

ECONOCOM MAKES FURTHER HEADWAY IN THE MIXED REALITY MARKET WITH ITS “AS A SERVICE” OFFERING

Puteaux, 28 March 2018 – Mixed reality, which allows users to interact with virtual objects in the real world, offers possibilities for new uses to support companies’ digital transformation. To support them, Econocom, a distributor of Microsoft’s HoloLens self-contained holographic computer, is launching a “Mixed Reality as a Service” offering. The only one of its kind on the European market, this turnkey offering combines the state-of-the-art HoloLens technology, related services, dedicated apps and financing.

After announcing its [partnership](#) with Microsoft to distribute HoloLens in Europe, Econocom now offers a fee-based model, which matches its clients’ economic expectations and offers them the flexibility they need to implement their digital transformation projects successfully.

With “Mixed Reality as a Service,” Econocom offers, for an all-inclusive subscription, hardware, dedicated apps and services designed specially for this cutting-edge technology. Companies are thus prepared for any unexpected incidents, thanks to the next-day swap warranty, for example, and can also address the issue of digital hardware obsolescence thanks to the technology upgrade service.

*“The aim of this partnership between Microsoft and Econocom is to help our clients speed up their digital transformation,” explained **Paul Corriveau**, Microsoft’s Global Head of Network Marketing & Partners for HoloLens. “By offering mixed reality ‘as a Service,’ Econocom is establishing itself as a market leader and confirming its commitment to making mixed reality and 3D technologies accessible to any company looking to improve its productivity and ways of working.”*

Econocom now offers the widest portfolio of applications on the market thanks to its alliance with 13 state-of-the-art European partners (development studios, systems integrators, startups, etc.). These companies ([Assoria](#), [Conseil 3D](#), [Diota](#), [Holoforge Interactive](#), [Immersion](#), [Nomadeec](#), [Pearson](#), [Plain concepts](#), [Synergiz](#), [Tagtile](#), [Theoris](#), [VISR](#)), specialise in fields such as computer-assisted maintenance, research and education, modelling via holograms, and revolutionising the in-store customer experience. As such, they are all actively contributing to deploying mixed reality in organisations in manufacturing, retail, healthcare and education.

“With the HoloLens partnership, we’ve brought together a community of companies, all of whom are leaders in their markets and are committed to facilitating companies’ access to mixed reality.

This technology and solutions are now becoming accessible to all companies,” added **Marc Bringuier**, Strategic & International Partnership Manager for Econocom.

About Econocom:

Econocom finances and accelerates companies’ digital transformation. With more than 10,700 employees in 19 countries and revenue of €3 billion, Econocom has all the requisite abilities to ensure the successful implementation of large-scale digital projects: consulting, sourcing and technology management & financing of digital assets, infrastructure, application and business solution services, and project financing. Econocom has adopted European company status (*Societas Europaea*). The Econocom Group share has been listed on Euronext Brussels since 1986. It is part of the BEL Mid and Family Business indices.

For further information: www.econocom.com

Follow us on Twitter: https://twitter.com/econocom_fr

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About Microsoft:

The leader in productivity platforms and services, Microsoft offers each individual and organisation the means to achieve their ambitions in a cloud and mobility-oriented world.

A major player in the French digital ecosystem for over 30 years, Microsoft France, of which Carlo Purassanta has been Chairman since September 2017, employs over 1,500 people at its Campus in Issy-les-Moulineaux.

With a network of over 10,000 partners including business, technological and academic partners, the public sector, researchers and start-ups, Microsoft France is strongly committed to promoting equal opportunities, diversity and digital education all over the country.

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