



innogy Innovation Hub and MCI Entrepreneurial School invest in Holo-Light, a Tyrolean technology start-up

Mixed and Augmented Reality sector continues high growth course - innogy Innovation Hub bets big on cutting-edge Mixed and Augmented Reality technology – MCI Entrepreneurial School strengthens its relationship with Holo-Light

The innogy Innovation Hub's latest investment, Holo-Light, is a frontrunner in developing new solutions to merge the real with the digital world. Together with the Entrepreneurial School® MCI they have invested in Holo-Light to lay the foundation for their future growth. Founded in 2015, Holo-Light has already successfully implemented numerous Mixed and Augmented Reality-based projects for major customers from various industries — such as BMW, Festo, and BASF.

Tyrolean-based MCI has collaborated with Holo-Light since spring of 2017. Their continued investment and support of Holo-Light underscores the university's commitment to becoming an industry leader in the research and development of new technology hardware.

Cutting edge technologies like Mixed and Augmented Reality (MR) and Augmented Reality (AR) are hugely important to the innogy Innovation Hub and the energy markets



globally. innogy's accelerator and venture capital arm is always looking for ways to enable new use cases in the energy industry where critical information such as switching systems and machine data can be displayed in AR/MR.

AR and MR solutions, from custom-developed software to in-house hardware

In addition to its wide variety of software products, ranging from prototype representations to quality control, training and planning, and medical applications, Holo-Light recently collaborated with the MCI's Technology & Life Sciences Departments to develop the Holo-Stylus, an input device for all head-mounted displays offering incomparable precision when interacting with 3D digital content. This revolutionary hardware device takes interacting with holograms to a new level and at the same time, with its familiar pen-like design, makes it easier for the technology to gain widespread acceptance and use. The Holo-Stylus is currently available as a development kit and should be ready for series production starting in 2019.

Satisfied partners

"Holo-Light's goal is to pave the way for a new way of communicating, learning, and interacting and to provide a breeding ground for future-oriented technologies. We are optimally positioned for this task through our collaboration with the innogy Innovation Hub and MCI and look forward to further growth opportunities."

Florian Haspinger, CEO and Co-Founder and Michael Oberlechner, CFO, Holo Light

"As an Entrepreneurial University®, MCI positions itself at the interface of business and science. Holo-Light has brought the MCI on board as an innovation driver. We are pleased to accept this invitation and will do our part to promote application-oriented future technologies."

Prof. Dr. Andreas Altmann, Rector and Managing Director, and Michael Kraxner, Head of Research, MCI®

"Mixed Reality enables new ways of communication to speed up processes and make knowledge transfer easier. In the power plant environment, for example, critical information such as switching systems and machine data can be displayed in augmented reality. In addition, the technology enables completely new ways to solve issues. Being able to virtually connect specialists, who can often be hundreds of kilometers away, can be a decisive time saving, for example in the maintenance of wind turbines. These are topics that are of great importance to the innogy Innovation Hub and the energy markets globally. The Holo-Light technology can make a significant contribution to this."

Patrick Elftmann, Lead 'Disruptive Digital', innogy Innovation Hub

About Holo-Light

The technology start-up Holo-Light, founded in Tyrol in 2015, develops tailor-made and application-oriented Mixed Reality software products for leading industrial companies. Customers come from areas such as engineering, manufacturing, design, utility services and educational training. Holo-Light gained recognition as the first European user and developer of Microsoft products in the field of Mixed Reality. The company has enormous development potential and currently has 30 employees in two locations (Westendorf/Tyrol and Ismaning/Munich).

<https://holo-light.com/>

About MCI

As the Entrepreneurial School®, MCI is positioned to provide a meaningful connection between university, grande école, business school, university of applied sciences, and the world of business.

Scientifically sound problem-solving expertise, continuous innovation, as well as a high level of internationality, economic relevance, service quality and practical relevance all belong to the pillars of strategy and are reflected in research, teaching, further education, know-how transfer and start-ups.

The MCI stands for supporting motivated people in their development, strengthening the innovative power of companies, while increasing and securing the competitiveness of its position. The enthusiasm for the quality, dynamics and entrepreneurial spirit of the Entrepreneurial University® displayed by 3,200 students from 50 countries, 1,000 professors and lecturers in 35 countries, 250 partner universities as well as thousands of satisfied graduates and employers all over the world provides testament to the achievements of the MCI mission.

<https://www.mci.edu/de/>

About the innogy Innovation Hub

The innogy Innovation Hub drives pioneering ideas that have the potential to revolutionize existing business models or industries. To this end, the innogy Innovation Hub is building up an innovation portfolio and invests in start-ups and founds new companies. In addition to energy, they also identify solutions in adjacent industrial sectors that make people's everyday lives easier and more attractive.

The innogy Innovation Hub is present where the most successful innovations take place worldwide: in Silicon Valley and Tel Aviv and in Berlin, from where the European activities in London and Warsaw are also controlled. The focus is on 'Machine Economy', 'Smart & Connected', 'Disruptive Digital' and 'Cyber Ventures'. The innogy Innovation Hub invests in early-stage start-ups that have already successfully launched a business model on the market. The portfolio start-ups benefit from complementary products, services and technologies within the portfolio. Through these natural synergies, the innogy Innovation Hub provides start-ups with access to global networks, decision makers and businesses within the innogy Group, thereby supporting their business development, strengthening their competitiveness and accelerating their exponential growth.

<https://innovationhub.innogy.com/>

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