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## **3D Studio Blomberg** Expands Augmented Reality business with PTC Reseller Agreement

FOR IMMEDIATE RELEASE

**Vaasa, Finland, 26 February 2019 – 3D Studio Blomberg** is pleased to announce that they have signed a reseller agreement with Boston headquartered, PTC. This extends their previous partnership with PTC and covers both Sweden and Finland, enabling 3D Studio Blomberg to supply a number of PTC products (and provide services on top of those products) with a focus on the Augmented Reality space with the market-leading Vuforia Studio products. The Vuforia product line offers easy-to-use tools to quickly develop industrial AR experiences to support use cases in engineering, manufacturing, service and field operations.

Bengt Lillvik, CEO 3D Studio Blomberg, says *“We are pleased to extend our partnership with PTC as part of this reseller agreement. Our goal to be the leading provider of Industrial Augmented Reality in the Nordics is strengthened by the Vuforia product line, which is the perfect complement to our in-house skills and heritage. We look forward to bringing Vuforia Studio and other PTC products to current and new customers.”*

This agreement is critical in building on 3D Studio’s long heritage with industrial visualisation and expertise in AR and VR.

Toni Celan, Partner Manager, Nordics at PTC, commented *“We are delighted to welcome 3D Studio Blomberg to the PTC sales community. Our commitment to enabling companies to digitally transform with best in class products will be well served by the expertise and world class customers of 3D Studio Blomberg”.*

### **About PTC (NASDAQ: PTC)**

PTC unleashes industrial innovation with award-winning, market-proven solutions that enable companies to differentiate their products and services, improve operational excellence, and increase workforce productivity. With PTC, and its partner ecosystem, manufacturers can capitalize on the promise of today’s new technology to drive digital transformation.

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Since 2001, **3D Studio Blomberg** has grown and expanded to become a front-runner in industrial visualisation. Our core expertise and experience lies in holistic visual communications and we're passionate about using this to develop innovative visual tools and solutions for a broad range of uses, incorporating the latest technology, including AR and VR. Visual business is our vision that companies will become more effective and efficient by harnessing highly visual technologies such as AR and VR, to enable rapid understanding, streamline training, improve operations and accelerate decision-making.

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