



**HEXAGON**

empowering an autonomous future

# Capturing opportunities for a sustainable future

Ola Rollén | President & CEO



Twenty  
years  
ago



By TV Guide/News America Corporation, Inc



The world was in paper



Twenty  
years  
ago

TV

INTERNET

News



Food



Physical purchase

Meat, dairy, fast food

Logistics



Trucks

Trains

Ships

Air

Travel & transportation



Flag carriers

Combustion cars

Cruise liners

Low-cost airlines

Energy



Coal

Oil

Gas

Nuclear

Hydro

Retail



Retail parks

High street

Luxury city centres

Malls

Entertainment



Cinema

Arcades/Parks

2001

# The world today





**#catfishing**

**Well... yes, she might  
think I'm a little younger  
and a tad cuter. Maybe.**



# This is Manhattan



**Old**  
New York 1931



**New**



This is why industry needs a **smart digital reality**



# Creating Smart Digital Realities

Hexagon's core competence regardless of end market segment

Data capture  
& transfer

Data visualisation  
& analysis

**Real world**

**Real Impact**

Productivity + Efficiency + Stability

**= Cost Control, Output, Performance**

**Digital twin**

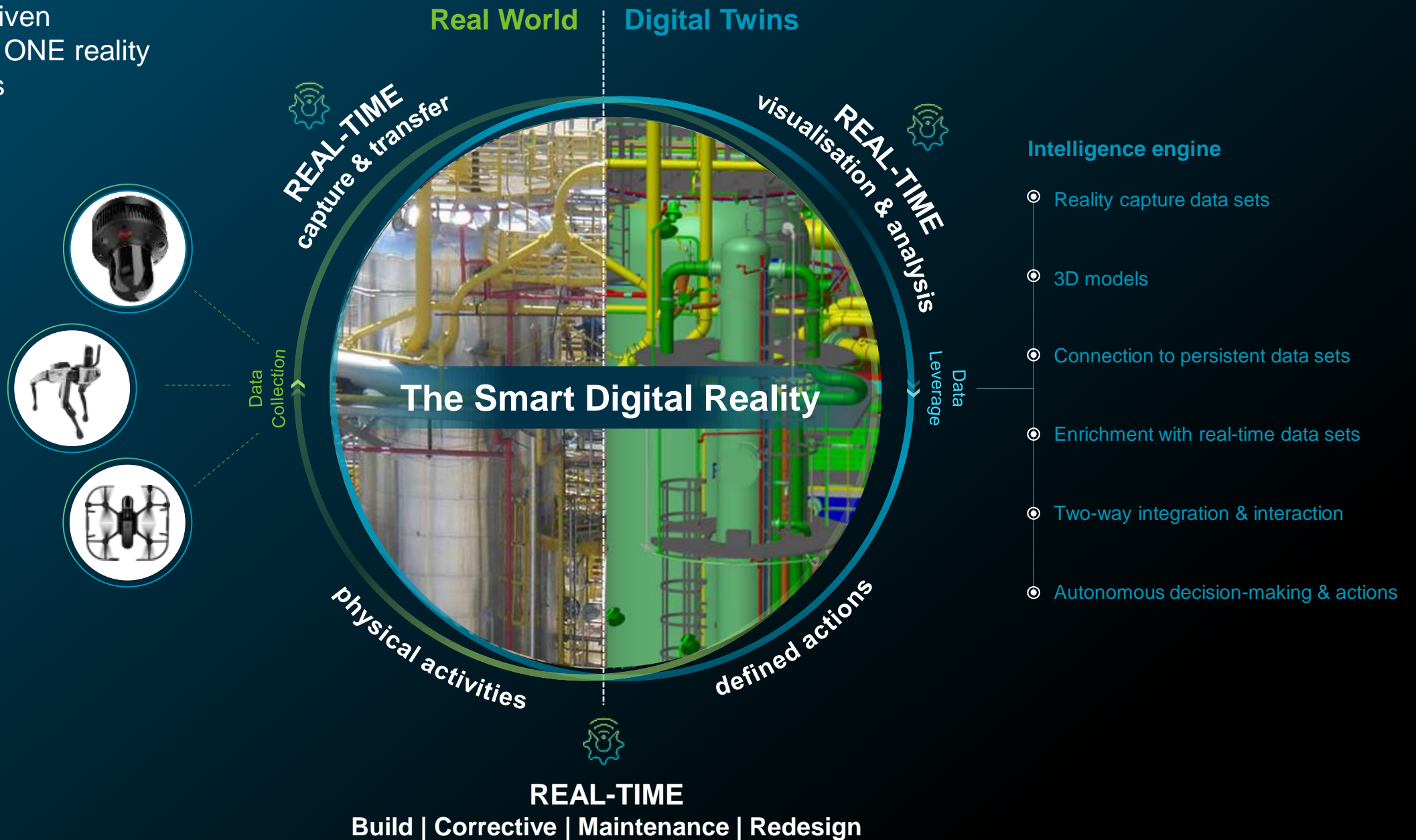
Physical  
activities

Defined  
actions



## The Smart Digital Reality

- Workflow-driven
- Two worlds, ONE reality
- Autonomous



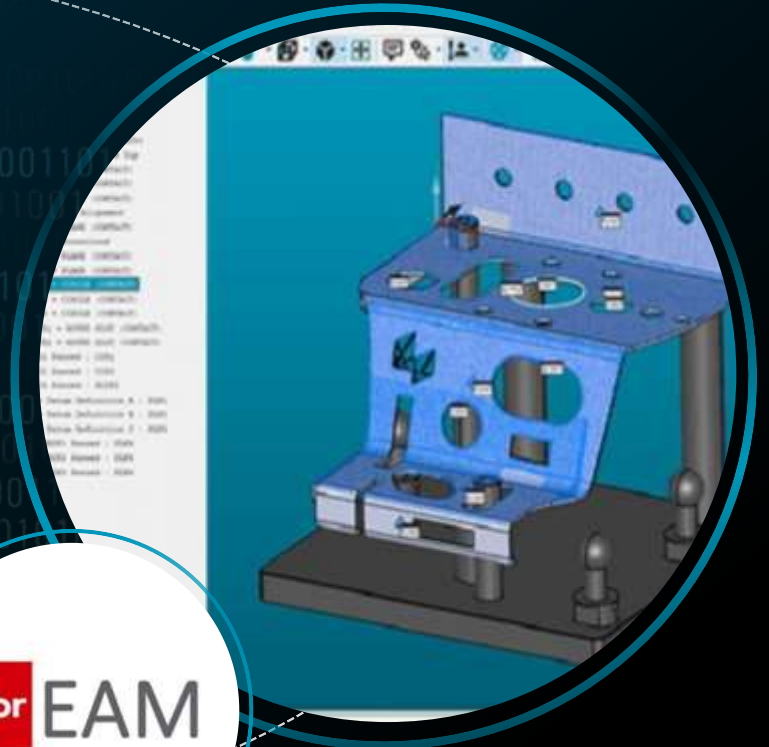


Autonomously inspect  
and transfer data

Visualise and analyse what's  
being produced



# Discrete Manufacturing

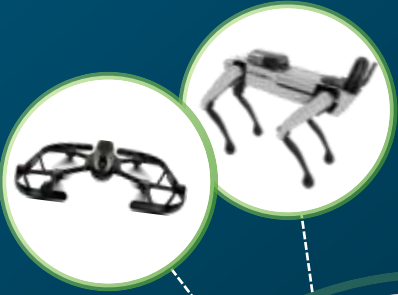


**infor** EAM

Automate corrective  
activities

Automatically define  
problems





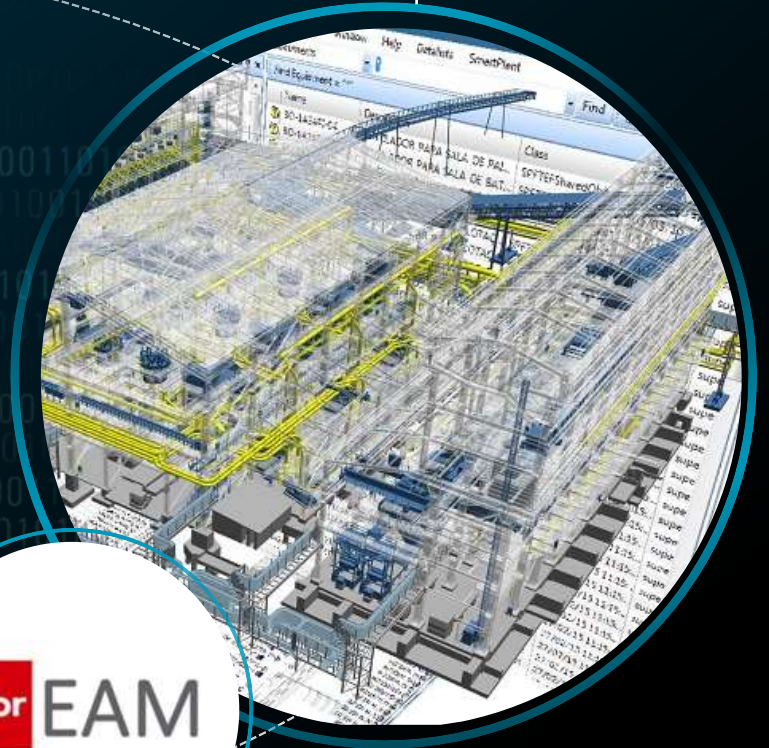
Capture updates and transfer data

Visualise and analyse what's happening on location

SDx



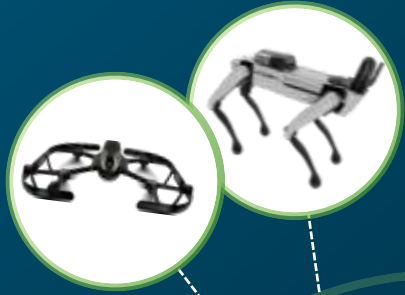
# Industrial Facilities



**infor** EAM

Automate corrective activities

Automatically define actions



Autonomously capture  
progress and transfer data

Visualise and analyse what's  
happening on the worksite

HxDR BricsCAD  
Smartbuild



# Buildings & Infrastructure



Automate new work  
packages and activities

Automatically define  
actions

infor EAM



Automatically detect  
intrusions

Visualise and analyse what's  
happening on location

HxGN  
Connect

# Safety, Security & Surveillance

Alert authorities and  
secure premises

Automatically define  
actions



infor EAM

# In the future

## Digital streaming movies

Digital music

Digital movie rental

Digital gaming

Digital socialization (social media)

**VIRTUAL reality**

Digital on demand

Digital socialization (social media)

## News



## Food



Digital shopping

Non-dairy, plant-based

Organic

**LAB GROWN protein**

## Logistics



Trains

Ships

Air

Electric trucks

**AUTONOMOUS trucks**

**AUTONOMOUS ships**

**GREEN HYDROGEN air**

## Travel & transportation



Flag carriers

Low-cost airlines

Electric cars

**AUTONOMOUS cars**

**GREEN HYDROGEN airlines**

**Shared services**

## Energy



Gas

Nuclear

Hydro

Solar

Wind

**GREEN HYDROGEN**

**Energy storage**

## Retail



High street

Luxury city centres

Malls

Digital shopping

**VIRTUAL stores**

## Entertainment



2031





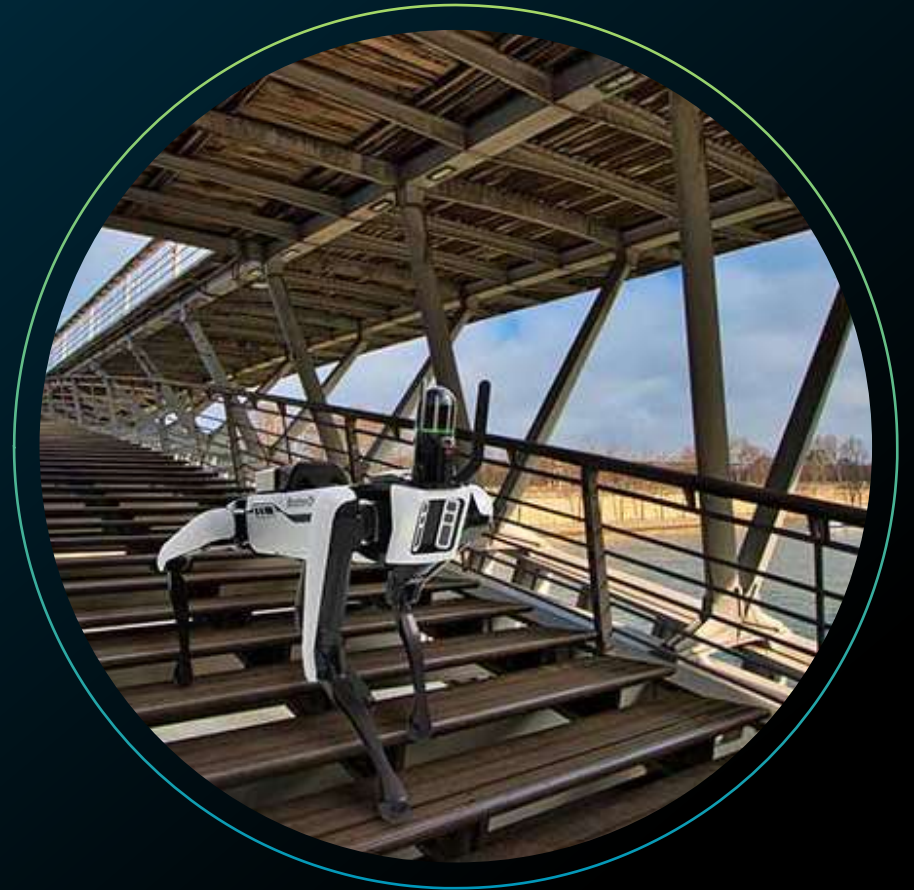
# The opportunities are virtually infinite

## Extending beyond our core markets ...

# Security robots as a service



Old



New



## 3D scanning of you



**Old**



**New**

# Digital realities for media and entertainment, tourism, collaboration, etc.



**Old**



**New**



