



How AutomationML can help to present products

24.10.2018



CMC ENGINEERS
the creative engine

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

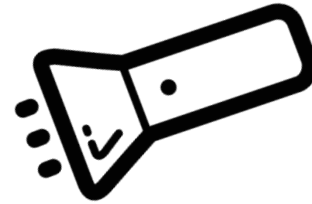
„Virtual Reality will be an important platform for businesses.“

BusinessInsider.com



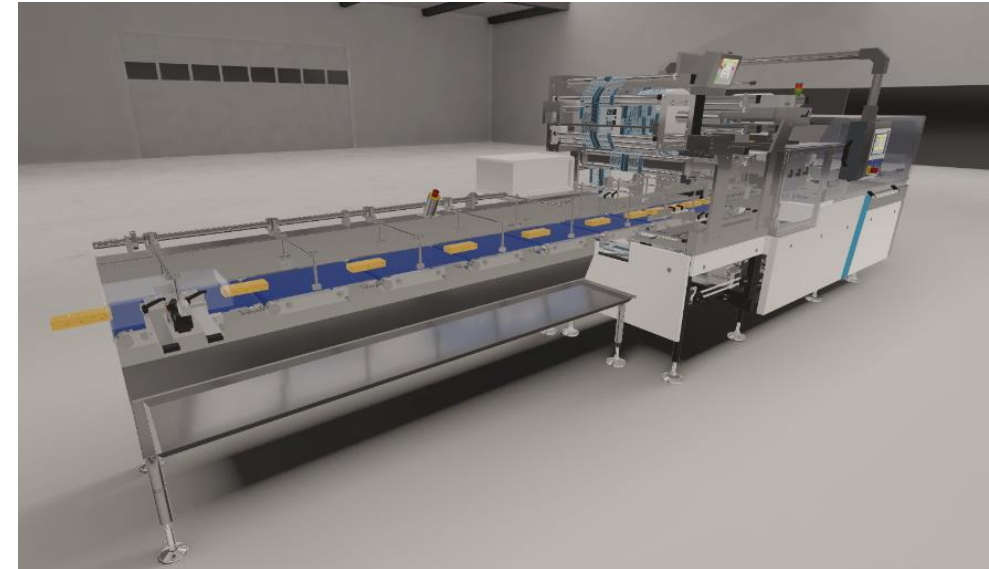
Virtual Reality Usecases

- > Virtual Reality Marketing & Sales
- > Virtual Reality Engineering
- > Virtual Reality After Sales



Usecase: 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?

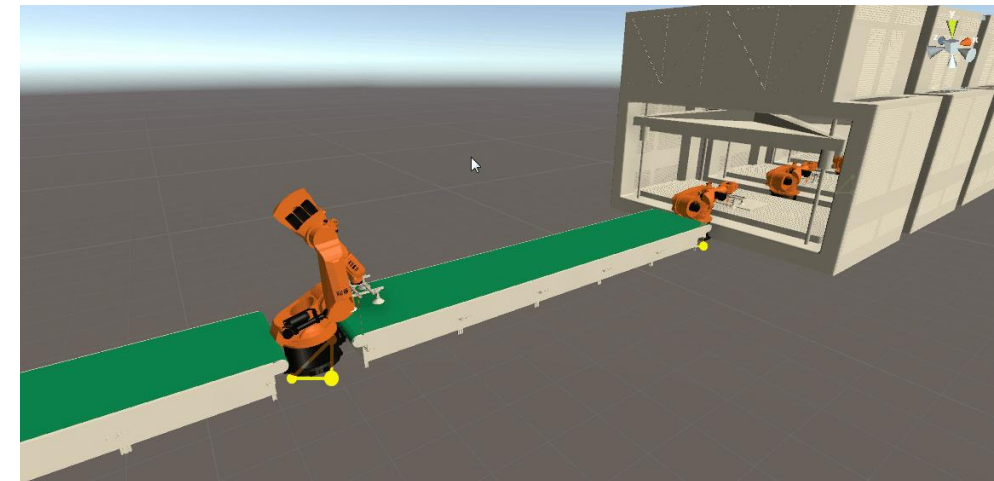


Examples



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
real virtuality



solidpro VR
Ein Unternehmen der Bechtle Gruppe
Übertragen Sie Ihre SOLIDWORKS Modelle in kürzester Zeit in die virtuelle Welt



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

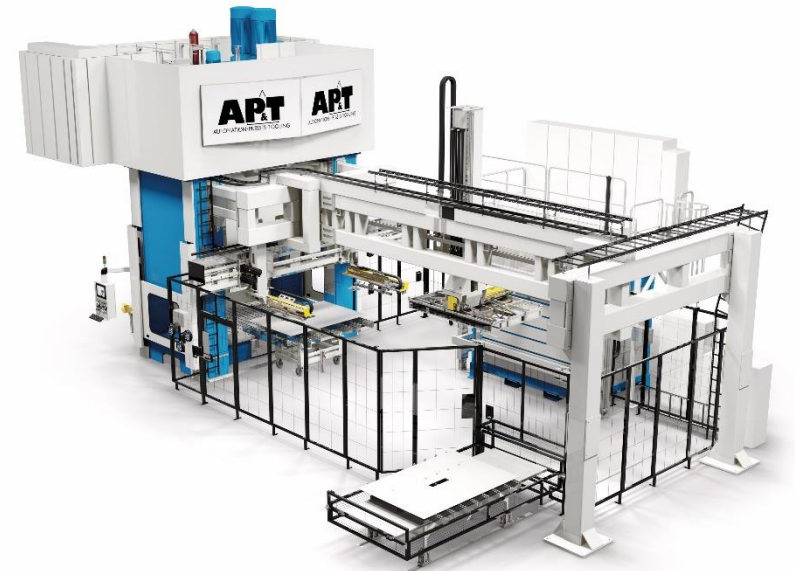
> **Fast import & Intuitive Workflow**



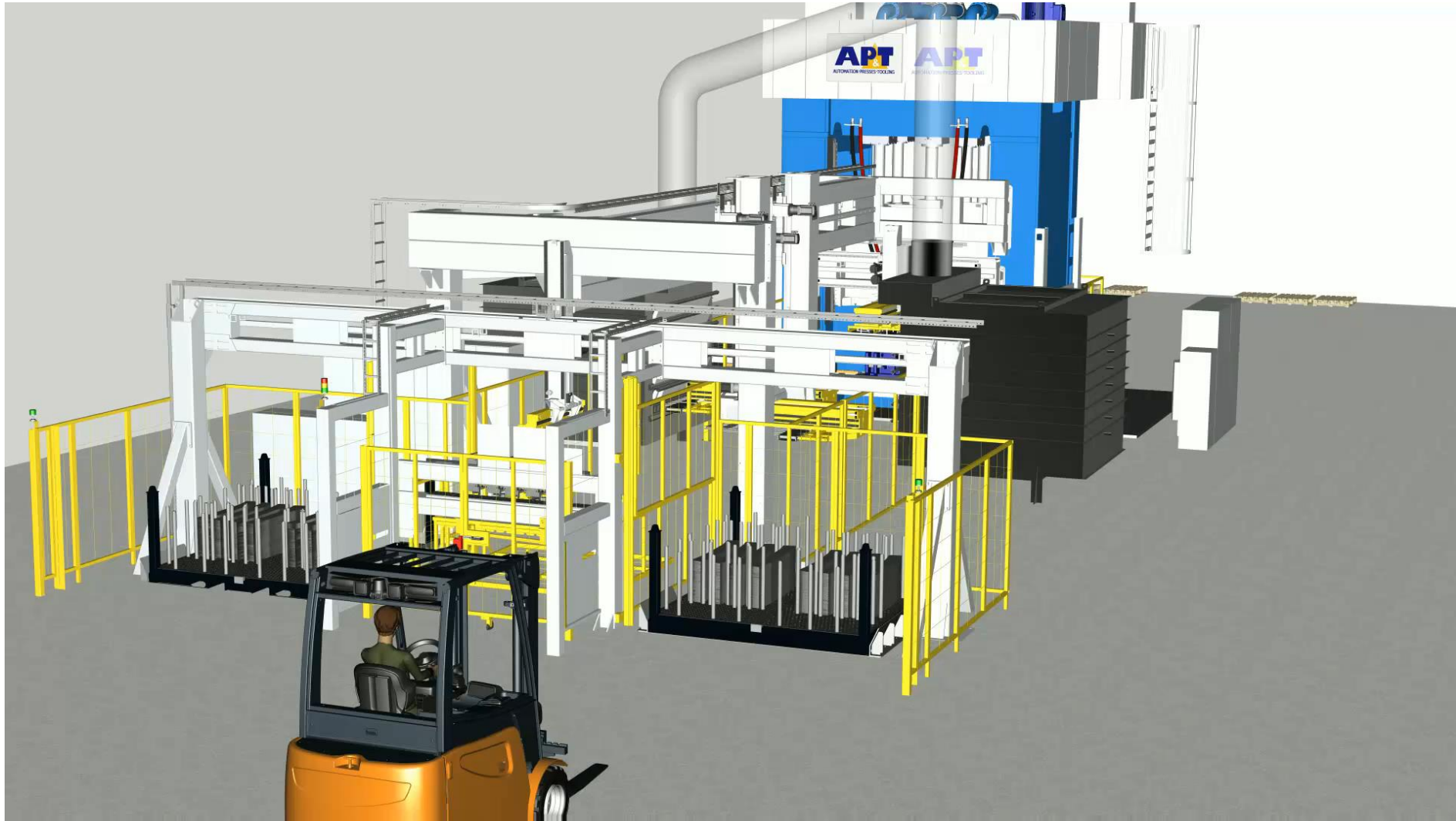
CMC ViewR & AML?

<AutomationML/>

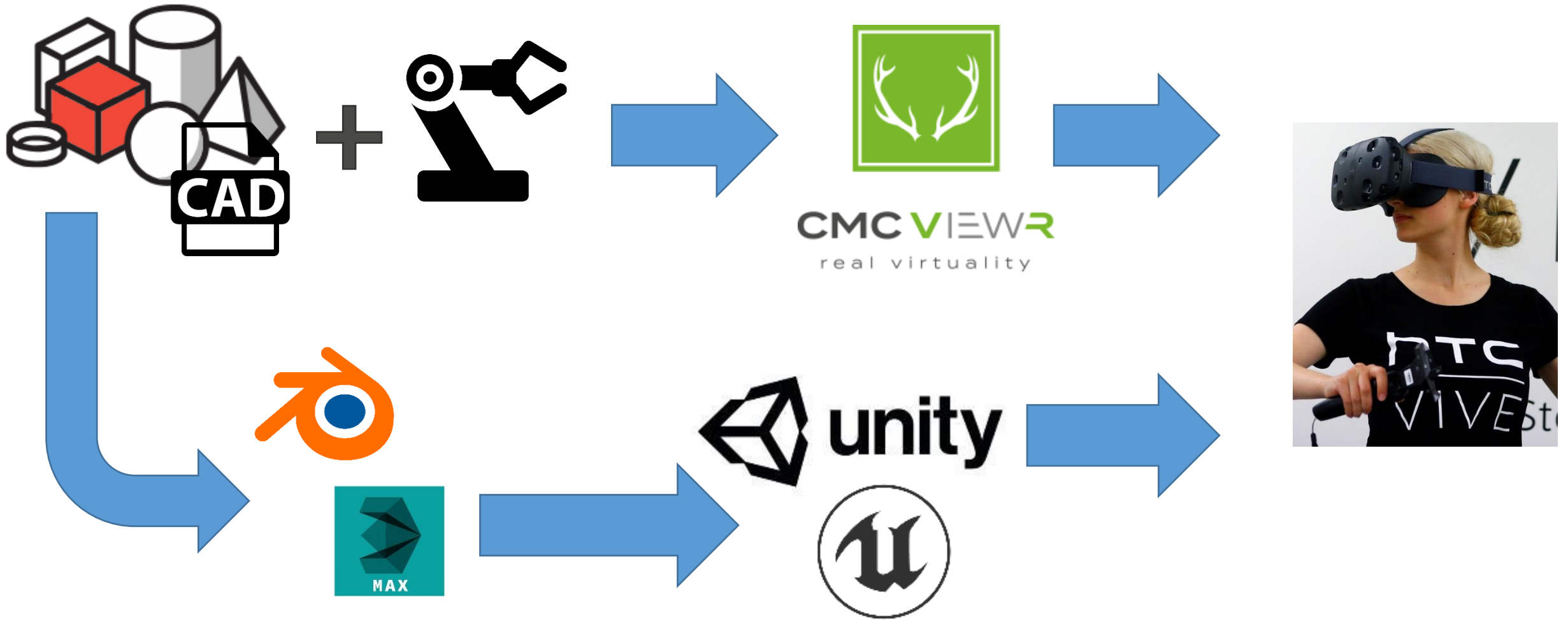
- > We made AML our standard format!
- > Import and Export AML datasets easily
- > Make instant VR Experiences of full working products, machines, lines etc.
- > Animations, Kinematics, Controls,



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!





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Thank You