



3DEXPERIENCE®

INDUSTRIAL EQUIPMENT **VIRTUAL EQUIPMENT YARD**

Boost marketing campaign and buying experience



ENHANCE SPEED, QUALITY AND REACH OF YOUR DIGITAL PROMOTIONAL ACTIVITIES

In today's competitive economy, industrial equipment companies need exceptional marketing assets to attract customer attention at all purchase points. On a billboard, on the Internet, at a tradeshow, or in their showroom, brands need to facilitate the buying experience while ensuring brand consistency across all communication channels.

Virtual Equipment Yard provides companies with high-end visual marketing assets for all their communication needs. Based on the **3DEXPERIENCE®** platform, this industry solution experience allows brands to engage with their customers throughout the lifecycle of their products. From the earliest design stages through to product launch, **Virtual Equipment Yard** generates photo-realistic still and animated visuals for a wide range of promotional activities. Assets are created from existing 3D virtual geometry, accelerating their creation and distribution. Customers can interact with virtual products presented in a variety of computer-generated scenes enhancing the product experience online, at a tradeshow or in the brand's physical store.

VIRTUAL EQUIPMENT YARD

Improve customer buying experience

Technological advancements have changed the way customers buy products and services. On line or on premise, industrial equipment companies have many ways to engage with their customers. Effective digital marketing tailored to each touch point can help brands reach a wider audience and transform simple visits into purchases.

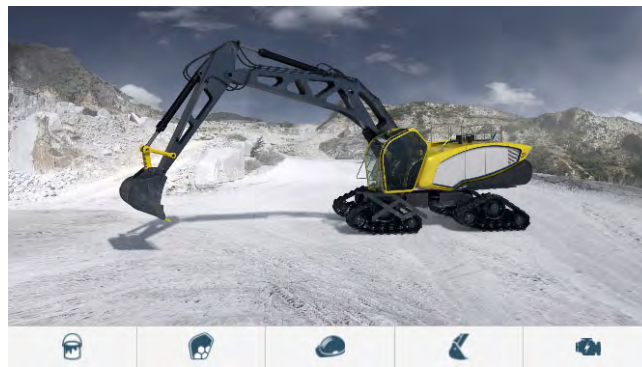
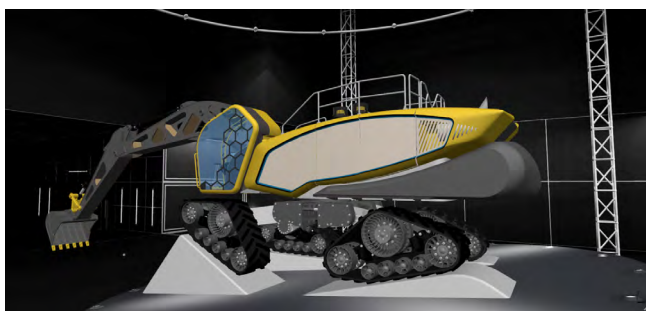
Virtual Equipment Yard delivers high-quality, lifelike digital marketing assets for the promotion of a brand's entire product line in the showroom, at tradeshow or on the Internet. The solution uses real-time rendering technologies, realistic scenery, lighting conditions and effects to create still or animated content for all types of advertising campaigns. Customers can tailor products to their preferences using powerful configuration capabilities that facilitate and create a unique buying experience at all points of sale.

Achieve emotional brand-building

More and more industrial equipment manufacturers see strong branding as a way to ensure customer recognition and to build customer loyalty and trust. They need to create a coherent message, look and feel in their promotional assets to maintain business consistency and sustained market presence.

With **Virtual Equipment Yard**, brands have high-end 3D visual assets that generate a positive response from customers. Computer-generated imagery helps present product characteristics in ways traditional photography cannot, thereby delivering a storytelling component that has a more powerful impact.

Virtual Equipment Yard enables brands to create an emotional link between customers and their products by enabling them to bring products to life when creating their own variations. At the touch of a finger, customers can select colors and options, rotate a machine to see it from all sides and even choose backgrounds for a more realistic and personal view.



Achieve synergies between various touch points

Industrial equipment manufacturers with an international footprint need to coordinate product launch between their globally-dispersed sales and marketing teams. They must deliver a coherent message while tailoring deliverables to the appropriate sales channel and regional requirements.

Virtual Equipment Yard leverages existing 3D design geometry to generate all static and animated marketing visuals because it is based on the **3DEXPERIENCE®** platform and shares the same environment as product design data. This supports fast creation of new assets and helps ensure materials are accurate, up to date and consistent across communication channels. Materials can be duplicated and slightly modified to satisfy local requirements or targeted customer profiles. Companies can save or share a wide range of assets that include films, images, and brochures and deploy this pool of visual assets at all their advertising events creating economies of scale and a coherent brand image worldwide.

For more information, please visit: www.3ds.com/industries/industrial-equipment/

KEY CAPABILITIES & BENEFITS

- Consistent storytelling across multiple channels
- Fast creation of visual marketing assets from existing CAD data
- Reduces floor space required to showcase products thanks to the use of digital technologies
- Eliminates the need for expensive physical prototypes on location by using virtual technologies to showcase the entire product offering
- Online and in-store configurator enables customers to tailor products to their needs

Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3DEXPERIENCE®** Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.

