

ARtGlass builds augmented reality software optimized for cultural sites and attractions.

The Basics

Founded: 2017

Founder: CEO Greg Werkheiser

Headquarters: Richmond, VA and Milan, Italy

Company size: 10 employees

Fundraising status: Seeking Investment; prior investors include Cavalier Angels (University of Virginia alumni), Central Virginia Angels, Charlottesville Angel Network, Trolley Venture Partners (Richmond area) and the Center for Innovative Technology (CIT) GAP Funds.

The Fine Print

Founded by leading technologists and cultural heritage experts, ARtGlass provides cultural sites and attractions with the knowledge, tools and support they need to build their own augmented reality (AR) tours. Its flagship product, **Tour Builder**, is a state-of-the-art immersive experience-building software that gives storytellers across industries the opportunity to tell stories through new and exciting mediums quickly, creatively, and affordably. With Tour Builder, creators can layer digital objects, animations, and information over real-world objects and places to build AR tours that enhance customers' engagement and interest with what's already there. From end-to-end, the platform is designed for maximum reach and usability. Tour Builder is code-free and requires no background in animation or graphic design—anyone can use it—and tours can be deployed on virtually any device even if they're not connected to the internet.

Noteworthy

Over 3M tourists have experienced immersive augmented reality journeys powered by ARtGlass, the first company to bring wearable AR tours at cultural sites to scale.

Mission

To provide cultural sites and attractions with the tools and support they need to tell more compelling stories through user-friendly augmented reality software.

Founder and CEO Greg Werkheiser



Greg Werkheiser is an American educator, lawyer, speechwriter, and entrepreneur. Named among America's leading civic educators by the Carnegie Foundation for Teaching, Werkheiser has led and created several influential centers to reinvent leadership education for public problem-solving. He is a frequent speaker on topics including the societal implications of the exponential growth in technology, the value of heritage preservation, the evolving nature of public leadership, and the necessity of political engagement.

As seen in



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