How AutomationML can help to present products
24.10.2018
CMC Engineers GmbH

> Technical Visualization since 2010

> Focus on Virtual Reality, Augmented Reality, Interactive 3D

> System Integrators & Partnerships
  - Reflekt, DAQRI
  - EasternGraphics
  - Solidpro, Inneo, Cinteg
Trend: Virtual Reality

„The Holodeck is here: Virtual Reality is trendy.“
Digital Insights

„Virtual Reality is the next Mega-Trend in Tech.“
Bloomberg.com

„Virtual Reality will be an important platform for businesses.“
BusinessInsider.com
Virtual Reality Usecases

> Virtual Reality Marketing & Sales
> Virtual Reality Engineering
> Virtual Reality After Sales
Use case: Marketing & Sales

- Producers want to present their products as best as possible
- Easy-to-use content / Users are no specialists
- Where does the content come from?
- How to handle variety?
Examples
What is the Idea of AML within Marketing & Sales?

> Product Engineering produces CAD-Data -> DMUs

> Simulation Engineers create simulations!

> Why not using this data all the way through the sales presentations?
CMC ViewR

> Make Virtual Reality **accessible for everyone**

> Deliver an **easy-to-use** VR software for the „**standard**“ user

> Offer **individualization** & flexible concepts
CMC ViewR - Features

> ViewR is perfect to visualize **mechanical assets**
  - STP/STEP
  - IGES/IGS
  - FBX, DAE, DXF, OBJ
  - XYZ & GLTF in development

> **All common VR Headsets** and more
  - HTC Vive, Oculus Rift, Windows Mixed Reality
  - Powerwall support for group interaction
  - AR integration with DAQRI & Meta

> **Fast import & Intuitive Workflow**
CMC ViewR & AML?

> We made AML our standard format!

> Import and Export AML datasets easily

> Make instant VR Experiences of full working products, machines, lines etc.

> Animations, Kinematics, Controls, ....
Virtual Reality @ AP&T
VR Workflow
Conclusion & Vision

> Visualization highly demands a standard for functional models

> Reduce time, costs & nerves by a consistent data usage

> VR is just a medium – Content is King!

> Spread the usage to other resorts

We Promote AutomationML!
Thank You