



## Augmented Reality (AR) in Creo®

You have the power of AR in every seat of Creo. Create and publish AR experiences for free and share your design instantly with anyone in the world. We've integrated Creo with Vuforia™, our world-leading AR platform, so you can author and publish an AR experience with the click of a button right inside of your design.

AR is engaging, immersive, and simple: it bridges the physical and digital worlds. Since you don't send actual data files, your IP is protected.

Think of what you could do... Perhaps a design review where you could experience your product at scale, one where a single click summoned a 3D representation of your product. Then you could explain your ideas to others and find issues – or opportunities – earlier in the design process and without needing so many prototypes. Stakeholders thousands of miles away can actually walk around inside the model and give you their feedback quickly and easily. Customers could see exactly what you intend.

Try the AR experience for yourself. Download the 'ThingWorx View' app, available at no cost from the Apple store, Google Play store or Microsoft App store, and see the power of AR and ThingWorx Studio.



## Creo AR Design Share

Need more control over who can create and access your AR content? Creo AR Design Share, an extension to Creo Parametric, gives you both administrative control over your AR experiences and the ability to publish more of them.

Creo AR Design Share saves you time, reduces risk, and allows you to give a greater number of customers, partners, and colleagues the chance to experience your design at scale and in context. Get to market faster, generate customer excitement, and publish more AR experiences with Creo AR Design Share.

### Key benefits

- Rapidly define, publish, and distribute AR experiences to streamline your product development process and increase quality and innovation
- Control authors, viewers and experiences to ensure that only those you choose are able to access the AR experience
- Protect IP by preventing access to CAD data
- Enable sales and marketing strategies with an AR experience
- Engage a wider range of stakeholders

### Capabilities

- Manage viewing permissions for each experience
- Publish a larger number of AR experiences

### The Creo Advantage

Creo is a 3D CAD solution that helps you build better products faster by accelerating product innovation, reusing the very best of your designs and replacing assumptions with facts. Go from the earliest phases of product design to a smart, connected product with Creo. Add augmented reality to allow everyone to visualize your design. In the fast changing world of the Industrial IoT, no other company can get you to the substantial value as quickly and effectively as PTC.

### Platform support and system requirements

Please visit the [PTC support page](#) for the most up-to-date platform support and system requirements.

For more information, visit [PTC.Com/product/Creo](https://www.ptc.com/product/Creo) or contact your local sales representative

### Language support

English, German, French, Italian, Spanish, Japanese, Chinese (Simplified and Traditional), Korean, Brazilian Portuguese and Russian

\*Creo AR requires the installation of Creo 4.0 Maintenance release (M040) or later.

