

# ThingWorx Studio

POWERFUL, TURNKEY AUGMENTED REALITY SOLUTION FOR THE ENTERPRISE

Augmented Reality (AR) presents both opportunities and challenges for developers deploying applications with AR at scale. The creation of compelling experiences for the enterprise has been historically difficult, limiting the reach of how much and what can be developed.

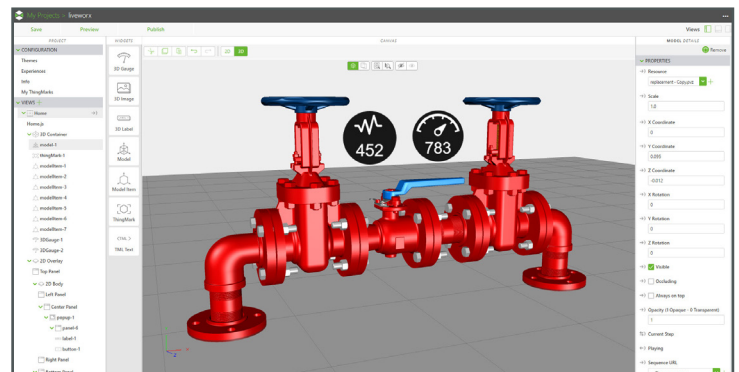
Despite these challenges, enterprises continue to explore the new possibilities and value that AR can provide - to improve service, operation, engineering, and manufacturing. However, to be successful, they need a scalable solution that can be connected with real-time contextualized information and be delivered in a way that is immersive, easy to understand, and actionable.

## Meet ThingWorx Studio

ThingWorx Studio is a powerful solution for creating, deploying, and consuming game-changing AR experiences in the enterprise. The easy-to-use, “drag and drop” interface enables industrial stakeholders quickly create and share scalable AR experiences without requiring programming skills.

With ThingWorx Studio, content creators can:

- Author and publish compelling experiences in minutes without the need to write code
- Develop production-ready AR experiences for Microsoft HoloLens
- Easily create highly-immersive, markerless interactions with support for Apple ARKit and Google ARCore
- Leverage existing 3D content to reduce the cost and complexity of content creation
- Simplify enterprise sharing of experiences using a single, universal viewer application
- Quickly import visual step-by-step instructions created in Creo Illustrate
- Enhance experiences with IoT and business system data via the ThingWorx platform



ThingWorx Studio 3D Canvas

## ThingWorx Studio Free Trial

Gain competitive advantage and get to value faster by participating in the ThingWorx Studio Free Trial.

To learn more, visit [studio.thingworx.com](https://studio.thingworx.com).

## ThingWorx Studio Components

### ThingWorx Studio

ThingWorx Studio is fast and cost-effective authoring environment that makes it simple to create game-changing AR experiences without writing any code.

### Experience Service

Experience Service manages the AR experiences and delivers relevant, contextualized information and analysis for each uniquely identifiable object.

### ThingWorx View

ThingWorx View is a single viewer application that delivers rich 3D user experience for smart phones, tablets and wearable devices across the enterprise. It solves the challenge of creating an application for each experience.

### ThingMark

A ThingMark is a unique image, placed on a physical object, that identifies and triggers the relevant experience in ThingWorx View.

### Key Features

- Visual “drag and drop” authoring tools
- Out-of-the box support for Microsoft HoloLens, ARKit, and ARCore
- Support for multiple 3D geometry formats including Creo View, STEP, IGES, STL, FBX, Collada, OBJ & VRML
- Automatic optimization and reduction of 3D data
- Intuitive 3D navigation and 3D touch interaction
- CSS styling and state-based formatting of 3D labels and gauges
- Connected devices, operations and systems data via ThingWorx platform
- Flexible deployment via cloud or on-premise



### How It Works

1. Objects are connected with enterprise system and external data inside of Experience Service.
2. AR experiences are created using ThingWorx Studio.
3. The experiences are stored in Experience Service, then recalled and shared through ThingWorx View

### Explore the Possibilities

Check-out the ThingWorx Studio Experience Gallery and see for yourself how augmented reality can transform your business.

- Use your mobile device to download, the free ThingWorx View App available in the App Store
- Scan this ThingMark and enjoy your experience



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