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# SMARTER PRODUCT INFORMATION WITH AUGMENTED REALITY

Semcon is launching a new collaborative venture with XMReality to enhance the user experience of product information with the help of augmented reality [AR]. Through smart visualization, it will be easier for service technicians to get the right information and thereby more effectively solve problems.

“Combined with our expertise in product information, our collaboration will create new opportunities for our customers and their end users,” says David Sondén, General Manager Sweden of the Product Information division at Semcon. “AR makes it even easier to support for instance service technicians by visualizing and sharing information in the right way and at the right time.”

Through this collaboration with XMReality, Semcon will expand its digital offering in product information. AR is already being used in projects to make it easier and faster for service technicians to get the right information. New digital tools make complex products and systems easier to use and maintain. This is another example of how Semcon helps its customers to optimize their aftermarket affair.

“We are really excited to be starting this collaborative venture with Semcon,” says Johan Castevall, CEO of XMReality. “Their ability to visualize information is a perfect match for our AR solution with remote guidance. This collaboration is also in line with our strategy to create partnerships with companies that complement us well.”

[Find out more about Semcon's offering in product information](#)

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Semcon is an international technology company that develops products based on human needs and behaviours. We strengthen our customers' competitiveness by always starting from the end user, because the person who knows most about the user's needs creates the best products and the clearest benefits to humans. Semcon collaborates mainly with companies in the automotive, industry, energy and life science sectors. With more than 2000 specialised employees, Semcon has the ability to take care of the entire product development cycle, from strategy and technology development to design and product information. Semcon was founded in Sweden in 1980 and has offices in over 30 locations in eight different countries. In 2017, the Group reported annual sales of SEK 1.8 billion. Read more on [semcon.com](http://semcon.com)