

# Diota, the SME who invents Augmented Reality without constraints... "Grand Jury Prize" of the Trophy of the Numerical Simulation

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Diota's success story continues. Created in 2009, the SME became known with its Augmented Reality software designed for industry that operates without "markers". It immediately identifies object which the 3D model included in its library when other programs need to locate in space before recognizing it. A technology developed in partnership with the CEA. The other advantage is the ability to create an augmented reality application in a few clicks. Anyone in the company can develop an assembly line or a control procedure and launch into production.

A gateway can automatically send data from the manufacturing or control to the ERP, and detect differences between the product designed and the product manufactured. "Augmented reality is the missing link in the software chain of industrial companies," summed up Lionel Joussemet, CEO Diota.

With clients such as [DCNS](#), [Safran](#), [PSA](#), Total ... Diota hopes to become the European leader in industrial Augmented Reality within two years. It's going well. Dassault Systèmes's design software Catia Composer already offers a "Diota" button to export a CAD model to an Augmented Reality application. Further announcements are expected with large software vendors.

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Original article in french available [here](#).