

## **Econocom announces exclusive seminar with Microsoft to discuss Mixed Reality as a Service programme**

**Richmond-upon-Thames, 05 October 2018:** [Econocom UK](#), a European digital services company and [JTRS](#), a leading supplier of technology solutions and member of the Econocom Group, have announced an upcoming seminar with Microsoft held by the French Chamber of Commerce. The exclusive seminar is taking place on 20<sup>th</sup> November at Microsoft London Paddington and will give the Chamber's key members the chance to learn about embracing technology with Mixed Reality as a Service.

The seminar follows the launch of the Mixed Reality as a Service programme put in place between Microsoft, Econocom and JTRS in 2017. The announcement sparked great interest among UK businesses, but while some companies have already adopted Mixed Reality applications, the price tag of the device has been perceived as a barrier for adoption among others.

Econocom, JTRS and Microsoft will demonstrate the programme and how companies can overcome cost issues and reap the benefits of immersive technology via a subscription model. The only service of its kind on the European market, Mixed Reality as a Service encompasses state-of-the-art HoloLens technology, related services, dedicated apps and financing solutions.

Paul Corriveau, Microsoft's Global Head of Network Marketing & Partners for HoloLens, says: "The aim of this partnership between Microsoft, Econocom and JTRS is to help our clients speed up their digital transformation. 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.

A great advantage of HoloLens over virtual reality technology is that users can place themselves in a room alongside the 3D models that they've created, rather than fully immersing themselves in a wholly computer-generated world. They can walk around the objects or documents that they've created and change them while collaborating with others."

Chris Labrey, Managing Director UK & IRL at Econocom says: "We want to make our Mixed Reality as a Service programme accessible for all businesses. The technology is still in its early stages, but it's poised to revolutionise a number of uses in the professional world. With our partners JTRS and Microsoft, we can offer solutions that meet a company's digital needs. Econocom is a regular speaker, contributor and sponsor at the French Chamber of Commerce, so we decided to hold the seminar in order to share our expertise and knowledge with these key business leaders."

### **Econocom**

Econocom designs, finances and oversees companies' digital transformation. With over 10,700 employees in 19 countries and revenues 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 adopted European company status (*Societas Europaea*) in December 2015. The Econocom Group share has been listed on Euronext Brussels since 1986. It is part of the BEL Mid and Tech 40 indices.

For further information: [www.econocom.co.uk](http://www.econocom.co.uk)

## **JTRS**

JTRS is a trusted advisor and supplier of technology solutions and services to education and businesses in both consumer and B2B sectors. It joined the Econocom Group in March 2017, and holds a range of specialist accreditations as an Apple Solution Expert for Education, Google for Education Partner and authorised partner of LEGO® Education, as well as various Microsoft and Adobe certifications. JTRS offers a range of services that support its customers at every stage of their journey with technology, including expert teacher training and technical installation, integration and on-going support.

For further information: [www.jtrs.co.uk](http://www.jtrs.co.uk)

## **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.