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PTC Demonstrates Augmented Reality Capabilities in Popular Creo CAD Software at DEVELOP3D LIVE

AR Enhances Product Design Reviews

NEEDHAM, Mass.--(BUSINESS WIRE)-- [PTC](#) (NASDAQ: PTC) today announced its demonstration of augmented reality (AR) capabilities, leveraging its recently-released [Creo® 4.0 software](#) at [DEVELOP3D LIVE](#), the UK's leading conference and exhibition, celebrating design, engineering and manufacturing technology and how it brings world-leading products to market faster. With AR, users can superimpose digital information onto real-world environments.

Users of Creo 4.0 can benefit from the integration of Creo with the [ThingWorx® Studio](#) software. The integration enables users to quickly and easily author multiple AR experiences from within Creo and share them with others using a unique identifier called a ThingMark. Using the free ThingWorx View app, colleagues can scan the ThingMark to see and interact with the design.

"PTC revolutionized the CAD industry over 30 years ago with digital 3D design, and that same spirit of innovation continues today with AR and Creo," said Brian Thompson, senior vice president, CAD segment, PTC. "Our live AR demonstration on the DEVELOP3D LIVE main stage generated positive and energizing feedback. Attendees saw just how fast and simple it was to publish and share AR experiences - all from within Creo - and how it could help in their own design processes."

With an AR experience, not only can engineers see their models in the real world, but stakeholders involved in the review process can also interact with the designs to better understand size, scale, and aesthetics. The AR experience is a lightweight representation of the model developed in Creo. Publishing a lightweight representation enables users to protect CAD data, while also making it easier to publish, load, and view. Additionally, the nature of the experience makes it easier for users to gather valuable feedback from stakeholders across the department or organization.

"Industrial enterprises are expressing increased interest in using AR, and they are excited about the business value it can bring," said Mike Campbell, executive vice president, PTC ThingWorx. "Engineers can now create AR design review experiences quickly and easily, and better understand digital 3D designs in the context of the physical world. Designers will be able to get quicker, more actionable feedback to make design changes at earlier stages of product development."

The AR integration is currently available to new and existing Creo 4.0 users. To download the free ThingWorx View app, search for "ThingWorx View" on the Apple store, Google Play, or the Microsoft App Store.

Additional Resources

- | [Creo product page](#)
- | [Creo 4.0 press release](#)
- | Harvard Business Review: "[How Smart, Connected Products are Transforming Companies.](#)" authors PTC CEO Jim Heppelmann and Harvard Professor Michael Porter

About PTC (NASDAQ: PTC)

PTC has the most robust Internet of Things technology in the world. In 1986 we revolutionized digital 3D design, and in 1998 were first to market with Internet-based PLM. Now our leading IoT and AR platform and field-proven solutions bring together the physical and digital worlds to reinvent the way you create, operate, and service products. With PTC, global manufacturers and an ecosystem of partners and developers can capitalize on the promise of the IoT today and drive the future of innovation.

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