

## High-tech Startup Holo-Light receives €4M Series A financing

**Ismaning/Innsbruck, 11. December 2019** EnBW New Ventures GmbH, Bayern Kapital GmbH, Toprope Ventures GmbH and existing investor innogy Innovation Hub have announced a 4 million € (4.4 million US dollars) investment in Augmented Reality startup Holo-Light.

"Together with our team of investors, we have created an excellent basis for Holo-Light's further growth enabling the development of our sales structure and scalability of the product. This investment underlines the trust of customers, partners and investors in our team and our technology," says Holo-Light CEO and co-founder Florian Haspinger.

### Industrial data in Augmented Reality optimizes engineering processes

Since 2015 Holo-Light has been successfully developing software for customers in industrial sectors such as mechanical engineering and the automotive industry redefining processes such as prototyping and factory planning. Using the augmented reality software Holo-View and the input device Holo-Stylus, engineers can design, create, edit, optimize and share industrial 3D content in an Augmented Reality workspace.

The lead investor in this new financing round is EnBW New Ventures GmbH. Senior Investment Manager Dr. Marc Ueber highlights the main reasons for the investment in Holo-Light:

"We assume that the market for AR software has reached the maturity level for industrial applications and see Holo-Light as the ideal combination of high-performance technology and a competent team. We were also convinced by the positive feedback from customers and partners from the market."

The company with its international customer base was founded in Tyrol and is headquartered in Ismaning near Munich. The economic area of Bavaria with its numerous industrial companies is a good location for a young company that plans to position itself globally in the coming years. "Holo-Light is an up-and-coming high-tech company that has chosen Bavaria as its location because of its ideal infrastructure, excellent opportunities for networking and global standing," says Dr. Georg Ried, Managing Director of Bayern Kapital.

"Holo-Light's augmented and mixed reality technology takes us an important step closer to the digitisation of industrial processes in a wide range of industries. We are excited to continue supporting Florian Haspinger and the team on their way to continuously develop their business," said Matthias Engel, Managing Director, innogy Ventures GmbH, the venture capital investment arm of innogy Innovation Hub.

Holo-Light has comprehensively updated its software to ensure compatibility with Microsoft's HoloLens 2, taking the solution to the next level for productive and scalable use in engineering.

## About EnBW New Ventures

EnBW New Ventures GmbH invests venture capital in innovative young companies with new business models and technologies that drive the converging markets for energy, mobility and urban living. The focus is on entrepreneurial teams that realize added value for their customers with scalable business models and new technologies. With an investment volume of 100 million euros, EnBW New Ventures offers start-ups access to professional investor expertise and a customer and supplier network in the energy market. In addition, commercial cooperation with the parent company EnBW is possible.

For more information visit: <https://www.enbw.com/>

## About Bayern Kapital

Bayern Kapital GmbH, based in Landshut, was founded on the initiative of the Bavarian government in 1995. It is a wholly-owned subsidiary of the Bavarian LfA Förderbank. As the venture capital organisation of the Land of Bavaria, Bayern Kapital provides equity capital financing for the founders of young innovative technology companies in Bavaria.

Presently Bayern Kapital manages eleven investment funds with a total volume of around €325m. So far, it has invested roughly €305m in more than 270 innovative companies in the fields of technology in various sectors including life science, software & IT, medical technology, materials and new materials, nanotechnology and environmental technology.

In this way, more than 7500 long-term jobs in sustainable companies have been created in Bavaria.

For more information visit: <https://bayernkapital.de/financing-innovation/>

## About innogy Innovation Hub & Innogy Ventures

innogy Ventures GmbH is the €130m venture capital investment arm of the innogy Innovation Hub, participating or leading series A and beyond venture capital deals focused on innovative and digital business models in North America, Europe and Israel. Portfolio companies are supported with comprehensive market knowledge, assistance in business development and links to the wider innogy SE's network in order to support their competitiveness and accelerate their growth.

innogy Innovation Hub believes that new technologies, business models and consumption patterns will redefine the energy market of the future. We believe this future will be driven by four core global trends; decarbonisation, decentralisation, digitisation and democratisation. innogy Innovation Hub's mission is to drive this vision for the future of energy by being a sector disruptor: by identifying the game-changing technologies, ideas, individuals and businesses that will help build that future, wherever they are, providing funding, mentoring and a platform for co-creation, collaboration and convergence.

The innogy Innovation Hub has created a €162m portfolio (as of December 2018) through investing in disruptive individuals, start-ups and early stage businesses and provided opportunities for nearly 90 start-up and scale-up companies to collaborate. It is headquartered in Berlin, with teams across Europe including in London, Warsaw and Essen, as well as offices in California (Silicon Valley) and Israel (Tel Aviv).

innogy Ventures and the innogy Innovation Hub are funded by innogy SE, a leading German energy company, with revenues of around €37 billion (2018), around 43,000 employees as well as activities in 16 European countries and in new markets such as Australia, Canada and the USA. For more information visit: <https://innovationhub.innogy.com> and <https://www.innogy.ventures/>

### About Holo-Light

Holo-Light was founded in 2015 in Tyrol and is located in Ismaning near Munich (DE) and Innsbruck (AT). Holo-Light redefines the engineering process through collaborative work with industrial data in augmented reality and works with customers such as BMW, BASF, TÜV Rheinland, Festo and Thyssenkrupp Marine Systems. The company has more than 30 employees and has received several awards in the field of augmented reality.

For more information visit: <https://www.holo-light.com/>