



## ARway.ai Announces Magic Leap AR Glasses Integration

***Revolutionizing Augmented Reality with a No-code Global Indoor Navigation Platform***

***AR glass Integration Pushes Forward ARway's Disruption of the \$44 Billion Indoor Navigation Market (IPIN).***

**TORONTO, O.N, Canada – May 2, 2023 –** [ARway Corporation](#) (“ARway” or the “Company”) (CSE: ARWY), (OTC: ARWYF) (FSE: E65) is disrupting the Augmented Reality (AR) Wayfinding market with a no-code, no beacon augmented reality experience platform enabled by visual marker tracking. ARway is pleased to announce it has begun integration development and expects to complete the integration in the next 60-days for one of the most widely used AR Glasses; [Magic Leap Glasses](#).

Magic Leap Glasses are an immersive enterprise AR device that combine the virtual and real worlds to create a unique and immersive user experience. These glasses use advanced technologies like eye-tracking, spatial sound, and 6DoF to enable users to interact with digital content in the real world. With the integration, the expansion of ARway's product offerings provide customers with greater device compatibility beyond mobile phones, which will increase use cases and application of technology. As Magic Leap hardware is improving at a rapid pace, they are now able to support large-

scale experiences with improved environmental understanding which is a great fit for the capabilities of the ARway platform and opens up the platform for the existing and growing installed base of companies in the magic leap ecosystem.

**VIDEO CLIP -** [Click here to watch](#)

Magic Leap has received billions of dollars in funding from high-profile enterprise companies like Google and Alibaba, which underscores the potential value of this technology. As Magic Leap Glasses continue to gain traction and adoption, investors can expect to see increased demand for integrated products and services like the ARway.ai platform provides.

CEO Evan Gappelberg commented, "We are thrilled to announce we are integrating ARway.ai with Magic Leap AR Glasses, which represents a major milestone for our Company and a significant advancement in the field of augmented reality (AR). Given that ARway.ai is an AI-powered platform that delivers immersive AR experiences and AR navigation, this integration with Magic Leap Glasses is perfectly aligned, as they possess the device while we supply the compatible content for users. This partnership is expected to create new business opportunities for our technology, allowing users to experience digital content in the real world in ways that were previously unimagined. This breakthrough marks the first of many integrations with AR headsets, aligning with our strategy of developing once and deploying everywhere. With wearables and glasses projected to replace phones in the not too distant future, integrating our technology with these headsets represents a massive step towards the widespread adoption of ARways technology."

### **About the Integration**

With the integration, ARway will provide a software package for agencies, brands and corporations to create and publish large-scale location persistent AR experiences to Magic Leap 2 devices from the ARway platform, leveraging ARway's computer vision and extended tracking technologies. The

121 Richmond St. West, Suite 501, Toronto, Ontario, Canada M5H 2K

[arway@nextechar.com](mailto:arway@nextechar.com) | [www.arway.ai/](http://www.arway.ai/)

ARway. © Copyright 2022, All Rights Reserved

markets that this will service is industrial, manufacturing and retail, and will provide hands-free immersive digital experiences for users to improve productivity.

The integration comes at a pivotal time, as [Magic Leap is now natively supporting OpenXR](#), which makes an accessible augmented reality (AR) ecosystem that benefits enterprises and developers across industries. [OpenXR](#) is a royalty-free, open standard that provides high-performance access to Augmented Reality (AR) and Virtual Reality (VR)—collectively known as XR—platforms and devices. With OpenXR, ARway can effectively “Code Once, Deploy Everywhere” which is the Company’s strategy to integrate with all OpenXR compatible glasses & headsets.



### **About Magic Leap**

Magic Leap One glasses are a fascinating AR innovation designed to create a seamless blend between the virtual and real worlds, allowing users to experience digital content in a way that feels as if it's a part of their physical environment.

Magic Leap One glasses use advanced technologies like eye-tracking, spatial sound, and 6DoF (six degrees of freedom). Eye-tracking technology enables the glasses to detect where the user is looking and adjust the virtual content accordingly. Spatial sound technology creates an audio experience that is tailored to the user's position in space, making the virtual content sound like

121 Richmond St. West, Suite 501, Toronto, Ontario, Canada M5H 2K

[arway@nextechar.com](mailto:arway@nextechar.com) | [www.arway.ai/](http://www.arway.ai/)

ARway. © Copyright 2022, All Rights Reserved

it's coming from the right direction. 6DoF technology allows users to move around freely and interact with digital content as if it's a part of the real world.

Learn more: <https://www.magicleap.com/en-us/>

## Recents News

- [ARway.ai Releases Q2 2023 Financial Results](#)
- [Harvard University Robotics and AR/VR Workshops Showcase ARway.ai, Snap, and Magic Leap's Spatial Computing and AR Platforms Capabilities](#)
- [ARway.ai Closes Annual Partner Licence and Sees Demand Ramp Up](#)
- [ARway.ai Unveils SDK 2.3 With Significant Enhanced AI-Features and AR Experiences, Opening Up New Markets](#)

To learn more about ARway, please follow on Social Media: [Twitter](#), [YouTube](#), [Instagram](#), [LinkedIn](#), and [Facebook](#), and visit our website: [www.arway.ai](http://www.arway.ai)

## About ARway.ai

ARway is an AI-powered platform that provides augmented reality experiences for indoor spaces. The platform allows users to easily create experiences for navigation, tours, information sharing, notifications, advertising, and gamification. ARway leverages the power of mobile devices to create environments that can improve visitor experience, boost employee productivity, increase engagement, create new advertising space, and boost revenues. Visitors can scan a QR code to access a venue map, navigate to any point of interest with step-by-step directions, learn information about those POIs, and interact with rich AR content and experiences along the way. ARway has unlimited use cases for augmenting physical spaces in the

121 Richmond St. West, Suite 501, Toronto, Ontario, Canada M5H 2K  
[arway@nextechar.com](mailto:arway@nextechar.com) | [www.arway.ai/](http://www.arway.ai/)

ARway. © Copyright 2022, All Rights Reserved

metaverse, making it a valuable tool for creators, brands, and companies in various industries. The complete ARway platform includes: the Web Creator Studio, the [ARwayKit Software Development Kit \(SDK\)](#) and a mobile app for [iOS](#) and [Android](#).

### **Nextech 3D.ai**

On October 26, 2022, ARway.ai. was spun-out from its parent Company, Nextech3D.ai (OTCQX: NEXCF) (CSE: NTAR) (FSE: EP2). Nextech retained a control ownership in ARway.ai. with 13 million shares, or a 50% stake. Nextech3D.ai is a Metaverse Company and leading provider of augmented reality (“AR”) experience technologies and 3D model services. Nextech’s AI-powered 3D modeling platform, “ARitize3D” has contracts with; AMZN, KSS, CB2, Genuine Parts & many others. To learn more about Nextech3D.ai, [visit www.nextechar.com](http://www.nextechar.com)

For further information, please contact:

### **Investor Relations Contact**

Julia Viola  
[investor.relations@arway.ai](mailto:investor.relations@arway.ai)

### **ARway.ai**

Evan Gappelberg  
CEO and Director  
866-ARITIZE (274-8493)

### **Forward-looking Statements**

*The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.*

*Certain information contained herein may constitute “forward-looking information” under Canadian securities legislation. Generally, forward-looking information can be identified by the use of forward-looking terminology such as, “will be” or variations of such words and phrases or statements that certain actions, events or results “will” occur. Forward-looking statements regarding the completion of the transaction are subject to known and unknown risks, uncertainties and other factors. There can be no assurance that such statements will prove to be accurate, as future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements and forward-looking information. ARway.ai will not update any forward-looking statements or forward-looking information that are incorporated by reference herein, except as required by applicable securities laws.*