagent](#), [Newport News Shipbuilding](#), [Perey Research & Consulting](#) and [Talent Swarm](#).

AREA members are collaborating to help organizations achieve greater operational efficiencies through smooth introduction and widespread adoption of interoperable AR-enabled enterprise systems. The alliance is advocating best practices based on shared knowledge, experience in live deployments, common business values, and addressing known and emerging challenges.

The AREA's [membership benefits](#) include access to high-quality, vendor-neutral content and participation in exclusive programs such as early access to beta software and hardware, a research framework to address key challenges shared by all members and discounts for fee-based activities. Sponsor members have a direct role in shaping the rapidly expanding AR industry and demonstrate their companies' leadership and commitment to improving workplace performance.

More information about the AREA is available at <http://www.thearea.org> or by writing to info@thearea.org.

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