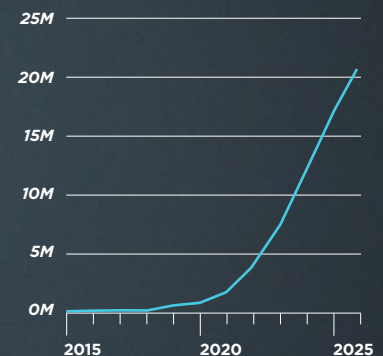# ThinkReality

Lenovo ThinkReality xR Services (xRS)

Augmented Reality (AR) and Virtual Reality (VR), together referenced as xR, were initially centered around entertainment and gaming. However, in recent years, companies started adopting xR technologies to solve enterprise use cases. In addition, emerging technologies, like IoT, 5G, Cloud rendering, LiDAR, etc., enable new and advanced Commercial AR/VR use cases.

Until 2020, most of the companies around the globe were evaluating AR and VR use cases in their innovation teams. In 2020, COVID-19 gave a solid push to xR technologies to help these enterprises keep the business continuity and allow people to collaborate and work remotely.

Enterprise AR/VR technology adaption has been slower than other comparable technologies due to the heterogeneous environment and lack of AR/VR companies who can offer an end-to-end solution, including services and support.

ENTERPRISE AR/VR GLASSES SALES HISTORY AND FORECAST
Source: ABI Research: 2Q 2021

HARDWARE

SOFTWARE

SERVICES

Lenovo ThinkReality offers the world's most powerful and flexible enterprise AR/VR software platform, hardware, and world-class xR Services all under one roof.

The ThinkReality platform provides a proven, scalable, and streamlined path from concept to production for enterprise AR/VR applications. ThinkReality is conceived for today's world and the future. You can connect existing AR and VR devices and add advanced new devices as they become available. In addition, the platform allows you to develop and deploy apps and content remotely throughout the enterprise while managing devices and applications from a single interface. Lenovo ThinkReality is the only complete solution that lets you focus on problem-solving by working across diverse hardware and software.

Lenovo Smarter technology for all

Lenovo ThinkReality xRS

Lenovo ThinkReality xRS (xR Services) provides vendor agnostic, end-to-end, white-glove xR services to help customers from strategy to delivery. xRS offers a wide range of services, including, but not limited to:

xR Strategic Consulting Services

- Roadmap development
- Business case development
- ROI analysis
- Change management

xR Deployment Services

- Deployment of turnkey solutions
- Custom solution development
- Integrations with customer IT systems (MDMs, ERPs, LMS, etc.)

xR Content Creation Services

- Workflow authoring
- 3D models and animations
- 360-degree video filming
- Automated content migration to AR/VR

xR Managed Services

- DaaS (Device as a Service)
- Cloud deployment
- Customer support
- Hyper care and Center of Excellence (CoE) enablement

Lenovo ThinkReality xR Services provides white-glove, end-to-end services to our customers from proof-of-concept to production and helps them quickly realize the return on their investment.

Lenovo **Smarter technology for all**