

# Press release

April 18, 2019

## Philips Professional Display Solutions Launches Industry First Augmented Reality Configurator

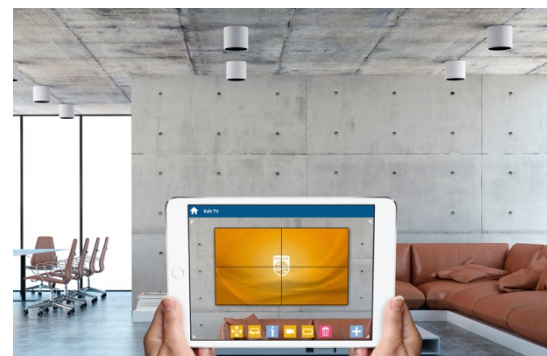
**New ARc app uniquely bridges the space between design concept and final installation**

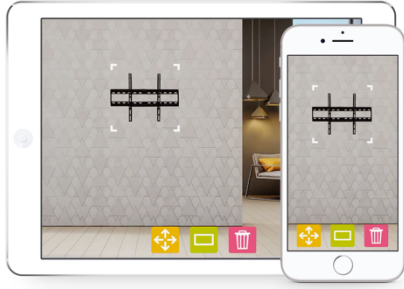


Introducing ground-breaking innovations is part of Philips' brand identity and the company will seek to pioneer a new industry innovation through Philips Professional Display Solutions' launch of ARc – a new immersive augmented reality app.

Designed to extend brand engagement, the Augmented Reality Configurator – ARc – was recently showcased on the Philips Professional Display Solutions booth at ISE and has been received as true game changer by both partners and clients.

By offering the ability to precisely recreate how a Philips PDS signage display would look, on any size and type of wall, ARc allows the company's partners to 'walk' their customers through the product selection process, instantly helping them to find a model and screen size that will deliver the optimal results for their business.





ARc is also easy to use thanks to a fully functional augmented reality toolkit, accessed via a connected tablet or smartphone, to guide the buying process. By using the device's camera, the app captures and measures any selected space and allows the user to find the most suitable screen by showing selected models mounted on the virtual wall. The app can even automatically populate the space with multiple screens, allowing users to configure a videowall – without climbing a ladder or opening their toolbox.

Speaking about the Augmented Reality Configurator, Martin Ware, EMEA Business Management director at Philips Professional Display Solutions, said: “ARc is a great example of the work our teams are doing to inspire and lead innovation in the AV marketplace. We've been blown away by the really positive feedback we've received from our partners since launch and they are all now keen to get their hands on this latest useful technology from the team at Philips Professional Display Solutions.”

ARc from Philips Professional Display Solutions can be downloaded via the [App Store here](#) or from the [Google Play Store here](#).

## **ENDS**

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## **Notes for Editors**

### **About Philips Professional Display Solutions**

Philips Professional Display Solutions is operated by TP Vision and MMD, subsidiaries of TPV established in 2009 through a brand license agreement with Philips. TP Vision and MMD exclusively market and sell Philips commercial displays and Philips monitors worldwide. By combining the Philips brand promise with TPV's manufacturing expertise in displays, TP Vision and MMD use a fast and focused approach to bringing innovative products to market. TP Vision and MMD operate with their Global headquarters in Amsterdam, the Netherlands.