



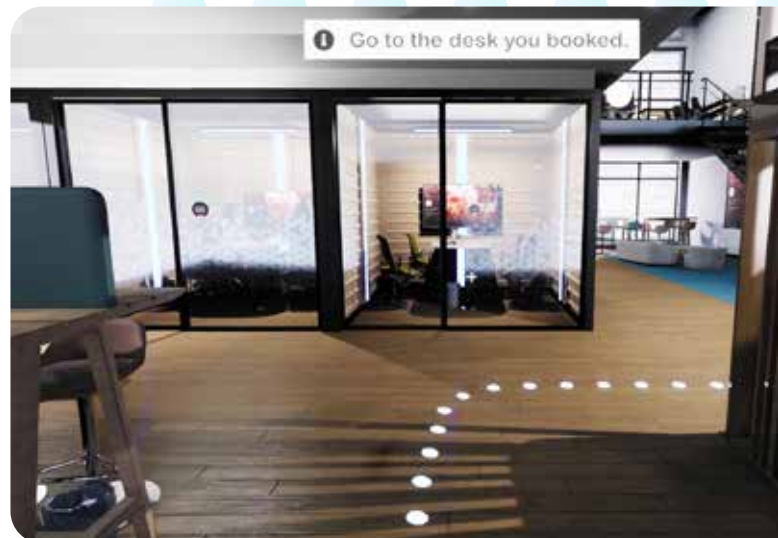
PRESS RELEASE
SHARINGCLOUD

Augmented Reality shapes the Workplace of the future

Boulogne-Billancourt May 09, 2022

Did you know that augmented reality is not limited to video games?

Remote work, hybrid meetings, flexible work, co-working... employees and companies demand more flexibility and are moving towards a hybrid model. In this context, office environment professionals are reinventing spaces and experiences, today in the real world, tomorrow in the virtual world!



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virtual reality technologies that allow to extend the real world in a virtual world

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Many employees have switched to hybrid work, prompting companies to rethink their spaces. For several years now, virtual reality and augmented reality have appeared in our daily lives, whether in video games, virtual exhibitions or at work. Indeed, office design is now built with digital tools and virtual reality technologies that allow to extend the real world in a virtual world.

According to several studies interconnected spaces could help dissolve the feeling of loneliness among employees who work from home, by recreating virtual collaborative workspaces. Moreover, the pandemic has accelerated the use of video conferencing software and tools such as Microsoft Teams, Slack, Facebook messenger, Google Meet, Zoom, etc.

Some figures

In the workplace, **52% of employees** are open to using digital immersive spaces in the metaverse for meetings or team activities in the next year. **47% of employees** are open to representing themselves as an avatar in meetings in the next year according to **Microsoft's World Trend Index**.

Besides, the metaverse is a recurring topic in the media when the future of digital is discussed. It is a fusion of virtual reality, augmented reality, and our physical reality. It blurs the boundaries between online and real interactions.

“ **47% of employees are open to representing themselves as an avatar in meetings** ”

In 2022 augmented reality has become a collaborative tool for hybrid work, which allows:

- Working from home in a digital office with collaborative spaces
- With virtual meeting rooms where avatars can transcribe facial expressions almost identically

An asset for the virtual office:

- To limit the number of people on the premises
- Recreate spaces for informal exchanges between employees

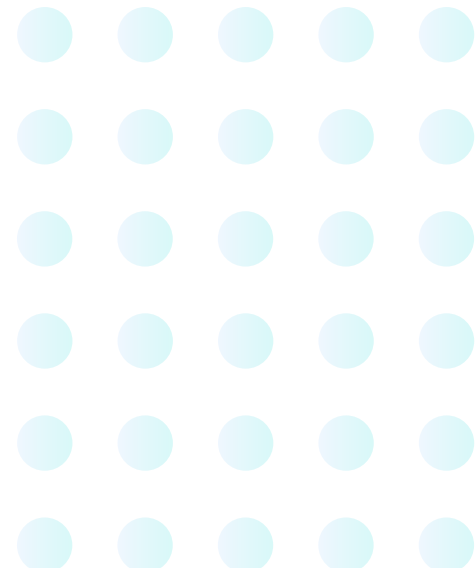
SharingCloud is the first Smart Office solutions creator to introduce the augmented reality (AR) into the user experience. We designed a new shared AR workspace which enables you to experience it as if you started a new video game session and to test our solutions.

SharingCloud provides a virtual bureau experience from guest management to In-Room experience, giving customers the ability to try out different user journeys in the office building.



At ISE 2022, SharingCloud reveals in preview the first Smart Office virtual experience based on Instant Suite software solution.

- [Employee experience](#)
- [Guest experience](#)





About SharingCloud

SharingCloud is a French software editor – a Smart Office expert. Its Instant Suite comprehensive platform was designed to efficiently digitalize the modern office buildings workspace, simplify users' journeys, and perfectly manage the Flex Office.

Leader in the European market, SharingCloud enables the new ways of working: remote working, hot desking, as well as square meters optimization, real estate and ecological impact reduction through powerful analytics capabilities.

Key data

Creation: 2010

Clients: BNP Paribas, Natixis, Total, Thales, PWC, Kering

Staff: 84 personnes

Sites: Boulogne-Billancourt, Nantes

Partners: Crestron, SES Imagotag, Sodexo, GSuite, Microsoft, Orange, Surfify, Tevolys, Ellz and beyond, Pulse Origin, Dell, Logitech

Web site: sharingcloud.com