



BNP PARIBAS



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PRESS RELEASE

BNP Paribas rolls out world premiere teleportation meetings with Magic Leap & Mimesys

- BNP Paribas is unveiling the teleportation meeting as it is convinced that immersive technologies (Augmented Reality, Virtual Reality or Mixed Reality) offer a unique experience for clients
- This innovation enables the remodeling of interactions between people, whether employees or customers, in different locations. It also reduces their environmental impact and invents a new customer journey as well as new working methods



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BNP Paribas, through three of its business lines - Real Estate, Corporate and Institutional Banking, and Wealth Management – is launching the possibility to hold teleportation meetings in five locations: Hong Kong, Dubai, London, Frankfurt and Paris. Each business will be equipped with Magic Leap Ones, a lightweight, wearable spatial computer, to conduct collaborative meetings remotely.

In collaboration with Magic Leap, the pioneer of spatial computing technologies, and Mimesys, a French and Belgian startup that develops leading spatial co-presence platform, BNP Paribas Real Estate will implement this innovative solution which was tested over a one-year period.

As a first step, the technology will allow various types of clients of the bank, particularly those of Corporate and Institutional Banking and Wealth Management, to be offered real-estate investment opportunities via



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a hologram with the BNP Paribas Real Estate teams. For example, a client in Hong Kong or Dubai could be in contact, via a teleportation meeting, with an expert consultant in London, Paris or Frankfurt and interact with virtual objects. The marketing of real estate anywhere in Europe will thus be facilitated by being both faster and more cost-effective, and the environmental impact of travelling will be limited.

'We are proud to roll out the teleportation meetings with Magic Leap and Mimesys. Simultaneously in 5 countries and 3 regions of the world, this prototype shows how committed the BNP Paribas Group is to constantly innovate and prepare the bank for tomorrow. It is also a good example of our daily endeavour to create synergies between our business lines towards an increasingly rich experience for our clients.' says **Sophie Heller, COO Retail Banking & Services at BNP Paribas.**

'For two years, BNP Paribas Real Estate has integrated immersive technologies into the development of its innovation projects. Already tested on two real-estate projects in London and Paris, this innovation is a world first. It allows each participant to manipulate and alter the common plan, modelled in a 3D projection, whether it is a model of a real-estate venture or a neighbourhood mapping. Together with Magic Leap and Mimesys, we are inventing a new workplace that is more agile and collaborative, and that places people and expertise at the forefront of customer experience,' comments **Kevin Cardona, Head of Innovation, BNP Paribas Real Estate.**

'Magic Leap is on a mission to expand the spatial computing ecosystem and believes that communication and collaboration solutions will be a key driver of mass adoption. The telepresence solution that Mimesys has created with BNP Paribas is a true breakthrough in co-presence and collaboration, designed to solve the challenges of time, distance, and communication that confront every global business.' says **Omar Khan, Chief Product Officer of Magic Leap.**

Discover the experience through a [video](#)

**BNP Paribas invites you to discover the experience on BNP Paribas' Lab
at Viva Technology (Hall 1, J23) on Friday May 17, 2019 (8am – 6.30pm)**

About Magic Leap, Inc.

Magic Leap's mission is to light up the world with spatial computing, pioneering its platform, cultures, and communities. Magic Leap's team of creatives and technologists are pioneering the future of computing, having launch the Magic Leap One, a lightweight, wearable spatial computer that seamlessly blends the digital and physical worlds. Headquartered in Plantation, Florida, Magic Leap has offices across the globe in Los Angeles, Sunnyvale, Seattle, Austin, Dallas, Zurich, Wellington and Tel Aviv.

About BNP Paribas

BNP Paribas is a leading bank in Europe with an international reach. It has a presence in 72 countries, with more than 202,000 employees, of which more than 154,000 in Europe. The Group has key positions in its three main activities: Domestic Markets and International Financial Services (whose retail-banking networks and financial services are covered by Retail Banking & Services) and Corporate & Institutional Banking, which serves two client franchises: corporate clients and institutional investors. The Group helps all its clients (individuals, community associations, entrepreneurs, SMEs, corporates and institutional clients) to realise their projects through solutions spanning financing, investment, savings and protection insurance.

In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the European leader in consumer lending.



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BNP Paribas is rolling out its integrated retail-banking model in Mediterranean countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Institutional Banking and International Financial Services activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas as well as a solid and fast-growing business in Asia-Pacific.

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