



Augmented World Expo (AWE) 2019 – Visit Goodly Innovations at Booth 514:

## Goodly Innovations accelerates development of OptiworX – the state-of-the-art AR Solution for the pharmaceutical & biotech Industry

*Grünwald, Munich, 17 October 2019 – Goodly Innovations, a leading provider of Enterprise Augmented Reality (AR) Solutions, has recently completed a successful [financing round](#) to accelerate the further development of OptiworX – the only AR system that offers dynamic multi-user and multi-device functionality for large industrial applications, such as manufacturing and packaging plants.*

Goodly Innovations GmbH is a leading provider of AR solutions for regulated industries. OptiworX, Goodly Innovations' first product, was developed to meet the demanding requirements of the pharmaceutical and biotech industry and is already being used successfully by a number of international pharmaceutical companies. It vastly improves process management with the help of proprietary AR guidance technology. The platform is designed as a modular, manufacturer-independent system. It enables a fast, individual setup and integration into almost any production environment.

Robert Hoffmeister, Co-Founder and CEO of Goodly Innovations, says: "We believe in augmented reality and its power to drive efficiency and productivity. Thanks to investors' strong support for our recent successful financing, Goodly Innovations is now able to accelerate the development of OptiworX in the GMP-regulated biopharmaceutical sector, adding new product features, expanding our international presence and recruiting highly skilled people to drive our growth. We are delighted to be present at the Augmented World Expo, an important conference for Goodly Innovations."

[Visit Goodly Innovations at AWE 2019: Booth 514](#)

Interested in becoming part of [Goodly Innovations'](#) success story? Come and join us – we are actively hiring new talent!

For more information, visit us at AWE 2019/booth 514 or check [job openings](#) on our website.

### **About Goodly Innovations**

Goodly Innovations GmbH is a leading provider of Augmented Reality Solutions for enterprise applications. The product OptiworX is the only multi-user solution to dynamically guide teams using AR. OptiworX was designed as a modular, manufacturer-independent system and allows a fast and individual setup in almost any production environment, as a stand-alone system or integrated, e.g. into existing MES systems for the creation of Electronic Batch Records. [www.goodly-innovations.com](http://www.goodly-innovations.com)

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