Public FAQs

Q. What has happened?
PTC signed a definitive agreement to acquire the Vuforia business from Qualcomm Connected Experiences, Inc., a subsidiary of Qualcomm Incorporated. Vuforia is the industry's most advanced and widely adopted augmented reality (AR) technology platform, and will enrich PTC's technology portfolio and accelerate PTC's strategy as a leading provider of technologies and solutions that blend the digital and physical worlds.

Q: Who is PTC, the acquiring company?
PTC (NASDAQ: PTC) is a global provider of technology platforms and solutions that transform how companies create, operate, and service the "things" in the Internet of Things (IoT). The company's next-generation ThingWorx® technology platform gives developers the tools they need to capture, analyze, and capitalize on the vast amounts of data being generated by smart, connected products and systems. The company's field-proven solutions are deployed in more than 28,000 businesses worldwide to generate a product or service advantage. PTC's award-winning CEO, considered an industry thought leader, co-authored the definitive guides to the impact of the IoT on business in the [Harvard Business Review](#).

Q: What is Vuforia?
Vuforia is a mobile vision platform that enables applications ("apps") to see and connect the physical world with digital experiences that demand attention, drive engagement, and deliver value. With Vuforia, developers can create and store images as recognizable "targets" that are stored locally on a mobile device, or in the cloud, giving users the ability to recognize millions of potential objects onto which digital information can be displayed.

Q: Who uses Vuforia today?
Today, Vuforia is supported by a global ecosystem of developers in 130 countries, and has powered more than 20,000 apps for iOS and Android devices with more than 200 million app installs worldwide. Vuforia has wide adoption from leading companies including 37 of the Interbrand 100 and has consistently been awarded for its performance, robustness, and ease of use, including "Best Tool" at Augmented World Expo in each of the last three years. Vuforia supports multiple developer tools, including Eclipse, xCode, and Unity and runs on multiple operating systems and devices, including iOS and Android phones, tablets, and selected mobile eyewear.

Q: Where are the Vuforia team members based?
The team is headquartered in San Diego and has key team members in innovation centers in Zurich, Switzerland; Vienna, Austria; Cambridge, UK; and Hod HaSharon, Israel, among other places around the globe.

Q: How much is this transaction?
PTC agreed to pay Qualcomm $65 million for the Vuforia business.

Q: When will this transaction close?
The deal is expected to close by the end of calendar year 2015.

Q: What will happen to the Vuforia team employees?
The entire Vuforia team, including business leaders, technical teams, product teams and business development will be offered employment agreements with PTC.

Q. What plans does PTC have for Vuforia in the near future?
PTC is also committed to continued investment in the Vuforia platform and to the ongoing support and growth of the Vuforia ecosystem. Building on its massive success in consumer applications, PTC plans to continue these efforts and to invest in new ways to bring augmented reality into the enterprise.

Q. How will Vuforia benefit PTC Customers?
PTC's business strategy has been centered on helping companies transform how they create, operate and service "things." Augmented reality is a technology that blends digital content with the physical world. When coupled with PTC's Internet of Things (IoT) and analytics platforms, the Vuforia augmented reality and computer vision technology unlocks a world of possibilities for creating new ways to design products, to monitor and control products, and to instruct operators and technicians in the appropriate methods of use and service.

The addition of Vuforia into the PTC technology portfolio will accelerate its leadership position helping companies to fundamentally change the way their products are marketed, created, operated, and serviced.

Q: What will happen to current product?
There are no changes planned. Vuforia 5 recently shipped in July 2015 and the Vuforia team has a roadmap in place for continued expansion and innovation on the platform.

Q: For how long will the product be supported?
There are no changes to the Vuforia support policies as a result of this announcement.

Q: What will happen to current apps that were developed with Vuforia?
Current application providers will continue to have the same level of support from the Vuforia team, now part of PTC. They will also have the confidence in knowing that PTC is fully committed to maintaining continued growth for the Vuforia community and continued investment in the technology.

Q: What does this mean for developers who have used or are using the Vuforia platform?
There are no changes to the SDK usage as a result of this announcement.

Q: How will this affect existing Vuforia developers and customers?

As part of PTC, Vuforia will continue to offer developers the creative freedom to build unique experiences that drive brand recognition and business results. PTC will continue to invest in and enhance the Vuforia platform and as well as support and grow the developer community.

Q: Who should PTC and Vuforia customers or partners contact if they have questions about the acquisition?
While the closing of the transaction is pending, PTC and Vuforia will continue to operate as separate companies. PTC and Vuforia customers and partners should contact their current PTC or Vuforia account teams respectively with any questions or concerns. There will be ongoing communications throughout the post-closing integration period.

For further inquiries, visit: http://developer.vuforia.com/support/contact/sales