



Realistic Photo-Quality Exploded Views of a Hydraulic Cylinder from Sandner-Messtechnik

Global Marketing at Significantly Reduced Costs

New economy concepts are increasingly finding a receptive audience in traditional industries. Of special interest in manufacturing is the fact that these types of technologies are being utilized for marketing and sales. A majority of products are represented as 2D or 3D CAD models in the form of digital drawings, and one innovative multimedia agency is actively engaged in taking these existing data and working them into realistic photo-quality 3D models. VRML is considered the preferred format here; as a data export format it is winning recognition as the smallest common denominator for nearly all CAD systems, and it is optimized for the Internet. The 3D models can be encrypted and are interactive, i.e. the viewer can rotate and roll the products in any desired way and, if the producer's concept envisions this, supplemental information might be requested or ordering processes might be initiated.

Application case history: The company Neue Mediale Agentur für Design und Technik ["New media agency for design and technology"] implemented the above approach for its customer Sandner-Messtechnik GmbH using the 3D technology of Bitmanagement Software GmbH with headquarters in the town of Berg southwest of Munich. The company wanted to offer visualization of its internationally marketable product, a cylinder with hydrostatic bearings, on the Internet to market it in geographically remote markets. The ISO standard VRML was chosen for this visualization. The agency used existing data to visualize the desired variant of the advertised product. The time required for data reduction, graphic workup, and to incorporate interactivity, navigation and documentation was just

four days. Now a potential customer of Sandner-Messtechnik can view the product on the Internet and glean detailed information from the exploded view drawings. The viewer can also select language options from a large pool of languages. This is a way in which a mid-sized company can present specific products to a global audience in a self-explanatory format. A mailing campaign from Germany, whether by postal mail or e-mail, helps a company to acquire new customers without extensive business trips, visits to trade fairs or an additional sales office.

Moreover, the generated 3D models have other useful purposes as well. For example, the 3D models prepared in this way were added to the CAD database, and they were implemented in a production info terminal where they are available to employees as part of an interactive manual. Of course, the prepared technical documentation could also be provided to the customer as part of a post-sale service.

According to information from Sandner this approach landed them a large contract with a new customer in Mexico. Very low marketing costs were incurred in acquiring that customer. Without this high-impact presentation of the product on the Internet, the new customer, who has already placed a follow-up order, would not have even appeared let alone obtained any information on this mid-sized company. Besides selling the marketing concept, creating the 3D models and interfacing to an ordering system, the multimedia agency was also able to sell its services for revising the customer's web site. www.neue-mediale.de