



## Shaping the future of enterprise XR solutions: Wikitude reaches a new milestone in collaboration with Lenovo

*Austrian developed technology to power Lenovo's ThinkReality A6 Augmented Reality head-mounted display*

*For immediate release*

**Vienna, AUSTRIA – October 1, 2020** – Today, Wikitude announced achieving a milestone in providing joint integrated AR solutions for the enterprise space with Lenovo. Lenovo's ThinkReality A6 Augmented Reality head-mounted display will now deploy Wikitude image and object recognition technology. This integration marks a full adoption of enterprise-grade AR solutions that will shape the future of work and training for industries worldwide.

ThinkReality is the Lenovo brand for commercial augmented and virtual reality solutions. It combines hardware and software solutions to help customers implement, and manage commercial AR/VR programs to accelerate the adoption of immersive computing in the enterprise. ThinkReality was created to support global industries such as manufacturing, AEC, and more to adjust to new challenges in closing the skilled workforce gap and optimizing enterprise workflows. The ThinkReality A6 AR headset includes inside-out 6DoF tracking to optimize AR experiences and enable industrial versatility. This device is designed to help the workforce use AR applications to receive expert assistance, reduce repair times, decrease errors, streamline complex workflows, improve training quality, and save costs. For more information, visit Lenovo's [website](#).

*“Lenovo focuses on intelligent transformation for the enterprise to create better experiences and opportunities for customers around the world,” says Nathan Pettyjohn, Commercial AR/VR Lead at Lenovo. “Wikitude’s dynamic AR software enhances the ThinkReality A6 performance and end-user capabilities, helping Lenovo’s customers more easily build, deploy and manage AR/VR solutions.”*

Austrian-based company Wikitude pioneered the augmented reality (AR) industry by launching the world’s first AR-powered mobile application in 2008. Today, Wikitude leads the computer vision and spatial computing sectors with its augmented reality technology optimized for smartphones, tablets, and smart glasses. Achieving a new milestone in integrating the company’s computer vision technology in Lenovo’s head-mounted displays marks another step in realizing Wikitude’s vision to provide enterprise-grade AR solutions for clients worldwide.

*“We’re excited to achieve a new milestone in our collaboration with Lenovo. Wikitude’s pioneering solutions in image and object tracking reinforce Lenovo’s hardware, allowing the integrated solution to be an optimal choice for implementing AR in the enterprise”, says Martin Herdina, Wikitude CEO. “Accelerating the speed of AR solution adoption through this unique partnership is a significant step for the industry in optimizing distributed workforce and solving the productivity gaps enterprises are facing in times of a global pandemic.”*

Augmented reality as a technology has seen a drastic change of perception within the last year, with COVID-19 catalyzing its shift from the emerging technology status quo to the go-to technology, quickly adopted by enterprises and industries. According to the [Gartner Hype Cycle](#), AR has matured so rapidly that it can now be considered entering the mass adoption phase. [IDC](#) estimates the worldwide spending on AR/VR to reach \$160 billion in 2023, with the five-year compound annual growth rate for AR/VR spending reaching 78.3%. Training and industrial maintenance are forecasted to receive the largest investments in 2023, with an estimated \$8.5 billion investment and \$4.3 billion accordingly.

About Wikitude:

Wikitude® is an augmented reality (AR) pioneer and leader in the Computer Vision and Spatial Computing industries with its AR technology optimized for smartphones, tablets, and smart glasses. Powering over 1 billion app installations, Wikitude is trusted by enterprises, agencies, and developers in more than 180 countries as the go-to AR technology partner for innovation and business solutions. For more information, visit [www.wikitude.com](http://www.wikitude.com) or find Wikitude on [Twitter](#), [Facebook](#), or [LinkedIn](#).

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