



206 E. 9th Street | Austin, TX | 78701  
T. 855.545.3777 | [pristine.io](http://pristine.io)

1637 Wazee Street | Denver, CO | 80202  
[inspirato.com](http://inspirato.com) | T. 303.586.7771.

PRESS RELEASE  
For Immediate Release

## **Pristine Smart Glasses Partner with Luxury Travel Brand Inspirato**

**January 21, 2016** – Smart glass technology Pristine announces today a partnership with luxury travel leader Inspirato. Pristine has traditionally worked with service teams in the manufacturing, aviation, and healthcare industries to save valuable time and further advance decision making and technology. They provide an array of wearable smart glasses that allows visual communication between two users across the globe. It is completely hands free so that the recipient can have a full vision of what the user can see. In the past, Pristine has allowed for increased productivity by eliminating the need for inspectors to travel to each location.

### **About Inspirato**

Established in 2011 and partnered with American Express in 2013 Inspirato is the industry leader for membership luxury travel. With over 500 destinations around the globe, members can experience it all. However, managing so many properties worldwide calls for a lot of maintenance and upkeep. Inspirato intends to use Pristine technology to further connect their executive team in Colorado to local teams around the globe. Should a location be hit by a natural disaster or in need of upkeep, Pristine technology connects the two.

### **Looking Forward**

Meeting with Inspirato CEO Brent Handler, he couldn't help but express his excitement regarding the partnership saying,

*"Property maintenance is only the beginning of how we plan to utilize Pristine. Down the line, we envision using the glasses to simulate an experience for our members right from their home. We find more often than not members only have two weeks at any given time to get away. They find themselves thinking, Italy or France? With this technology, we can bring them Italy and France from their living room. We can use this technology as a tool to further promote our experience and engage our members. That's what I'm excited about."*

### **CONTACT:**

Kayla Dreisinger, Jones-Dilworth Inc.  
[kayladreisinger@gmail.com](mailto:kayladreisinger@gmail.com) or 587.888.4915