XMReality appoints new Chief Business Development Officer

As of November 23, Andreas Jonsson joins XMReality as its new Chief Business Development Officer (CBDO). Andreas most recently comes from Ruag and has additional international experience from, among others, Autoliv.

XMReality, a leading provider of remote support solutions powered by Augmented Reality, has recruited Andreas Jonsson as Chief Business Development Officer (CBDO). As CBDO, Andreas will lead XMReality's business development in general with the task to increase sales, and more specifically to create alliances with new companies to boost the number of sales channels, establishments in new markets and new industries and the development of new business models.

Jonsson brings with him extensive experience within leadership, international marketing, sales, and a genuine knowledge of how the industrial customer of XMReality operates. Andreas has held various senior positions at Ruag. In his current position as Product Unit Manager, Andreas is responsible for approximately 130 employees and the associated P&L responsibility, including sales, project implementation and customer delivery. Examples include all major US and European Aerospace companies, such as Airbus, Boeing, Lockheed Martin, ULA, and Thales. Before Ruag, Andreas worked as a project manager within Autoliv with the development of camera systems and algorithms for automated driver assistance in passenger cars. Examples of customers are BMW, Mercedes, and Porsche. Andreas lives in Linköping and has a master's degree in Applied Physics and Electrical Engineering from Linköping University.

"For a modern industrial company to be successful, it is necessary to be efficient and fast in problem solving. With that in mind, it is easy from an industrial perspective to see the superior value XMReality Remote Guidance can generate." says Andreas Jonsson. "I am convinced that the products and services XMReality has in its portfolio are necessary and are becoming increasingly important in effective cooperation between all different players in the market. I am very much looking forward to be a part of XMReality and contribute to its future development and success".

"Andreas' vast experience from international business with industrial customers is at the heart of XMReality and our forward-looking ambitions. The fact that Andreas also has experience from similar systems to our Remote Guidance solution where live video streams are analyzed, used as decision support and communicated to a user are additional strengths we value. I am very pleased with this recruitment and am really looking forward to getting him on board." says Jörgen Remmelg, CEO of XMReality.

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About XMReality Remote Guidance™
XMReality Remote Guidance is an AR-enabled knowledge sharing tool that lets you communicate with gestures, speech, chat and pointers with someone at a completely different place. It includes:

- A unique hands-overlay technology that lets you guide someone else's hands—as if you were there.
- A web portal to manage teams and users, and to measure usage

- Integration through client-side API's (Application Programming Interfaces)

About XMReality

XMReality AB (publ) develops and sells solutions that revolutionize knowledge transfer through so-called Augmented Reality (AR). The company is a market leader in remote guidance where you guide a person on site via AR to solve problems or prevent them from occurring. The product is used globally in more than 60 countries. ABB, Nestlé, Electrolux, Sidel, Heineken and Saab are examples of the more than 90 customers. XMReality is based in Linköping and the USA and is listed on the Nasdaq First North Growth Market (ticker: XMR). For more information, visit: www.xmreality.com