

## **PDSVISION completes acquisition of the AR Software Suite, Finity, from former 3D Studio Blomberg.**

**7th May 2020**

### **PDSVISION announces today that it has completed its acquisition of the AR – Software Suite, Finity, from former 3D Studio Blomberg.**

The acquisition continues the groups expansion into the Industrial AR sector. The decision to acquire and further develop the 'Finity' suite of AR solutions provides the group with more resources and solutions to assist customers in their visual transformation.

Finity is a suite of solutions and services bridging the gap between technology and business process improvement allowing you to automate and expand the 3D product data landscape.

The Finity range of products is designed to help our customers visually collaborate internally and externally by sharing up-to-date 3D product data, helping them overcome business challenges, faster, smarter, more securely and cost efficiently.

The acquisition includes Finity Vada and Finity TransFBX which form part of the Finity family of Automated Content Transformation (ACT) tools.

To ensure continuity and future development into the product family, PDSVISION can also confirm that the developer and AR expert behind the solutions Pontus Blomberg has joined PDSVISION Group as Group AR Manager.

*"This acquisition, together with Pontus joining PDSVISION group, is a further sign of our commitment to support our global customers with their visual collaboration challenges. It strengthens the level of services we can offer within the Industrial AR sector, providing a deeper understanding of the challenges customers face as well as increasing our own portfolio of secure solutions. The Finity product family will help overcome such challenges and build further our presence within the 3D space.*

#### **Said Johan Klingvall, PDSVISION CEO**

*"The Finity suite of AR solutions allows our customers to expand the 3D product data landscape by re-using and re-purposing the already existing engineering excellence. Finity also allows our customers to move from creating, to generating AR experiences which solves the issues of out-of-date and obsolete AR experiences and meets the industrial needs of cost, scalability and IP protection".*

#### **Adds Pontus Blomberg - PDSVISION Group AR Manager**

**For more information, please contact:**

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***About PDSVISION***

*PDSVISION is a global provider of solutions and services focused on helping companies successfully enable their Digital Transformation Journey specialised in 3D Design (CAD), Product Lifecycle Management (PLM), Product Data Management (PDM), Simulation Modelling (CAE), Internet of Things (IoT), Augmented Reality (AR) and Aftermarket Solutions.*

*PDSVISION is considered the leading and trusted advisor within the product development sectors. We achieve this by combining best-in-class software solutions, technical support and professional training, with divisions located across the globe. Our solutions are mainly based around the PTC portfolio of products and services including PTC Creo, PTC Windchill, Arbortext and Thingworx - as well as ANSYS CAE simulations solutions.*

*We also develop our own range of software applications to add extra functionality to further enhance utilization for our main solutions.*

*PDSVISION Group is comprised of several independent companies, based globally. The parent group, as well as its individual divisions and subsidiaries are accredited with both global and local credit awards, ensuring a sound financial footing for all commercial relationships and dealings.*

*More information at **[www.pdsvision.com](http://www.pdsvision.com)***