

**Epson and SO Sofitel Singapore collaborate to pilot  
Moverio BT-300 smart glasses to enhance guest experience  
through augmented reality, the first in Southeast Asia**

***Innovative software designed by EON Reality tells design story of hotel***

**Singapore, 29 March 2017** – Epson, a global leader in projection technology and visual communications, partners SO Sofitel Singapore for Southeast Asia's first augmented reality smart glasses design experience within a hotel. Using Epson's latest Moverio BT-300 smart glasses, members of the public can embark on an audio-visual adventure, *SO Augmented*, within the French luxury boutique hotel's lobby (for public) and So Lofty suite (for guests staying in the room). The pilot project, which begins from today to end 2017, will see eight sets of the Moverio BT-300 smart glasses, the world's lightest binocular see-through smart glasses on the market with an OLED display, bring graphic elements within SO Sofitel Singapore's heritage building to life.

Guests can look forward to a true see-through immersive experience with the Moverio BT-300's HD high-contrast display, which uses Epson's cutting edge silicon-based OLED (organic light emitting diode) digital display technology. Powered by software from EON Reality, a world leader in Virtual and Augmented Reality-based knowledge transfer, the curated experience transports viewers into a part-real part-virtual world where informative content and videos blend seamlessly with real design elements found within the hotel lobby and suite.

"It is our pleasure to partner leaders in Luxury Hospitality, Design and Augmented Reality to curate this experience that is a first in the region. With Moverio, Epson believes that the potential of Augmented Reality is limitless for commercial and enterprise usage – to create exceptional experiences using one of the most lightweight and comfortable smart eyewear on the market. By bringing the flavours and secrets within the heritage building to life through our technology, we look forward to deliver new and exciting multi-sensory experiences and showcase the familiar in a brand new way," said Mr Siew Jin Kiat, Regional General Manager (Southeast Asia), Printers and Visual Products Division, Epson Singapore.

"We are So delighted to partner with Epson Singapore to be the first to launch the augmented reality smart glasses experience in Southeast Asia. When you step into SO Sofitel Singapore, you will be naturally captivated by the different elements of French design blending with local touches. With this AR smart glasses experience, guests will be able to discover and be intrigued by the surprising design elements," said Mr Piotr Kupiec, General Manager for SO Sofitel Singapore.

A launch event was held today at SO Sofitel Singapore, where invited guests were the first to experience the AR tour on smart glasses. At the hotel lobby, guests wearing the Moverio BT-300 smart glasses begun the AR experience in front of 'The Lion's Seal' emblem, designed for the hotel by legendary fashion icon Karl Lagerfeld. They were greeted virtually by Isabelle Miaja, the interior designer of SO Sofitel Singapore. As the guests explored the lobby, a layer of graphical information and audio narration emerged through the smart glasses, revealing the inspiration of SO Sofitel Singapore's beautiful design - a story of French elegance blending with the building's unique history, and modern Singapore chic.

Wearing the Moverio, guests continued to discover the whimsical secrets within the luxurious space of SO Sofitel's So Lofty suite. Isabelle returned on a composite screen, sharing her thoughts for designing the hotel as well as the special touches within the suite. Layers of dynamic information, videos and visuals highlighted her artistic inspirations for the art pieces that fuse Singapore's local culture with French indulgence.

On the pilot project, EON Reality Singapore's Managing Director Mr Sridhar Sunkhad added, "Collaborating with Epson to augment the SO Sofitel unique guest experience will be an exciting journey that will teach us how Augmented Reality will become a part of our everyday lifestyle."

Members of the public who wish to enjoy the SO Augmented hotel lobby tour can check directly with the Guest Relations Officers, with sets subject to availability. Guests who stay in the designated So Lofty suite for the pilot project can experience the SO Augmented room tour as well.

More information about the Moverio BT-300 is available on <https://www.epson.com.sg/moverio-augmented-reality>.

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### **About Epson**

Epson is a global technology leader dedicated to connecting people, things and information with its original efficient, compact and precision technologies. With a lineup that ranges from inkjet printers and digital printing systems to 3LCD projectors, smart glasses, sensing systems and industrial robots, the company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 73,000 employees in 91 companies around the world, and is proud of its contributions to the communities in which it operates and its ongoing efforts to reduce environmental impacts. <http://global.epson.com/>

### **About Epson Southeast Asia**

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia. Led by the regional headquarters Epson Singapore, Epson's business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of close to 500 service outlets, 7 Epson solution centres and 7 manufacturing facilities. <http://www.epson.com.sg>

### **About Epson Singapore**

Epson is the world's leader in digital imaging solutions. The company's Singapore operation is also the Regional Headquarters of Seiko Epson Corporation. The company markets and supports Epson printers, scanners, projectors, electronic devices including liquid crystal displays, semiconductors and system devices in South East and South Asia.

<http://www.epson.com.sg>

### **About SO Sofitel**

**SO Sofitel, AccorHotels' sparkling brand, offers international travelers and cosmopolitan residents the ultimate blend of French audacity and local color.**

SO Sofitel's hallmark sociability and epicureanism, as well as its youthful dynamism and cosmopolitan identity, attract eclectic, festive guests. In Bangkok, Singapore, Mauritius and Hua Hin, SO Sofitel offers a unique experience, with its unmistakable avant-garde designs, state-of-the-art technology and amazing events.

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,100 hotels, resorts and residences, as well as in over 3,000 of the finest private homes around the globe.

[sofitel.com](http://sofitel.com) | [accorhotels.com](http://accorhotels.com)

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