Magic Leap Enterprise Partner + Customer Quote Sheet

Across Realities

Across Realities is focused on the next wave of computing via immersive technologies. Through their AcrossXR platform, the company is building spatial computing apps that focus on collaboration, accessibility and innovation. Their first app for Magic Leap 1, Spatiate, enables multi-user art creation as a new avenue for creative expression.

"Originally designed for mobile AR devices, Spatiate's launch platform shifted to Magic Leap 1 after experiencing how the power of Spatial Computing allowed us to immerse ourselves in the art while remaining in the real world," said **Andrés Ornelas, CTO, Across Realities**. "We also found that collaboration with others in this space really provides a force multiplier for the potential of digital reality."

Arvizio

Arvizio has developed an enterprise spatial computing application that combines 3D visualization, multi-user, multi-location real-time shared experiences and data integration. Enterprise customers use the Arvizio application across a variety of industries including AEC, energy, mining and manufacturing.

"We are excited to partner with Magic Leap to bring advanced visualization and collaboration tools to its spatial computing platform. Magic Leap 1 users will now have the opportunity to further transform their enterprise with a seamless solution," said **Jonathan Reeves, CEO, Arvizio**. "With Arvizio and Magic Leap, we are delivering comprehensive, innovative solutions for large 3D-model visualization and multi-user, multi-site collaboration that enterprises across industries can deploy to enhance design, planning, engineering and customer review sessions while harnessing the power of spatial computing."

AT&T Business

"AT&T Business has worked with Magic Leap on numerous occasions to demonstrate the power of spatial computing for enterprise," said **Mo Katibeh, Chief Marketing Officer, AT&T Business**. "The combination of spatial computing and fast reliable connections can transform everything from changing how students learn to worker safety to new immersive entertainment experiences."

BNP Paribas

As new work trends including teleworking, coworking/flexible workspace and global teamwork increase, collaboration in large numbers on a single project has become a top

priority of companies around the world. BNP Paribas, a leading European bank with an international reach, rolled out spatial computing meetings on Magic Leap devices earlier in 2019, allowing long-distance meetings to be more immersive than ever before.

Kevin Cardona, Head of Innovation, BNP Paribas Real Estate, said, "We need to be communicating and collaborating closely with our clients abroad - and yet saving our customers valuable time versus long business trips is crucial. Given our strong presence across Europe, Asia and the Middle East, this new challenge is at the heart of everything we do at BNP Paribas Real Estate. This is where our collaboration with Magic Leap comes in. Their innovative, immersive technology has become essential in our modern world. It brings the human dimension back into the workplace - while at the same time providing key tools for collaboration. This is why we are so actively engaged in developing new tools to enhance the new ways of working that we see in our customers across the world."

Deloitte

"At Deloitte Digital we are always looking for new ways to embrace and support the human experience rather than distract from it," said **Allan Cook, Managing Director, Digital Reality.** "Magic Leap's innovative spatial computing technology layers digital reality into the physical world, allowing the companies and brands we work with to visualize, inform, connect and engage with employees, partners, and customers."

Incorporating Magic Leap technology, Deloitte Digital has created a new model for a new age - a creative digital consultancy - that brings together creative and technology capabilities, business acumen, and the industry insight needed to help transform clients' business with digital.

EON Reality

"Here at EON Reality, we're excited for the launch of Magic Leap 1. We see this potentially offering a tremendous opportunity for the growth and continued success of our partnership," said **Rick Ferree, Director of Business Development – Western US & LATAM, EON Reality, Inc.** "The launch of Magic Leap 1 aligns perfectly with our market focus as a company focused on skill and knowledge transfer, and we look forward to working together for the foreseeable future. We believe that the folks at Magic Leap are setting themselves up to be a long-term major player and a vital contributor to the spatial computing landscape."

EON Reality created the AVR platform, an integrated suite of premier immersive training and performance software and solutions designed and built for education and

enterprise. Now available on Magic Leap 1, EON Reality tools and trainings will publish directly to Magic Leap 1, adding a new and improved experience for their customers.

HyperloopTT

HyperloopTT is innovating better and smarter travel experiences, and brings airplane speeds to ground level, safely. Passengers and cargo capsules will hover through a network of low-pressure tubes between cities and transforming travel time from hours to minutes. The HyperloopTT Magic Leap experience allows the company to bring Hyperloop technology into any room -- at events, meetings and presentations.

"HyperloopTT and Magic Leap are on the cutting edge of technology in our respective fields, making this a particularly exciting collaboration for us. Magic Leap provides the ability to bring Hyperloop with us wherever we go. Thanks to our collaboration, those who join us in boardrooms, events, and meetings around the world will be able to see the full HyperloopTT system, our full-scale passenger system in Toulouse, and our commercial project in the UAE using the Magic Leap headset," said Rob Miller, Chief Marketing Officer, Hyperloop Transportation Technologies.

Immersion Analytics

Immersion Analytics has reinvented how businesses visualize modern datasets. Their immersive analytics solution lets users intuitively explore big data across many dimensions at once. With a single, clear-eyed view, users more easily and quickly gain new insights, and see over 15" dimensions as one unified visualization of columnar, graph or time series data. This enables insights previously not possible & brings human commonsense & governance in the loop for problems approached using AI and/or Machine Learning.

"The 100% focus of the company I founded is Enterprise Data Visualization. There's so much to see in data - and so many insights to find - but the traditional tools all fall short," said **Bob Levy, Founder and CEO, Immersion Analytics**. "When I was introduced to Magic Leap and spatial computing, everything clicked. With Magic Leap 1 and our Visualizer software our customers can now understand their data in ways never before possible."

Immersiv

Bridge by Immersiv is a multi-platform collaborative solution in spatial computing that allows multiple users to see the same 3D scene in real time and interact with each other.

"We're convinced that spatial computing will completely change our day-to-day life, and we want to be part of this revolution. We believe AR apps will have to be multi-users, multi-places and multi-devices, for them to be fully adopted. Magic Leap with its spatial computing platform is the best partner to move forward in this direction," said *Emmanuelle Roger, CEO and Co-Founder.*

Jabil

Jabil is working on a special project to use the Magic Leap 1 to train production-line operators and support them through complex operations. The concept of training and remote assistance with an instruction set overlaid at scale to help people understand the task at hand is very effective, efficient and resourceful.

"Providing digital representation of detailed instructions simplifies complex training for assembly operations, enabling workers to learn manufacturing steps for more fun, efficient and faster training," **said Kenny Wilson, EVP, Jabil Green Point**. "Accelerating skill development and conducting faster training on a variety of tasks across the shop floor and even across partners and remote sites drives significant value in settings that require precision, quality and speed."

JetBlue Vacations

Using Magic Leap 1, JetBlue Vacations is creating immersive experiences for customers to visit and explore premier hotel properties. Travelers will be able to have a unique look at international destinations before they make the trip.

"We are thrilled to partner with Magic Leap to inspire people to travel," said **Michael Pezzicola, Head of Commercial, JetBlue Travel Products**. "We are excited for our customers to explore and experience some of our top resorts using Magic Leap's technology."

Minsar

Minsar discovered that content creators today are challenged by a world where there is a high demand for XR experiences, but the technical complexity behind them leaves creators with little time and resources to actually fulfill this demand. Minsar solves this problem with their code-free platform that allows creative professionals to build, distribute, and collaborate on XR experiences directly through their 3D headset, tablet, or smartphone.

"We are excited to be working with Magic Leap to bring Minsar's content creation platform to what we believe to be the best spatial computing device for creators," said **Thomas Nigro, Co-Founder and CTO, Minsar**. "With Minsar on Magic Leap 1, our users are able to create spatial experiences without knowing how to code. Minsar enables users to be fully immersed in the content they're creating, not simply looking at it on a 2D screen. We've seen tremendous demand from creative agencies and major corporations looking to build and distribute experiences at scale, on Magic Leap devices."

NTT DOCOMO, INC

[NTT DOCOMO, INC. ("DOCOMO")](#) is the predominant mobile phone operator and the exclusive telecommunications partner of Magic Leap in Japan. The partnership combines two powerful technologies to deliver the next computing platform to DOCOMO customers: DOCOMO's planned 5G infrastructure and Magic Leap's spatial computing.

"In Japan, NTT DOCOMO, INC. will be exclusively offering Magic Leap 1 starting in Spring 2020."

Obsess

[Obsess](#) creates immersive experiences via its spatial computing shopping platform, powering experiential e-commerce for brands and retailers. Spatial computing enables consumers to get closer to the purchase decision, making product discovery more engaging. On Magic Leap 1, customers can see products at real-life scale and context, creating unique shopping experiences that reflect a brand's aesthetic, result in higher product recall, and build brand loyalty.

"I founded Obsess because I was frustrated with the online shopping experience," said **Neha Singh, Founder & CEO, Obsess**. "The tedious grid-of-thumbnails e-commerce interface has not changed in 25 years when Amazon originally created it to sell books. Spatial computing has the potential to turn online shopping from scrolling through a database into a sensory and memorable experience – bringing us closer to the brands and products we are considering. We are thrilled to launch our app on Magic Leap 1 – as our first spatial computing experience to reinvent e-commerce."

PTC

[PTC](#) is an innovative global software company that encourages its customers to create robust spatial computing applications for Magic Leap 1 with its Vuforia Engine. Magic Leap's enterprise vision aligns closely to the strategic vision of PTC, making the collaboration beneficial to their customers.

"Industry leaders today need to have the flexibility to select the best hardware and software to fit their needs," said **Michael Campbell, EVP & GM of augmented reality products, PTC**. "Our collaboration with Magic Leap enables our many industrial enterprise customers to pair our powerful software with equally powerful hardware."

roOomy

roOomy offers virtual staging services, interior design apps, and high-quality 3D modeling for real estate and home furnishing retailers. The company has developed a spatial computing platform on Magic Leap 1 for large real estate partners to improve the home buying and renting journeys for their clients. While wearing Magic Leap 1, users can select from a carousel of beautifully and strategically crafted virtual staging designs.

Pieter Aarts, CEO and Co-Founder of roOomy, said "roOomy remains dedicated to identifying and advancing technologies that are critical to solving pain points felt during the home search and furnishing process. Magic Leap's technology offers more accurate scanning and render features than comparable technologies, ensuring we can continue to elevate the roOomy platform, and their Independent Creator Program offers innovators like us a collaborative platform to bring new solutions to market successfully. With Magic Leap and our real estate and home furnishings partnerships, we're developing new enterprise solutions that are transforming the way we find and shop for our homes. Spatial computing makes it even easier to fall in love with a new home, whether it's for sale or for rent, and our custom applications are just the beginning of the types of use cases this technology can effectively improve."

Spatial

Spatial is a collaboration platform that turns any room into a 3D workplace. Spatial's unique applications are changing the way enterprises work and exchange ideas across global teams. For the first time, distributed workforces using Magic Leap 1 can collaborate in new ways across Spatial's software platform.

"Spatial shares Magic Leap's vision to change how people think and create by transforming the way they interact with information," said **Anand Agarawala, CEO of Spatial.** "Our collaboration platform on Magic Leap 1 unlocks the true potential of human intelligence by visualizing information and connecting people in new ways. BNP Paribas Real Estate is using Spatial to review complex 3D information across teams. With Magic Leap's graphics it feels like you are actually in the room with your colleagues."

Taqtile

Using spatial computing, [Taqtile's Manifest](#) solution delivers a productivity toolset to workers on the frontlines. Manifest allows for simple, on-the-job "authoring" of step-by-step instructions by subject matter experts in a checklist format by leveraging video, photos, voice, text and digital twins. With Magic Leap 1, Taqtile can now bring digital transformation and productivity tools directly to workers in a natural and intuitive manner.

Dirck Schou, CEO and Co-Founder, Taqtile, commented, "We here at Taqtile are thrilled and honored to be partnering with Magic Leap as they continue to focus and invest in the enterprise space. Spatial computing is rapidly and profoundly changing the way our customers in the industrial segment think about workforce enablement and knowledge capture -- Magic Leap empowers enterprise customers with a platform that offers a unique and robust tool that does things no other platform can do."

"From the very beginning, Magic Leap has been partner-centric, and we expect that this announcement from Magic Leap will help to drive awareness that will lead to more industry use. Manifest on Magic Leap 1 is a great step forward for enterprises innovation and digital transformation and we are excited to see where this journey goes next."

Unity

Unity is the creator of the world's leading real-time 3D development platform, giving users the most powerful and accessible tools to create, operate, and monetize experiences for the real-time world. Unity empowers anyone, regardless of skill level and industry, to create 3D visual content using world-class technology, operate using resources that maximize ease-of-use, and monetize, so that they can find success with their creations. The company's 1,000 person development team keeps Unity at the forefront of development by working alongside partners such as Google, Facebook, Oculus, Autodesk, and Microsoft to ensure optimized support for the latest releases and platforms. Made with Unity experiences reach nearly 3 billion devices worldwide and have been installed more than 34 billion times in the last 12 months. For more information, please visit www.unity.com.

"Unity's partnership with Magic Leap enables our creators to be at the forefront of new technologies and supported all major platforms," said Ralph Hauwert, Vice President, Platforms at Unity Technologies. "Unity is the real-time 3D platform of choice for Magic Leap creators to build their experiences. We've increasingly seen creators use our

platform to create impactful experiences for industries like architecture, engineering, construction, automotive, transportation, manufacturing, and more. We see spatial computing fundamentally changing the way people work and interact, across industries."

VIM & Skender

Modular construction pioneer [Skender](#) has partnered with [VIM](#), a virtual information modeling firm and Magic Leap Independent Creator Grant program recipient, to manufacture and build modular multifamily, hospitality and healthcare buildings. Using Magic Leap 1, VIM's Virtual Information Modeling augments physical space to help architecture, engineering and construction teams experience what the finished product will represent once completed.

"Magic Leap's spatial computing platform enables VIM to remove the artificial walls between architecture,engineering and construction and arm them with data they haven't easily accessed in the past," said **Joel Pennington, Head of Product, VIM**. "Useful real-time tools are not about disruption, but delivering and sustaining a building's design intent, from its originally approved conception to its ongoing operation – for years and years to come."

"The advances in spatial computing that Magic Leap is driving plays a significant role in the next chapter of the digitalization of architecture, engineering and construction," said **Stacy Scopano, Chief Technology Officer, Skender**. "By contextualizing digital design and installation information in the physical world, our industry is reimagining everything from coordination meetings to project execution."

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