AUGMENTED REALITY INNOVATION: THE EVOLUTION OF VUFORIA

ptc

Mar 2015 — **PTC conducts** early studio prototyping with Metaio and Vuforia Engine

Nov 2015 — **PTC acquires** Vuforia Engine from Qualcomm

Aug 2016 — **PTC expands** Vuforia to multiple platforms (including Windows and HoloLens)

Jun 2016 — **PTC launches** Vuforia Studio for drag and drop AR authoring across iOS, Android, Windows— and integrates AR into ThingWorx (IoT)

Apr 2017 — **PTC named** a leader in augmented reality platforms by ABI Research

Jun 2017 — **PTC integrates** AR into Creo (CAD) and Windchill (PLM)

Nov 2017 — **Harvard Business Review publishes** Heppelmann and Porter article, "A Manager's Guide to Augmented Reality"

Oct 2017 — **PTC launches** Vuforia Chalk for ad hoc AR collaboration and remote assist

Jan/Feb 2018 — **PTC acquires** Reality Editor and Waypoint

Jan 2019 — **PTC named** an established vendor in augmented reality by Forrester Research

Mar 2019 — **PTC participates** in Hololens 2 launch and announces Azure mixed reality support

May 2019 — **PTC launches** Vuforia Expert Capture