

Supporting Statements from AREA Founding Members

1066 Labs

"The AREA is set to become the representative body for all things associated with enterprise AR," said Dr. Phil Greenhalgh, 1066 Labs co-founder and Chief Science Officer. "The founding members are all great exponents of this relatively new and rapidly growing technology. 1066 Labs are pleased to have the chance to contribute to the Alliance and the opportunity to join what will become a major influencer and knowledge base in the AR sector."

APX Labs

"As the global interest in enterprise augmented reality increases, it's incredibly helpful to have a permanent body of companies collaboratively working to advance the knowledge interchange across the industry," said Brian Ballard, CEO & Co-Founder, APX Labs. "APX Labs believes that this function has to transcend occasional ad-hoc interactions and the conference scene to provide an objective and long-lasting body of knowledge for all – the AREA performs this function."

Atheer Labs

"As the pioneer in Augmented interactive Reality (AiR), combining mobile 3D augmented reality with gesture-based interaction, Atheer looks forward to collaborating with the AREA to develop practical solutions for global enterprises," said Alberto Torres, CEO of Atheer. "The demand for hands-free AiR technology is growing rapidly across numerous industries. Now is the time for the AR ecosystem to come together and create interoperable solutions for a smarter, faster and safer workforce."

Augmate

"We support the mission and tenets of the AREA organization, especially about expanding the market for enterprise AR technology. The AREA is the center of the enterprise AR ecosystem and we are now better connected to partners and customers," said Pete Wassell, Augmate CEO. "Augmate and the AREA are very aligned in the belief that education and collaboration will accelerate the adoption of AR technology for the enterprise. We are delighted to support and contribute to this ecosystem via the AREA."

CN2 Technology

"At CN2 Technology we firmly believe that our business will benefit from an AR solution marketplace where both consumer and provider are highly knowledgeable about the practicalities, potential and returns of this cutting edge technology," said Alex Hill, chief scientist. "CN2 Technology has been actively engaged in AR standards development since it was founded, and we strongly support the mission of the AREA to support open and interoperable AR through knowledge transfer and research and development."

DAQRI

"As a founding AREA member, DAQRI will contribute its unique perspective as a provider of both hardware- and software-based solutions. Membership in the AREA provides us the opportunity to collaborate with others who understand the opportunities and challenges of implementing Augmented Reality and 4D at enterprise scale," said Matt Kammerait, DAQRI's VP -- Product. "We look forward to sharing our insight, asking the tough questions, and seeking valuable feedback about opportunities and trends in Mixed and Augmented Reality, as well as around complementary or enabling technologies."

Design Mill

"Design Mill has joined the AREA for several reasons. AREA membership connects the world's leading experts in Augmented Reality, and as a Founding Sponsor member, we are part of a cutting-edge trade organization from the ground up," said Nathan Greiner, DMI President. "Using the AREA as a global platform, we are able to share our company's capabilities and AR focus with the world."

Electric Power Research Institute (EPRI)

"In the electricity industry, augmented reality puts back-office knowledge into the palm of a frontline worker's hand – providing more information about the safety history, product specs, inspection and maintenance records, and technical details of the asset attended to – at a moment's notice," said John Simmins, EPRI senior technical advisor.

iQagent

"Augmented Reality solutions are poised to solve many problems on the plant floor; joining the AREA now ensures iQagent's place among the front-runners of this important technology," said Bob Meads, CEO, iQagent, Inc.

Newport News Shipbuilding

"Newport News Shipbuilding has seen value in augmented reality technology for several years, and an organization dedicated to enterprise adoption has been needed," said Jennifer Boykin, Newport News Shipbuilding vice president, Engineering and Design. "We are delighted to be a founding member of the AREA."

NGRAIN

"The world of technology is once again on the precipice of change with the evolution of Augmented Reality, most especially as it will be used in enterprise settings. This type of disruption requires industry leaders to come together and build out the ecosystem and establish standards and principles for the technology," said Carl Byers, Chief Strategy Officer, NGRAIN Corporation. "We're thrilled to be part of the AREA and look forward to the work we will do to define this new industry as it continues to expand."