

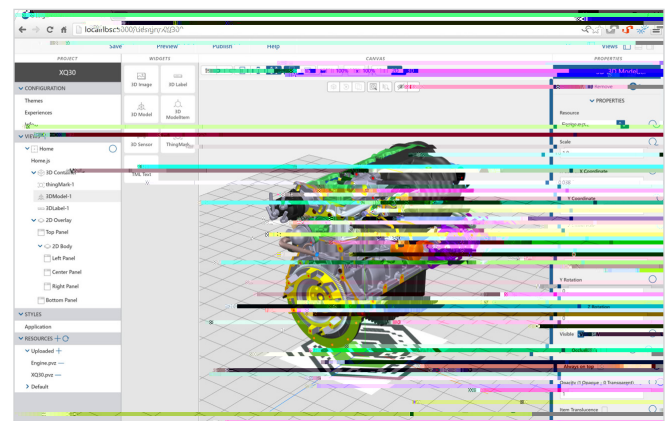
Vuforia™ Studio Enterprise

Simple, Powerful and Scalable – AR for Everyone

- Rapid 'codeless' authoring of AR experiences.
- Global service, managing access to all enterprise AR experiences.
- Vuforia View displays 2D, 3D AR and specific device-level information for all "things" through one universal application.
- ThingMarks uniquely identify each individual discoverable object with Vuforia View.

Connecting AR with the Enterprise

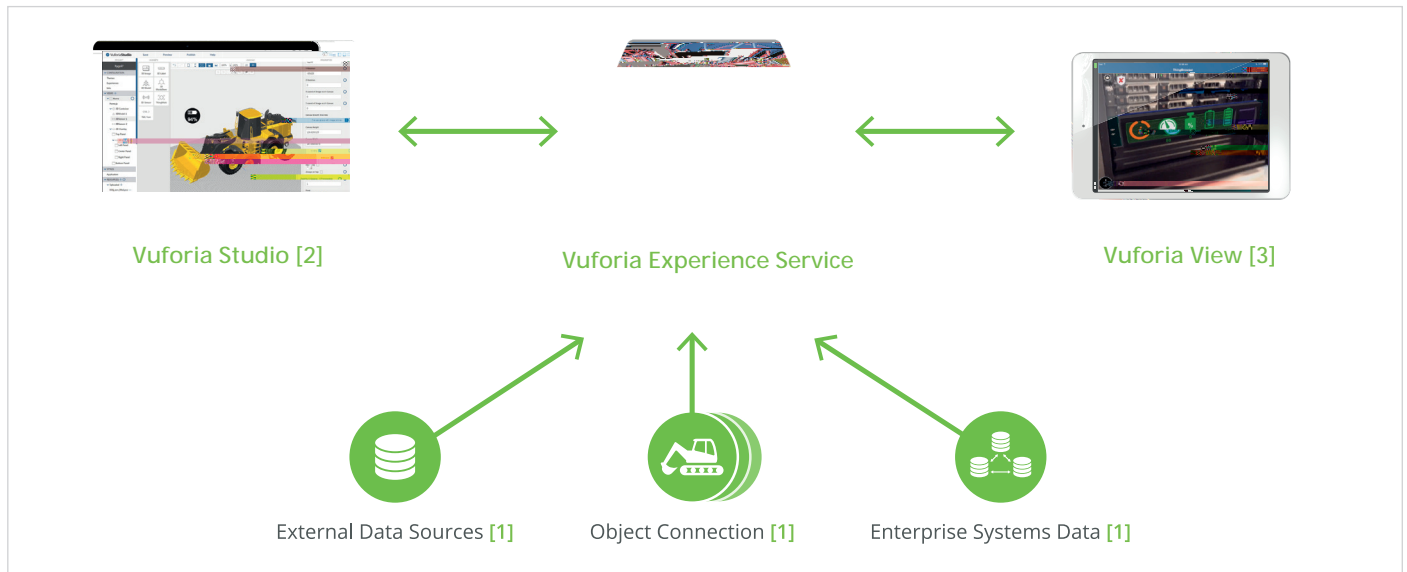
- Leverage engineering data from tools like Creo or other 3rd party 3D CAD tools inside your AR experience.
- Add additional animations and sequences created in Creo Illustrate.



Open Platform for Democratized AR Development

- Broad support for devices, platforms, and 3D geometry.
- Extensive enterprise system integrations such as ERP, SCM and CRM systems.
- Quickly connect to IoT objects within ThingWorx or 3rd party device clouds.

1. Objects are connected with enterprise system data and external data sources inside of Vuforia Experience Service.
2. AR experiences are then created using Vuforia Studio Enterprise.
3. The experiences are then stored inside of Vuforia Enterprise Service and recalled and populated with the correct, contextualized information for each object through visual recognition of the ThingMark via Vuforia View.



- Rapidly create AR experiences without writing code.
- Extend the value of engineering CAD data with use in AR.
- Support for multiple 3D file formats including Creo View, STEP, IGES, STL, OBJ & VRML.
- Automatically optimize and reduce 3D data for high performing AR experiences.
- Intuitive 3D navigation and interaction with objects.
- Create UI layouts for mobile devices with interactive components.
- Add sensor displays, which connect to live IoT data from physical objects.
- Re-use animations sequences for instructional AR experiences.
- Place ThingMarks for unique object recognition and tracking via Vuforia View.
- Connect to Thing Model inside ThingWorx for IoT object definitions and data.
- CSS editing to customize look and feel for experiences.
- Support for hands-on developers via JavaScript extensions.
- Preview experiences prior to publishing to users.
- Seamless integration between Vuforia Studio Enterprise, Vuforia Experience Service and Vuforia View for quick experience publishing and consumption.