



Interactive Virtual Demonstrator supports SME understanding and adoption

The GEOFF mode which has been used to demonstrate to SME's how large companies such as Unilever have used VR immersive models in the design process of large "one off" piece of equipment.

Reviewing the virtual model of this complex robotics mixing equipment, ensured that it de-risked any issues arising from the design process and enable operators to be trained prior to the physical equipment being available.

It provided SME's with an understanding of how such technologies could be used in a similar way within their organisations. It also provided an interactive experiential demonstrator to potential supply chain manufactures of components of such machines.

This demonstrator was used at the first launch event for ERDF initiative, the LCR 4.0 project in November 2016 and enabled early interactions with VR technology by potential users.

A number of the SME assists that had VR models developed for them under the programme had utilised this demonstrator prior to their project being scoped.

THE CHALLENGE

Creating something which SMEs could easily understand and see the benefits of how this technology could be adopted for their own processes.

The demonstrator needed to communicate key concerns and challenges faced by SMEs in order for these businesses to understand how such advanced technology can support them in overcoming such challenges.

THE SOLUTION

The interactive demonstrator enabled greater engagement and exploration through a developed virtual environment. SMEs could speak openly with the VEC expertise regarding their challenges to gain a better understanding of the benefits to their company.

THE BENEFITS

The demonstrator helped to inspire ideas for how VR immersive technology, such as that used in GEOFF could help to de-risk product design and modification. SMEs also gained a greater understanding and support from the VEC team, experiencing first hand how immersive technology can be utilised for virtual training, creating a safe and controlled environment for their teams.