

## Press Release

Stockholm, Sweden, 1 June 2015

### **Hexagon's HxGN LIVE 2015 opens today with a focus on ingenuity and innovation**

Today Hexagon kicks off HxGN LIVE Las Vegas, the first of two conferences for 2015. With more than 3,500 attendees participating, HxGN LIVE runs 1-4 June at the MGM Grand Hotel and is the world's largest event that brings together and showcases the power of Hexagon technologies.

The annual international conference is a forum for customers and partners to access the latest trends in geospatial and industrial enterprise technologies, empowering them to do great things with far-reaching impact.

This year also marks the first time HxGN LIVE will be held in a second location, as well as outside of North America. In November, Hexagon will host the conference from Hong Kong as part of efforts to reach and engage its customers in the Asia-Pacific market.

"Asia is a region that has demanded the world's attention with its robust market," said Ola Rollén, Hexagon president and CEO. "Many of its countries are recognised for their growing power and international influence, so we are excited to be a part of the exchange of ideas happening there."

"Today, however, we celebrate HxGN LIVE Las Vegas and look forward to all it brings."

Under the theme "Great Stories Start Here," HxGN LIVE is organised along six tracks – Geospatial, Geosystems, Metrology, Process, Power & Marine, Security, Government & Infrastructure and Synergy – and presents an exciting lineup of must-see technologies, exclusive presentations by industry experts, 400+ sessions, hands-on training and networking opportunities with peers from around the world.

Rollén will present the opening keynote address, "Human Ingenuity: An Ambitious Plot, An Evolving Tale," today at 5:30 p.m. PDT in the MGM Grand Garden Arena. He will be followed by a special presentation from Doug Menezes, photojournalist and author of the best-selling book *Fearless Genius: The Digital Revolution in Silicon Valley 1985-2000*.

The opening general session also will spotlight Hexagon's Shaping Change Recognition Programme. Now in its second year, the programme honors customers and partners that have made a significant mark on the world through the employment of Hexagon technologies. This year's honorees are Changjiang Spatial Information Technology Engineering, U.S. Coast Guard Investigative Service, Eni, Fibria, Foxconn, Mecadat, Roger & Sons Concrete, Selex ES and Sinopec Engineering (Group) Co., Ltd.

Those who cannot attend HxGN LIVE in person can experience the conference digitally with the help of a live stream of activities on [hxgntv.com](http://hxgntv.com) beginning with the opening keynote, giving innovators around the world real-time access. Footage and streams of additional keynotes, track sessions and hands-on classes will be posted throughout the week. For more information about HxGN LIVE, visit [hxgnlive.com](http://hxgnlive.com).

For further information please contact:

Carl Gustafsson, Investor Relations Manager, Hexagon AB,  
+46 8 601 26 27, [ir@hexagon.com](mailto:ir@hexagon.com)

Kristin Christensen, Chief Marketing Officer, Hexagon AB,  
+1 404 554 0972, [media@hexagon.com](mailto:media@hexagon.com)

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