![ptc logo]

New Vuforia Spatial Toolbox to Accelerate Spatial AR Programming of Machines and Robots

April 23, 2020

Open-Source Platform Complements PTC's Commercial Vuforia Offering

BOSTON--(BUSINESS WIRE)--Apr. 23, 2020-- PTC (NASDAQ: PTC) has announced the release of the Vuforia® Spatial Toolbox™ platformCreated by the PTC Reality Lab, the powerful new open-source platform enables developers to create, innovate, and solve spatial computing problems in a whole new way. Innovators and academic researchers can explore the power of Industrial Internet of Things (IoT) and Spatial Computing, accelerate prototyping for machines, and develop leading-edge spatial Augmented Reality (AR) and IoT use cases to support digital transformation initiatives.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20200423005838/en/

With this groundbreaking new spatial computing platform, teams can improve the operation of complex manufacturing environments and make IoT-enabled machines easier and more intuitive to control with on-the-fly programming. Robots can be operated and controlled through more intuitive user interfaces (UIs), and intuitive Human Machine Interfaces (HMIs) can be quickly built, enabling improved human-machine interaction and merging the digital world and physical screens.

"Many developers, innovators, and researchers recognize that AR can help democratize the programming and control of connected machines," said Mike Campbell, executive vice president and general manager, AR, PTC. "What they need are solutions that help alleviate development overhead for prototyping these innovative, next-gen AR tools. PTC is helping them develop tools and interfaces to spatially interact with and program the world of interconnected things around them."

As the newest addition to the Vuforia AR product portfolio, Vuforia Spatial Toolbox is designed to complement the current commercial Vuforia offering. The Vuforia Spatial Toolbox is a system consisting of two components which combine to provide an industrial AR/Spatial Computing prototyping environment with pre-built UI/UX elements, spatial programming services, an intuitive UI app, and simplified connectivity to IoT with the Vuforia Spatial Edge Server. The open-source environment is designed to drive further exploration around the convergence of the physical and digital worlds and help to push the boundaries of innovation.

To enable users to take advantage of the new Vuforia Spatial Toolbox while working from home during this crisis, PTC created a basic hardware interface add-on that allows them to connect the Vuforia Edge Server with Arduino projects, children's LEGO® BOOST and LEGO® Education WeDo 2.0 sets, and the Philips Hue smart lighting system.

The technology is the brainchild of Valentin Heun, Ph.D., vice president, Innovation Engineering, PTC, and former scientist at the MIT Media Lab's Fluid Interfaces Group, where he led the Reality Editor™ human-machine interface researchDr. Heun is a leader in the AR industry, and an active author and speaker on topics related to AR.

Vuforia Spatial Toolbox is available worldwide today, April 23, 2020. To learn more, download the software, and access tutorials, visit https://spatialtoolbox.vuforia.com/.

About PTC (NASDAQ: PTC)

PTC enables global manufacturers to realize double-digit impact with software solutions that enable them to accelerate product and service innovation, improve operational efficiency, and increase workforce productivity. In combination with an extensive partner network, PTC provides customers flexibility in how its technology can be deployed to drive digital transformation – on premises, in the cloud, or via its pure SaaS platform. At PTC, we don't just imagine a better world, we enable it.

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PTC
Corporate Communications
Jack McAvoy
jmcavoy@ptc.com

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