



Augmentalex is a reselling and integration company specialized in immersive technologies — **Augmented Reality (AR), Mixed Reality (MR), and Virtual Reality (VR).**

Founded by **Marc Bringuier**, a recognized European expert in immersive technologies, Augmentalex helps all kinds of organizations to transform their operations through immersive innovation.

The company offers an end-to-end approach combining **strategic consulting, XR hardware supply, and scalable software solutions**

Through strong **technology partnerships** and proven field expertise, Augmentalex enables its clients to **train, support, and collaborate differently** — driving innovation, efficiency, and operational impact.

Augmentalex Joins Hololight as Official Reseller for the French Market

Ismaning, Germany – October 14, 2025 – [Hololight](#), the leading specialist in AR and VR software for the enterprise market, today announced a new reseller partnership with [Augmentalex](#) to expand its presence in **France**.

Through this partnership, Augmentalex will distribute and support **Hololight's enterprise-grade XR portfolio**, including **Hololight Space, Hololight Stream Runtime and Hololight Stream SDK**, and **Hololight Hub**, providing French customers with direct access to **Hololight's proprietary XR streaming technology and collaboration solutions**.

"Partnering with Augmentalex marks a key milestone in our European growth strategy," said **Luis Bollinger, Co-Founder and Chief Sales Officer at Hololight**. "France is one of Europe's most dynamic industrial and innovation-driven markets. With Augmentalex's strong local network and expertise in immersive technologies, we can now deliver our XR solutions more effectively to French enterprises looking to optimize design, training, and remote collaboration."



Marc Bringuier, Founder and CEO of Augmentalex, added: "We're excited to partner with Hololight to bring their advanced XR streaming technology to the French market. Hololight's AR and VR software perfectly complements our mission to help enterprises accelerate digital transformation through immersive tools that enhance productivity, collaboration, and decision-making."

Augmentalex will provide tailored consulting, deployment, and support services to ensure seamless implementation of Hololight's technologies across industries such as **manufacturing, engineering, defense, automotive, and more**.

This collaboration strengthens Hololight's international reseller network and reinforces its mission to make **streamed XR experiences accessible, secure, and scalable for enterprises worldwide**.

Marc Breuninger from Augmentalex will be present at [XR Days in Lyon](#) on 15 October and is available for meetings upon request.

About Hololight

Hololight is the leading provider of enterprise augmented and virtual reality (XR) software, infrastructure, and streaming technology. The company's Hololight Hub XR streaming platform ensures that the management and deployment of augmented and virtual reality applications is not only secure, but also seamless, regardless of scale. Complemented by proprietary XR streaming technology and an engineering-focused XR application, Hololight enables organizations to drive innovation in product development, manufacturing, training, and more. Founded in 2015, Hololight proudly serves the global market from offices in Germany, Austria, and the United States. Discover Hololight's transformative XR solutions at www.hololight.com.

About Augmentalex

Augmentalex is a reselling and integration company specialized in immersive technologies - Augmented Reality (AR), Mixed Reality (MR), and Virtual Reality (VR). Founded by Marc Bringuier, a recognized European expert in immersive technologies, Augmentalex helps all kinds of organizations to transform their operations through immersive innovation.



The company offers an end-to-end approach combining strategic consulting, XR hardware supply, and scalable software solutions

Through strong technology partnerships and proven field expertise, Augmentalex enables its clients to train, support, and collaborate differently - driving innovation, efficiency, and operational impact.

Discover more here: <https://www.augmentalex.com>