

Press Release

Stockholm, Sweden, 16 January 2024

Hexagon's R-evolution launches Green Cubes: a digital revolution for rainforest conservation

[R-evolution](#), Hexagon's sustainable innovation and green-tech investment subsidiary, today announced the launch of its forest initiative Green Cubes to accelerate biodiversity rainforest conservation worldwide. Utilising Hexagon's reality capture technology to accurately measure and visualise the volume and complexity of the rainforest in 3D, R-evolution is enabling corporations to sponsor rainforest segments on a cubic metre basis.

The world's first Green Cubes are introduced in Costa Rica to support the preservation and expansion of the [COBIGA corridor](#), which is home to numerous endangered species. R-evolution has launched a partnership with [La Gamba Tropenstation](#), an Austrian research station associated with the University of Vienna, to map 100 square kilometres of rainforest, focusing on 500 hectares, which represents 125 million Green Cubes.

"We are turning the tide for biodiversity and our planet's future, harnessing the power of Hexagon's technology to protect the world's critical ecosystems," said [Paolo Guglielmini](#), President and CEO, Hexagon. "Green Cubes presents a transformative opportunity for local communities, ESG-committed corporations and our environment."

Powered by Hexagon's digital reality platform ([HxDR](#)), R-evolution has led the development of the Green Cubes Methodology, a pioneering approach to forest monitoring and visualisation. This approach combines technology and science to generate a digital twin of the forest, leveraging Hexagon's state-of-the-art [airborne hybrid image and LiDAR sensors](#) and ground-based [reality capture technology](#) to measure and visualise forest volume, complexity and biodiversity indication.

Deforestation, livestock farming and palm oil production have caused an average 69% decline of wildlife populations according to the [World Wildlife Fund](#). In response to this alarming decline, [R-evolution](#) initiated Green Cubes to protect crucial biodiversity rainforest corridors.

In collaboration with leading scientists and local communities to enhance conservation initiatives, the project meets ESG contribution requirements for corporate sponsors and provides forest owners with a sustainable, recurring income to make conservation financially viable.

For further information, contact:

[Erik Josefsson](#), CEO, R-evolution, Hexagon AB, erik.josefsson@hexagon.com

[Madlen Nicolaus](#), Chief Marketing Officer, Hexagon AB, media@hexagon.com

About R-evolution:

R-evolution is the sustainable innovation and green-tech investment subsidiary of [Hexagon AB](#), the global leader in digital reality solutions. Launched in 2021 as a strategic business venture, R-evolution leverages technology innovation, investment, and venture capital to grow and accelerate green-tech opportunities worldwide. R-evolution is

active in [initiatives](#) for solar, wind, green hydrogen, desalination, blue carbon, and now forests. For more information, visit www.r-evolution.com and [Green Cubes](#).

About Hexagon:

Hexagon is the global leader in digital reality solutions, combining sensor, software and autonomous technologies. We are putting data to work to boost efficiency, productivity, quality and safety across industrial, manufacturing, infrastructure, public sector and mobility applications.

Our technologies are shaping production- and people-related ecosystems to become increasingly connected and autonomous – ensuring a scalable, sustainable future.

Hexagon (Nasdaq Stockholm: HEXA B) has approximately 24,000 employees in 50 countries and net sales of approximately 5,2 bn EUR. Learn more at hexagon.com and follow us [@HexagonAB](#).