



INDUSTRY 4.0 | EGGERSMANN VR PRODUCT PRESENTATION

VR INSIDE VIRTUAL REALITY MAKES THE COMPOST TURNER TANGIBLE

“The VR application, which has allowed us to show our new compost turner in operation, has been a big hit with trade show visitors and those attending the presentations. We have received lots of feedback in this regard.”

(Eggersmann Gruppe, Marienfeld)

The task

The latest generation of compost turners is to be designed and implemented as a trade show highlight

Eggersmann Anlagenbau based in Bad Oeynhausen is one of the leading experts in the field of recycling technologies. The entire Eggersmann Group regularly showcases its innovative solutions to an international audience at the IFAT, the world's leading trade show for environmental technologies. The

trade show is held in Munich every two years and is a meeting place for those in the industry. The technology leader uses every media option available for its trade show presence – from the Group's own news magazine to a series of presentations and films. There is also space for the newly developed machines on the exhibition area spanning roughly 750 square meters.

Eggersmann was on the lookout for an innovative presentation option for the trade show held in 2018. The aim was to make their trade show highlight „BACKHUS CON 60“, a machine for efficient turning of compost heaps, an interactive and tangible experience.

The solution

Simulated compost turning in the actual operator's cab

The BACKHUS CON 60 was accepting visitors at the booth. Inside the operator's cab, virtual reality headsets (HTC Vive) were provided in order to simulate both the turning process with a freely controllable image of this machine as well as heap navigation and covering using the 55 (also new).

This meant that the user sat in the actual operator's cab and controlled the simulated application themselves using the joystick.

A monitor allowed visitors to the booth to experience the staged trip from the operator's perspective. In addition, a virtual camera made it possible to see everything that was going on from above – the virtual compost turner controlled by the user at work.

Conclusion

Because the user sat in the actual operator's cab of the compost turner and was able to navigate the virtual world using the joystick, the user experienced the simulation as being „incredibly real“. A presentation that attracts a great deal of attention and which was able to make the application advantages of the machine tangible in a playful manner.

Advantages

The product presentation, which is developed immersively using virtual reality, draws the user right into the action. The user does not watch how a machine works, but controls it interactively via the simulated application.



Product presentation by means of VR

- ... is an innovative way of making a product tangible.
- ... leaves a longer lasting impression as the user is "actively involved".
- ... allows complex applications to be simulated in real life.
- ... can be used both on-site during customer visits and as a demo application.
- ... has a playful element to it and therefore "appeals to the inner child".

If you would like to know more, please get in touch with us, visit our demo room in Rheda-Wiedenbrück or write us a message.

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