

# Hexagon Acquires Melown to Strengthen 3D Visualization Capabilities



Hexagon's Geosystems division today announced the acquisition of [Melown Technologies](#), a Prague-based technology company from Ivo Lukačovič's investment company, Helifreak Limited. Melown Technologies develops mass-scale computer vision and advanced visualization technology for interactive web-based rendering, enabling high-performing 3D visualization of digital urban and natural landscape models that are derived from aerial and terrestrial reality-capture sensors.

"Melown Technologies has been the subject of takeover bids and offers of strategic cooperation for some time," says Lukačovič. "The bid from Hexagon was the most interesting as it offers us the best prospects for the future development of the company."

"At Hexagon, we make the world machine readable and subject to the power of analytics to ultimately boost efficiency, productivity and quality for our customers," says Jürgen Dold, President of Hexagon's Geosystems division. "We are very excited that Melown Technologies is joining our organization as it strengthens our competence and technology portfolio to accelerate the accessibility of 3D digital realities that are captured with our broad portfolio of reality capture solutions."

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