

AI × AR: Turning Chips into Everyday Experiences

Hardware makes it possible. Spatial software makes it adopted.



70+

Enterprise-
Clients



23

ZAUBARers
in the Team



2.3+ Million

Visitors on-site

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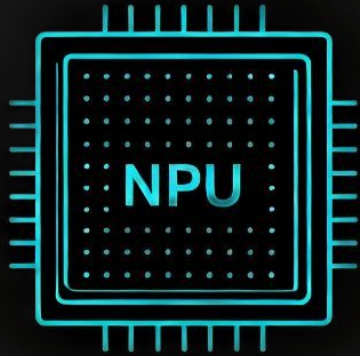
ZAUBAR

AI leaves the screen

- From apps → spatial agents
- Understand scenes, answer in context
- On phones and tablets today; emerging glasses tomorrow



Chips and sensors unlocked it



On device AI

Private & Fast



**Cameras +
LiDAR + IMU**

Stable AR



Edge+Cloud

When needed

What this room cares about



Smart
manufacturing &
upskilling



OEM pre-sales &
remote support



Uptime, safety &
flow in large sites

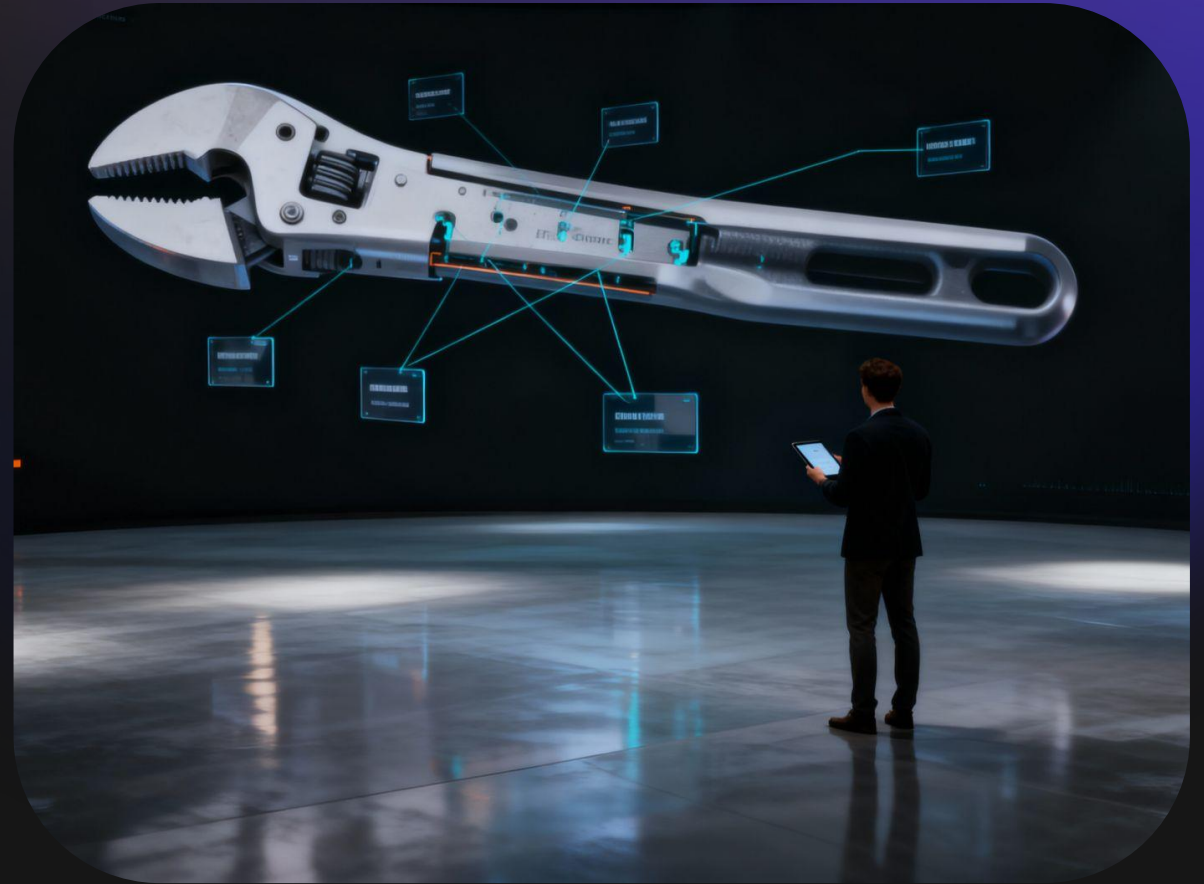
AR Maintenance Coach for Fab Ops

- Recognize the exact tool
- Overlay SOP steps; verify actions
- Auto-log compliance



Digital-Twin Walkthrough for OEM Sales & Service

- Life-size AR tool. No shipping
- Feature callouts + FAQ in place
- Remote assist baked in



Location-Aware Guidance for Big Sites & Logistics

- Route-to-fix & nearest parts
- EHS checklist by location
- Live telemetry overlay



The “Agent’s” Pattern : Scene → Knowledge → Overlay



Input: image or scene + location



Process: domain knowledge (+ privacy)



Output: bite-size, actionable overlay



#4045099 ERROR! detected



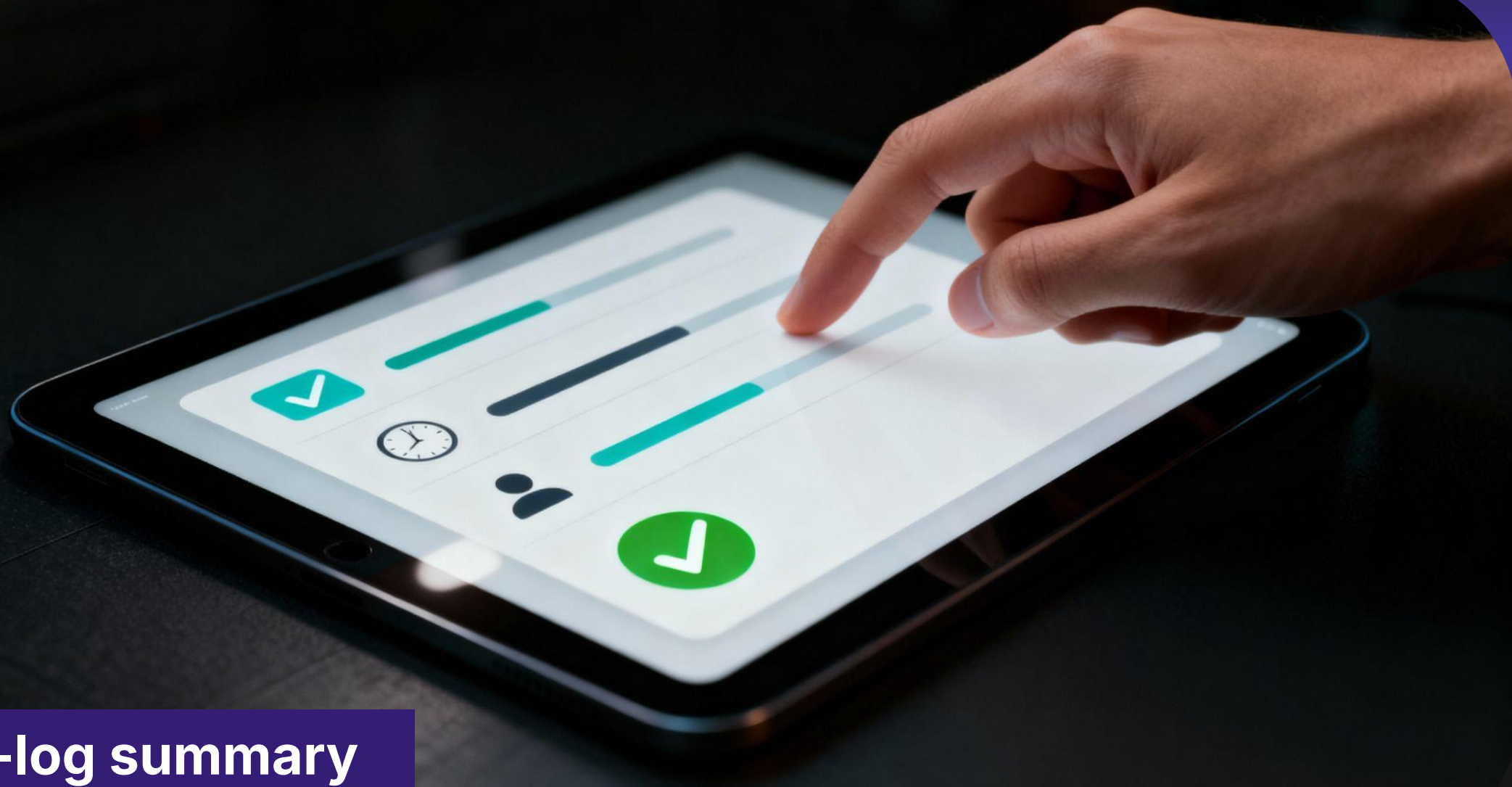
Identify tool



Purge steps appear



Error → route to parts



Auto-log summary

Make it stick, make it adoptable.



Privacy & GDPR

On-device. Consent-first.
Data-minimal.
Erase-anytime.



Accessibility

Multilingual.
Voice-enabled. Captioned.
High-contrast.



Usability

Under-10s value. One-task
screens. Offline-ready.
Instant feedback.

Thank you 🙌

Stefan Marx

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