

Ubimax Closes Series B Round - Strengthening Market Leader Position through Strategic Alliance with Optometry Group Fielmann

Atlanta, 20 May 2020

Ubimax, the leading provider of augmented reality-based wearable computing solutions, today announces the successful completion of a Series B financing. In addition to already existing investor Westcott LLC., which is increasing its stake in Ubimax, Fielmann Ventures is joining as a new investor. Ubimax will use the new funds to further expand its market leadership position.

Through the cooperation with Fielmann, Europe's leading company in the ophthalmic optics industry, Ubimax is the first global provider to offer smart glasses with corrective effect in direct proximity to the customer. This cost-effective approach replaces the previous process-related problem of providing customers with a permanent supply of safety spectacles for smart glasses with prescription lenses. Eligible employees can get eye tests, measurements, and fittings done in any of the 800 Fielmann stores.

The expansion of a leading B2B platform for smart glasses supports the digitization of the international economy. In particular, the current situation due to the Corona pandemic shows an increased demand for digital solutions to secure manual work processes. From a sales perspective, Ubimax is gaining access to a new customer base of more than 11,000 companies while Fielmann is expanding its service portfolio with the new offer.

Dr. Hendrik Witt, CEO of Ubimax states: "Thanks to our strategic partnership with Fielmann, our customers now benefit from a unique end-to-end service. Fielmann offers individual solutions for prescription glasses at guaranteed low prices and fast, uncomplicated processing. In this way, we lower the final threshold of customers to deploy augmented reality solutions due to the lack of flexibility of the hardware."

For Fielmann, the participation in Ubimax is a decisive step in its digitization strategy 2025. Marc Fielmann, Chairman of the Management Board of Fielmann comments: "In order to support our corporate customers in their digitalization efforts, we extend our omnichannel platform and will be the first provider to offer a comprehensive service around smart glasses for enterprise customers. Together, Fielmann and Ubimax assist companies with the selection of suitable hardware, the fitting of the smart glasses, and the training of their staff."

About Ubimax

Ubimax is the leading provider of fully integrated industrial augmented reality (AR) solutions. The solution platform Ubimax Frontline improves manual work processes across industries along the entire value chain based on the latest wearable computing technologies. The solutions are designed to consciously empower the human worker in an increasingly digitized working environment.

The Ubimax Frontline solutions have received numerous awards, including the Auggie Award for “Best Enterprise Solution”, the MHI Award for “Best IT Innovation” and the Automotive Logistics Award. ABI Research calls Ubimax the world’s leading company for industrial wearables and augmented reality solutions.

In addition to three locations in Germany, Ubimax has subsidiaries in the USA and Mexico. In 2019 Ubimax takes over ESSERT Digital, a division of ESSERT GmbH, including all products, employees and infrastructure. With more than ten years of industry experience and a remarkable track record in wearable computing, augmented reality, mixed reality, and sensor systems, Ubimax is leading the way. Ubimax today serves more than 400 customers worldwide and continues to grow.

About Fielmann

Fielmann stands for fashionable eyewear at fair prices. The stock-listed family business operates about 800 stores in 14 countries. 25 million people in Europe wear a pair of glasses from Fielmann. The company covers the whole value chain of the optical industry, is designer, manufacturer and optical retailer. Learn more about Fielmann’s attractive offers for enterprise customers on the German website at www.fielmann.de/arbeitgeberangebote.