

Hololight Expands Presence in Southern Europe Through Strategic Reseller Partnership with Barsystems

Ismaning, Germany – February 10 – [Hololight](#), a leading innovator in industrial augmented and virtual reality solutions, has announced a partnership with BARS - [Barsystems](#), a provider of high-end automation and technology solutions. Under this agreement, BARS will act as an official reseller for Hololight's cutting-edge products: Hololight Hub, Hololight Stream, and Hololight Space.

This collaboration marks a significant step in expanding Hololight's reach in the industrial sector, enabling businesses to leverage Hololight Hub's powerful data management capabilities, Hololight Streams's high-performance XR streaming solutions, and Hololight Space's immersive visualization platform. By partnering with BARS, Hololight aims to provide seamless access to its transformative XR technology across various industries.

BARS operates primarily in Italy and Europe, serving a wide range of industrial clients across sectors such as manufacturing, aerospace&defense, engineering, and smart industry applications. With its strong presence in these markets, Bars is well-positioned to introduce Hololight's XR solutions to businesses seeking to enhance efficiency, collaboration, and digitalization

'We are excited to join forces with BARS, a company known for its expertise in automation and innovative solutions. This partnership will help us bring our technology closer to customers who need reliable, scalable, and high-performance XR solutions to optimize their workflows,' said Philip Brugger, Chief Channel Officer at Hololight.

BARS, recognized for delivering cutting-edge automation and technological solutions, sees this partnership as a perfect fit to complement its existing portfolio.

'Hololight's advanced XR solutions align perfectly with our mission to provide innovative and future-oriented technologies to our customers. With our strong presence in Italy and across Southern Europe, we are eager to introduce these groundbreaking solutions to industries that

demand precision, efficiency, and seamless digital integration,' said Alfredo Tessitore, CTO of BARS.

The partnership between HoloLight and BARS is expected to create new opportunities for businesses looking to integrate AR and VR solutions into their operations, improving efficiency and collaboration while staying ahead in an increasingly digital landscape.

About BARS

Founded as a spin-off of a leading consulting company in the field of Business Process Reengineering and IT System Integration, BARS provides technical, organizational, and process expertise, as well as the best HW/SW solutions, to enable the effective adoption of Augmented Reality and Wearable Computing technologies within key industrial business processes. With BARS, organizations gain access to a team of experienced professionals ready to support them at every step of AR journey. From defining the initial AR use case and ROI to designing, integrating, and deploying a complete AR solution, BARS ensure AR solution performs optimally and delivers tangible results. Discover BARS at www.barsystems.it

About HoloLight

HoloLight is the leading provider of enterprise augmented and virtual reality (XR) software, infrastructure, and streaming technology. The company's HoloLight Hub XR streaming platform ensures that the management and deployment of augmented and virtual reality applications is not only secure, but also seamless, regardless of scale. Complemented by proprietary XR streaming technology and an engineering-focused XR application, HoloLight enables organizations to drive innovation in product development, manufacturing, training, and more. Founded in 2015, HoloLight proudly serves the global market from offices in Germany, Austria, and the United States. Discover HoloLight's transformative XR solutions at www.hololight.com.