

TXT e-solutions creates new Division TXT Sense to capture opportunities in New Augmented Reality.

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The Board of Directors of TXT e-solutions Spa has approved the creation of a new Division of the Company, named TXT Sense, to develop and market innovative applications of New Augmented Reality to many service and industrial sectors.

TXT's offering is based on proprietary solutions and on highly specialised TXT personnel, who have had their natural incubator in TXT Next, where these technologies have been deployed successfully in advanced aeronautic application. TXT's so-called Augmented Objects have outstanding visual and aesthetic qualities and are used and shared simply and interactively via smartphone.

The application sectors to be addressed by TXT Sense include luxury and fashion, advanced manufacturing, medical, retail, media and advertising, these last through intriguing new formats.

TXT Chairman Alvise Braga IIIa has commented: *"TXT has always been an incubator of new application technologies, which we take to market when both technology and customers are ready to meet, with benefits for all parties. Our new Augmented Objects have practical application in design, buying and selling processes, both classic and e-commerce, and in general in creating and enhancing customer experience and social media interaction and sharing. In "free-hands" applications the smartphone connects to intelligent visors. We plan to follow market response and to scale rapidly to many application sectors and geographies".*

TXT e-solutions is an international specialist in high-value, strategic software and solutions for large enterprises. The main business areas are: **Integrated & Collaborative Planning Solutions**, with the TXT Retail Division, especially for Luxury, Fashion, Retail and Consumer Goods; **Software for Complex Operations & Manufacturing**, with the TXT Next Division, for Aerospace, Defence, High-Tech and Finance. Listed in the Star Segment of Borsa Italiana (TXT.MI), TXT is based in Milan and has offices in Australia, Canada, France, Germany, Hong Kong, Italy, Singapore, Spain, Switzerland, United Kingdom and United States.

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