



Samsung and JoinPad seal their partnership with Augmented Reality Smart Assistance featured on Samsung Tab Active 2

Milan, Italy, April 27th, 2018— Since 2018 started, JoinPad had the chance to collaborate with Samsung Electronics during several of the most important events worldwide dedicated to technologies, such as the Las Vegas CES and the Mobile World Congress in Barcelona.

In all the mentioned events, JoinPad and Samsung presented Augmented Reality Solutions for the Enterprise sector: in fact, JoinPad was rated among the 10 most innovative small and medium enterprise in the world making use of Samsung's technology to create cutting-edge solutions dedicated to the business sector. That's how JoinPad and Samsung sealed their official worldwide partnership.

Samsung, a leader in research and development, has always invested in solutions and technologies that are not proprietary but compatible with their devices, which are therefore enriched with content and functionality. This is the case of Augmented Reality that led to the collaboration with JoinPad that uses Samsung devices to offer its business customers a range of advanced solutions that simplify industrial processes thanks to innovative applications and methodologies.

"We are among the leaders in Technology and Innovation because at Samsung we believe we have to accelerate and support the integration of innovative digital technologies in collaboration with companies and partners", said Antonio La Rosa, Head of IM B2B Division at Samsung Electronics Italy. "The partnership with JoinPad is an example of how we operate in B2B and B2B2C both and it is a link with one of the most innovative companies in the world today, able to create amazing solutions using Samsung technologies and applications"

JoinPad's solutions, such as Brainpad's Object Recognition module and the Smart Assistance, are available on several Samsung's showrooms worldwide, optimized to work on the new B2B tablet Tab Active 2. Brainpad is an internal framework for Augmented Reality that simplifies industrial processes and improves efficiency by integrating computer vision algorithms, IOT and Context Computing. By pointing an object, the algorithm developed by JoinPad recognizes it and gives to the user contextual information in real time. It was implemented for companies such as Siemens, ABB and GE.

"BrainPad is the ultimate platform to simplify industrial processes using Augmented Reality, more and more companies around the world choose our product to be more effective on the market and to cope with the natural evolution of maintenance, logistics and remote support services. The partnership with Samsung allows us to rely on a hardware pool suitable for every working condition." – Mauro Rubin, JoinPad CEO

Smart Assistance is a collaborative videostreaming tool that enables on-field technicians to connect, share information, and receive real-time support from one or more remote experts. Augmented Reality enhances communication by placing virtual objects within the operator's field of view, guiding it when completing field operations.

A special version of the Smart Assistance application is available for Samsung Tab Active 2: the app to app video and audio streaming feature is empowered with not just the predefined Augmented



Reality widget, but also with the possibility to drawn and share in real-time AR annotations using the provided pen.

“This is a great chance to leverage both JoinPad’s expertise in Augmented Reality applied to B2B and Samsung’s hardware solutions, more and more oriented toward this technology, creating a perfect synergy for the development of Enterprise Applications” said German Rodriguez, Sales Director of JoinPad.

About JoinPad

JoinPad is an Augmented Reality company focused in enterprise applications, having developed specific software solution for worldwide clients such as Siemens, Alstom, ABB and GE. The company develops and distributes Augmented Reality solutions, including the related consultancy, aimed at simplifying the customer’s industrial business processes, providing innovative tools to interact with the environment. With the HQ based in Italy, JoinPad has today business offices located in USA, China and Brazil.

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