

# THE WILD

## FOR IMMEDIATE RELEASE

### **The Wild to Exhibit at Enterprise Wearable Technology Summit (EWTS)**

Portland, OR – October 14, 2020 – Next week, VR/AR collaboration software company The Wild will exhibit for the first time at the Enterprise Wearable Technology Summit (EWTS), hosted virtually by BrainXchange. The Wild was represented at EWTS in 2019 by Brooks Clemens from adidas, who discussed the time and money his team saved through virtualizing their collaborative decision making.

Collaborating in virtual and augmented reality can help teams make better decisions and go from design to construction or production more efficiently—without the need for in-person meetings. In The Wild, teams can meet virtually from anywhere to evaluate designs, catch errors, and provide spatial context for colleagues and stakeholders.

Due to the COVID-19 pandemic, the AEC and enterprise industries have made major adjustments to the way they work. Video chat and XR tools have replaced unnecessary travel and in-person meetings as most staff work from home.

“Design teams today face unique challenges, with employees working remotely, and clients that you can’t always fly to go see,” says Gabe Paez, Founder and CEO of The Wild. “Screensharing, PDFs, and video conferencing just aren’t enough to really align on complex ideas.”

The Wild provides design and innovation teams with remote access to an immersive virtual workspace where they can easily connect and experience spatial ideas with each other. Teams can meet virtually inside project models with clients and stakeholders as though they were in the same space. Collaborators can join from any device including desktop (macOS and Windows), virtual reality (HTC Vive, Oculus Quest, Oculus Rift, and Windows Mixed Reality), and augmented reality (iOS), making real-time collaboration easy and accessible from anywhere.

Users can iterate and prototype together in The Wild by rapidly working out ideas. Native tools offer sketching, massing, material sampling, measuring, video import, 2D image capture, and speech-to-text annotations. These tools are useful for capturing ideas, showing different design options, or reviewing specific aspects of a model so teammates and clients can align on solutions in real time.

Companies using The Wild include adidas, Interior Architects, Leo A Daly, Lowe's Innovation Labs, KPF, SAS International, Dillon Consulting, Zoom+Care, Scala, O'Brien & Co., Bora Architects, The University of Utah, Sauder Woodworking, and Flansburgh Architects.

### **About The Wild**

The Wild, an immersive collaboration platform, uses virtual and augmented reality to enable architecture, design, and enterprise teams to work across distance, and to review and experience their work together, immersed in a shared virtual space. With native support for SketchUp and Revit and accessible in real-time from the cloud, The Wild aims to provide remote collaboration to teams by connecting people and their ideas from anywhere they work. For more information, visit [thewild.com](http://thewild.com).

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