

AUGMENTED REALITY IN SERVICE



CADENAS

SETTING STANDARDS



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ptc



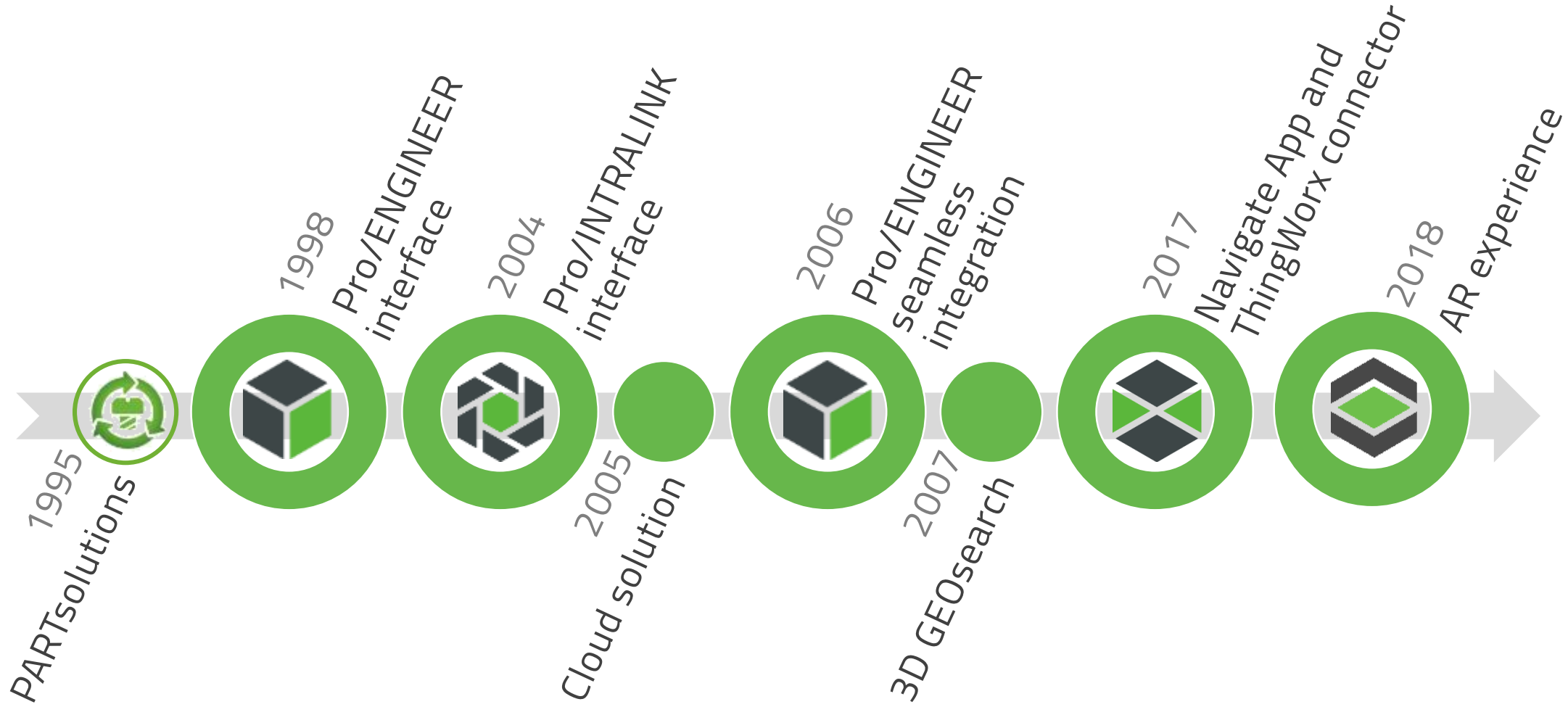
CADENAS GmbH
Augsburg

PTC & CADENAS

Timeline and Commitment

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Close Cooperation in Customer Projects

Examples

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SCHAEFFLER



SIEMENS



ABB



SMS  group



 **BOSCH**



DMG MORI



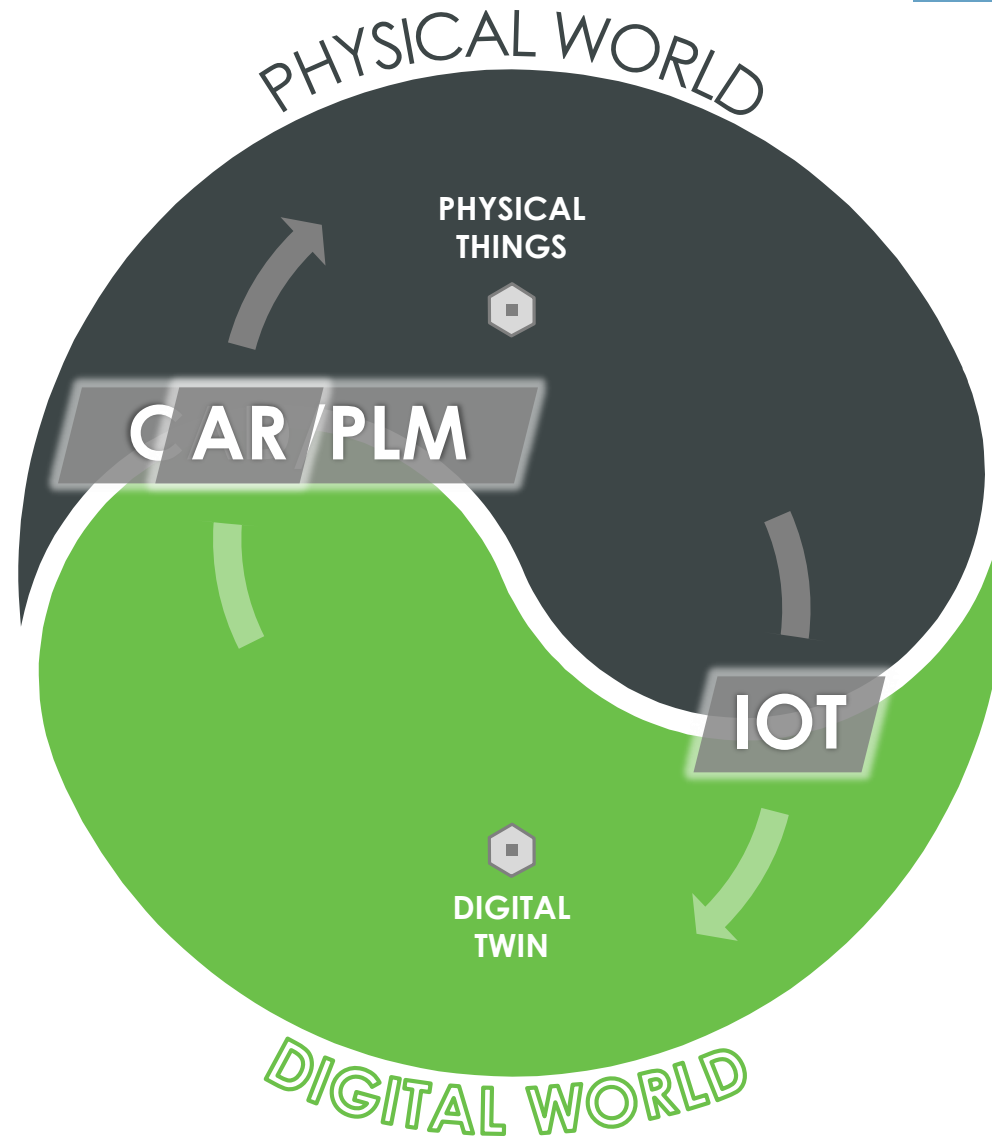
LIEBHERR



FEV



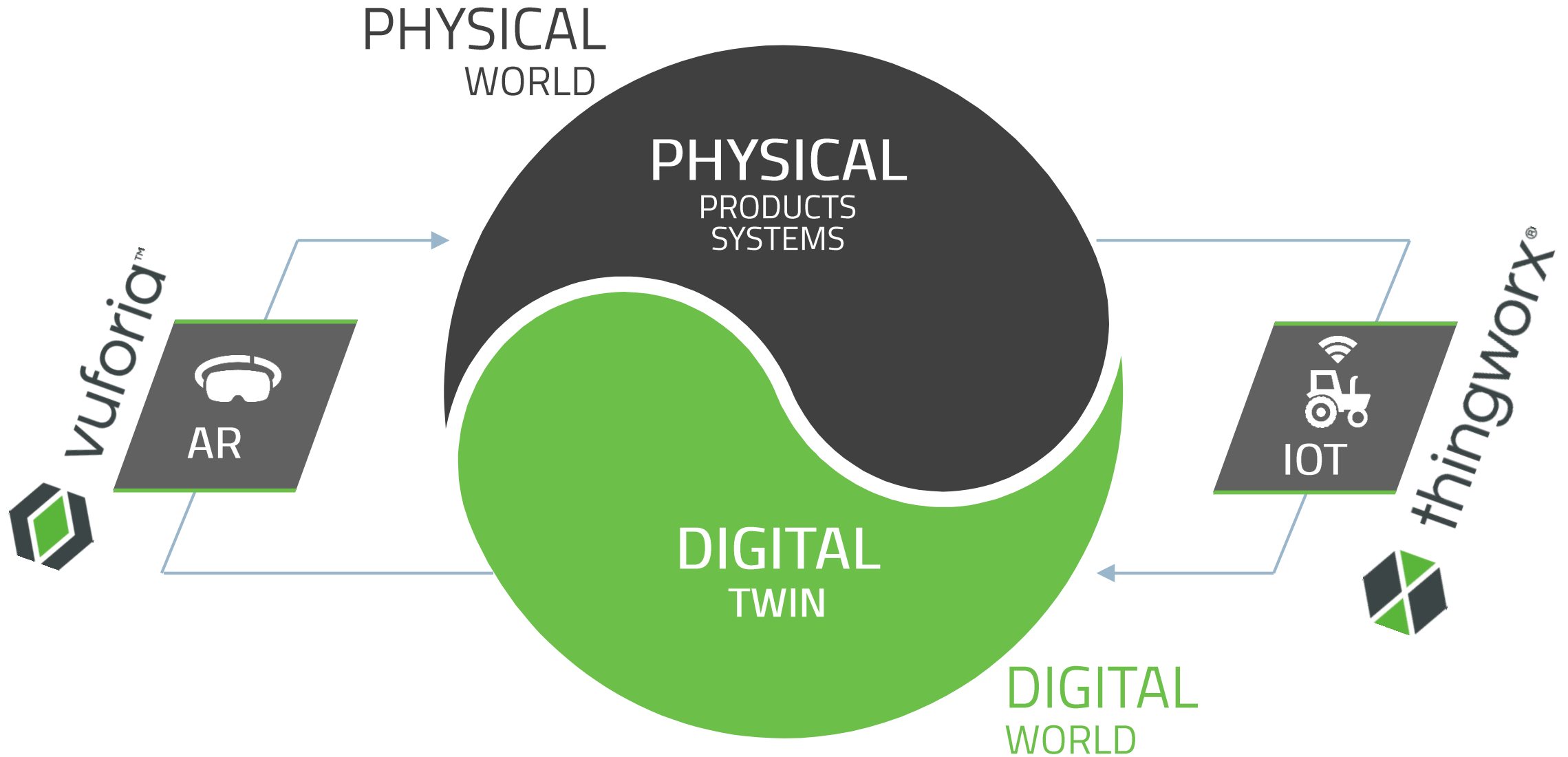
HAAS



Deluge of data requires a new human interface

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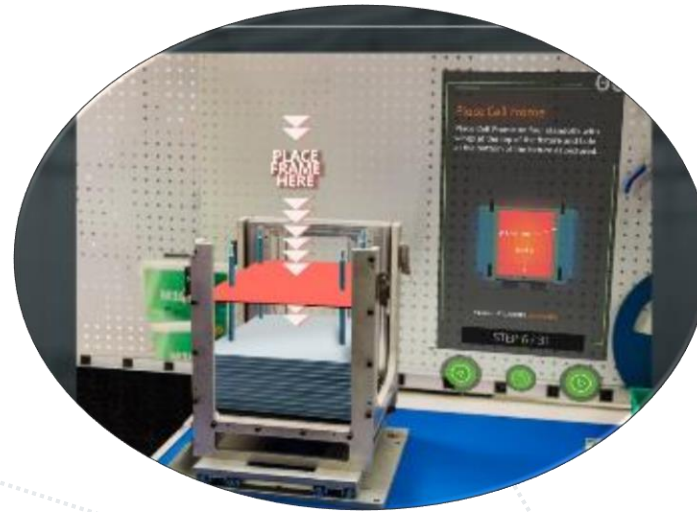
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Scalable, Efficient AR authoring & Publishing

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vuforia® studio™



vuforia™ view

efficiently create scalable
AR experiences for
industrial use cases

access and share AR
experiences across the
industrial enterprise

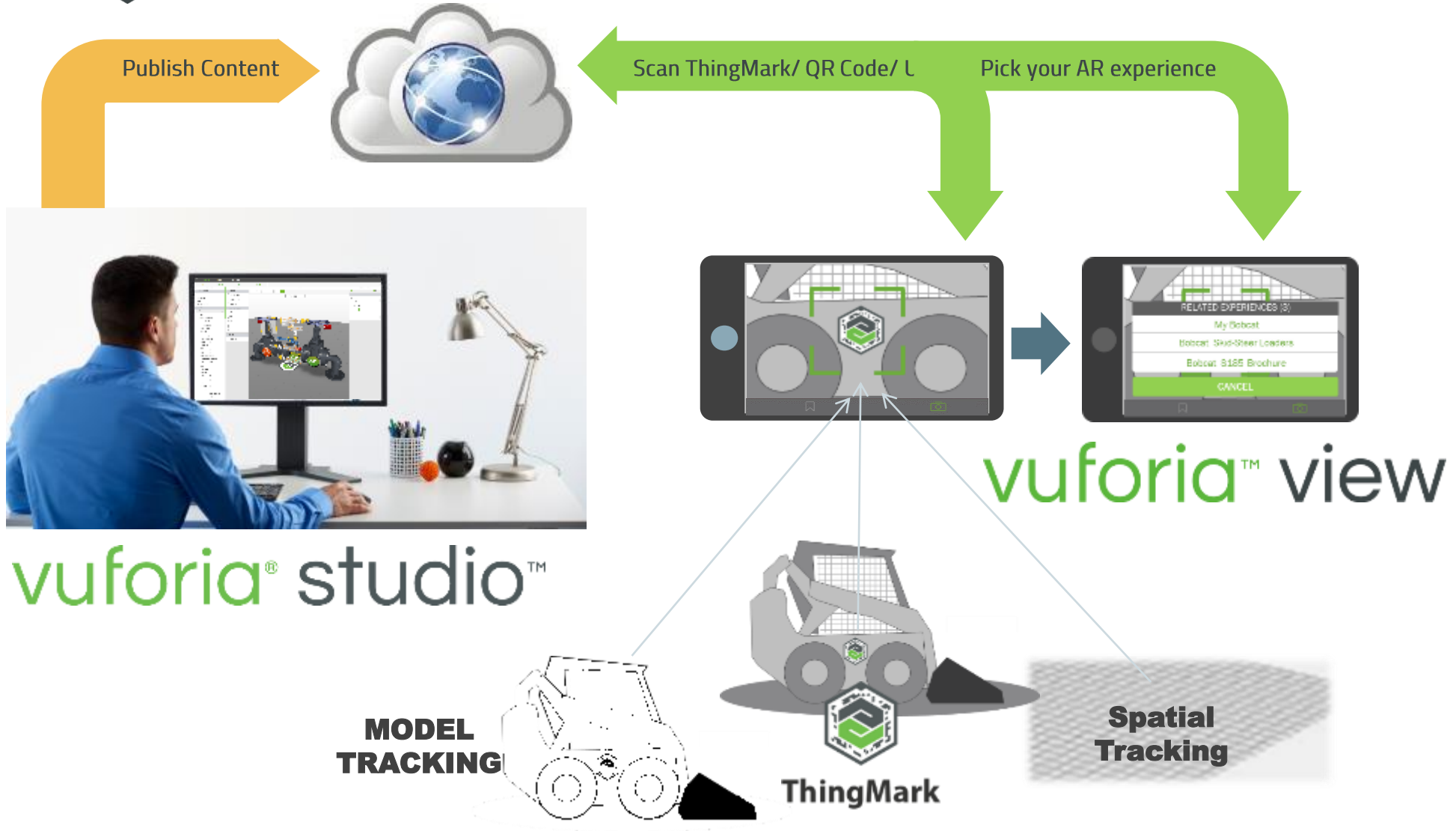
How it works

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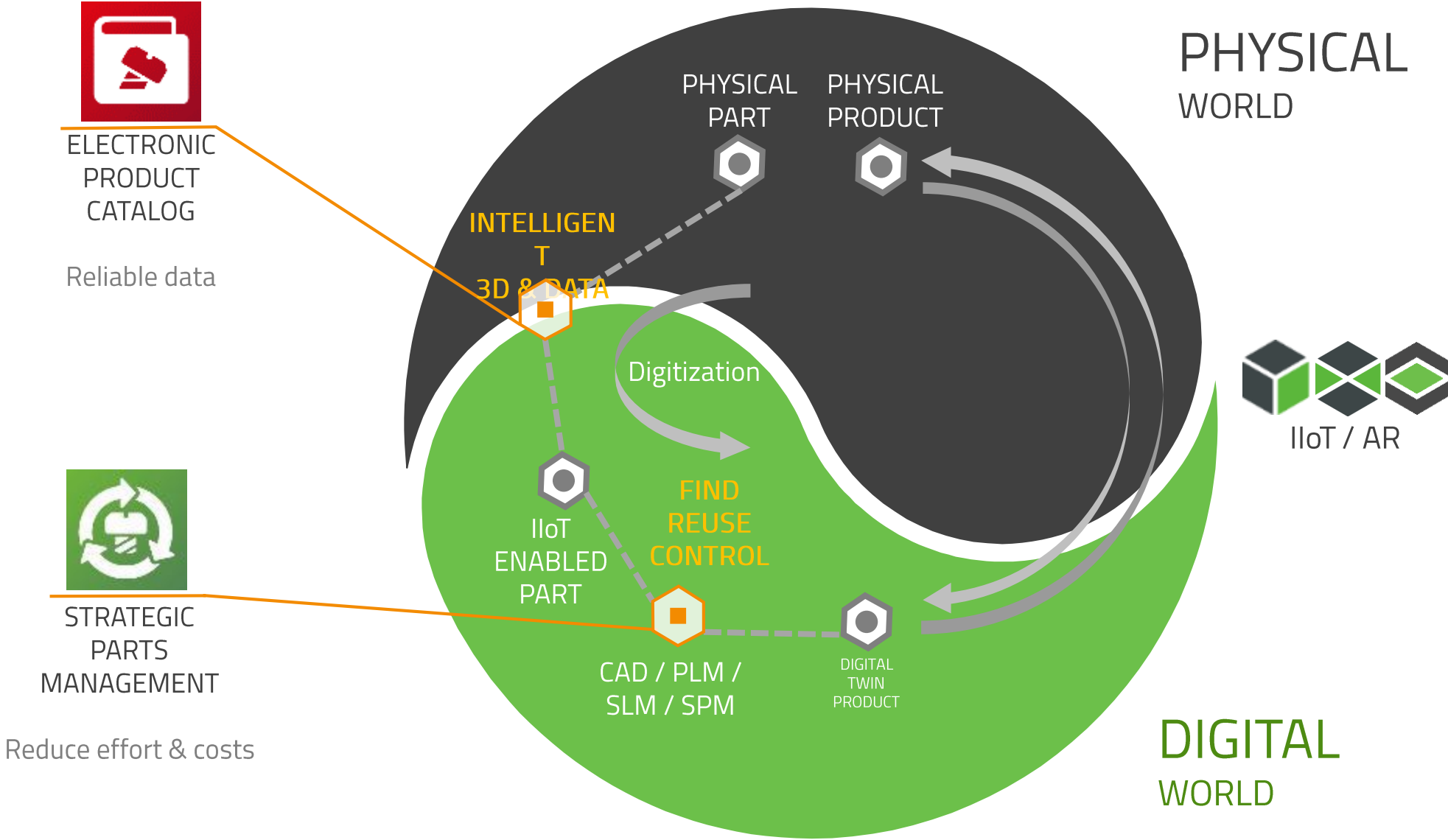
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vuforia™ experience service



CADENAS roles in the digital and physical world



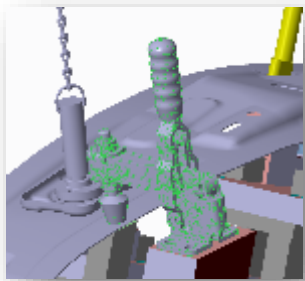
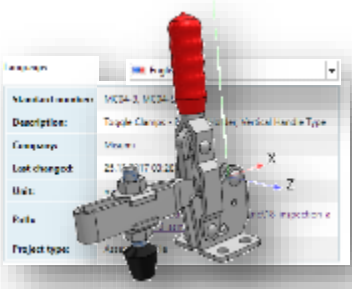
One click AR experience for standard and supplier parts



TIER

OEM

USER



eCATALOGsolutions

Electronic
Product
Catalog



PARTsolutions

Strategic
Parts
Management



creo®

CAD



windchill®

PLM



vuforia™

AR creation



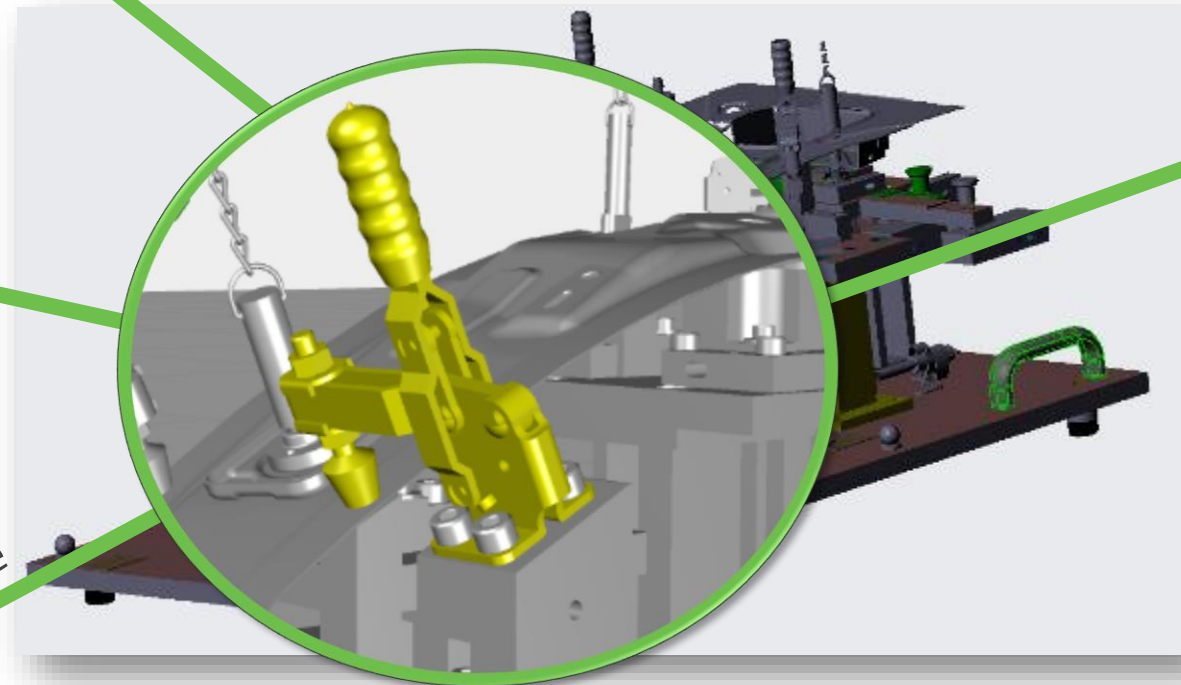
View

AMB





Geometry



PARTsolutions

e.g. GEOsearch

e.g. Price



thingworx

e.g. Stock



e.g. Tension



LIVE



- Extension of AR experience
 - Standardization and re-use of experience
 - Automated ordering of selected parts (PURCHINEERING)
 - GEOsearch in PLM and/or Vendor catalogues
 - Displaying of on-stock quantities
 - Displaying of preferred parts and suppliers/vendors
- Integration of show case in PTC demo center at E4TC in Aachen



This is just the beginning...



Thank you

for your attention

Questions?
Feedback?

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THE INNOVATION COMPANY



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 - [ThingWorx Studio Knowledgebase](#)
- Examples
 - ThingWorx View Gallery tab “in mobile app”

CADENAS unites
manufacturers & suppliers
of components
with the industry!

eCATALOG solutions

CADENAS solutions for
manufacturers & suppliers of components

The Electronic Product Catalog



The software solution to create and promote Electronic CAD Product Catalogs.

The Intelligent CAD Models



More than geometry: Optimal product and engineering data with the maximum comfort and functionality.

The Smart Sales Solution



Know who and where your customers are: Offer products at the right time, right place and to the right people.

The Vertical Marketplaces



Numerous online marketplaces with millions of users to multiply your Electronic CAD Product Catalog.

BIMcatalogs.net



Technologies and Know-hows of the Electronic Product Catalog for the architectural sector

PART solutions

CADENAS solutions for
industrial buyers of components

The Strategic Parts Management

Sustainable cost reduction of standard, supplier and company parts for engineers and purchasers.



The Geometric Similarity Search

Find available CAD geometries in a smart way and classify them semi-automatically.



The Supplier Portal

The platform improves the communication to external suppliers.



The PURCHINEERING Concept

Improves the cooperation between purchasing and engineering.



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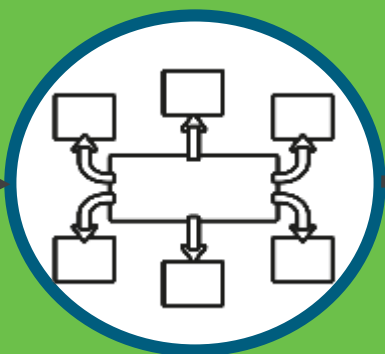
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BACKUP SLIDES

Five Steps to Create a Meaningful AR Experience



Answering Framing Questions



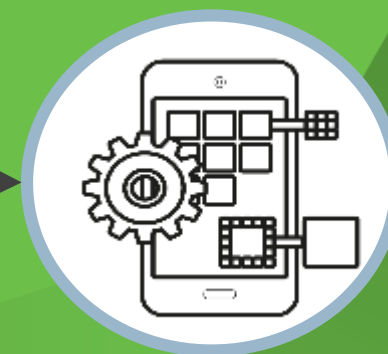
Storyboarding & Design



Gather Data



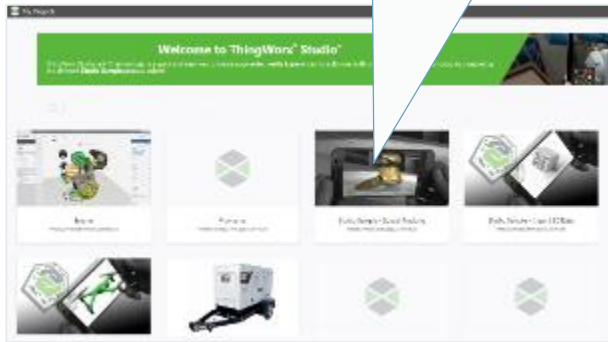
BUILD IT



Application Styling

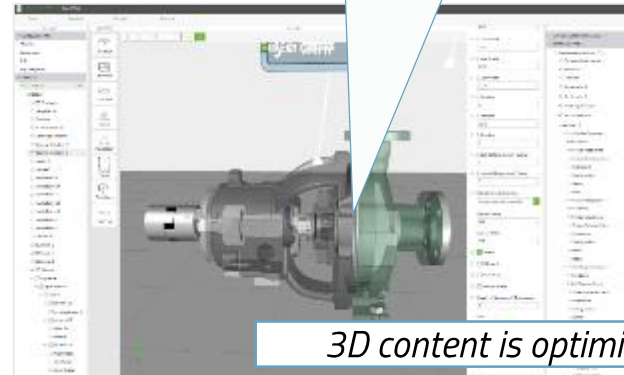
1

Launch Vuforia Studio, login and create project



2

Open and place 3D data



3D content is optimised

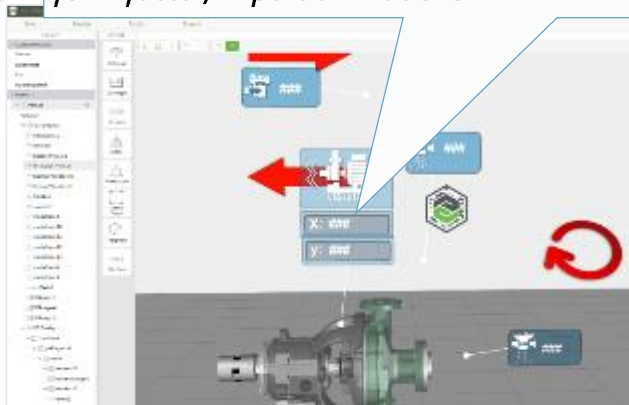
3

Place tracking widget in scene



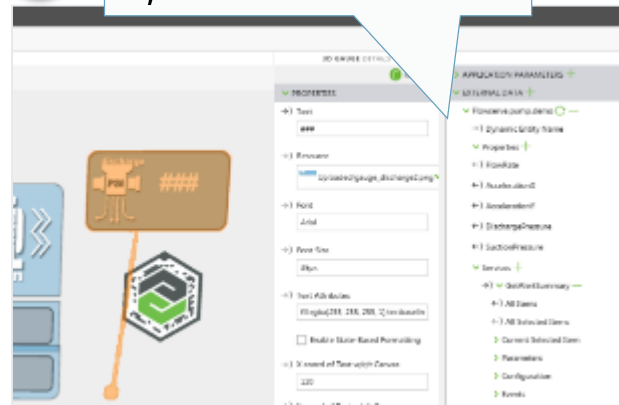
4

Decorate with augmentations; define UX, form factor, import animations



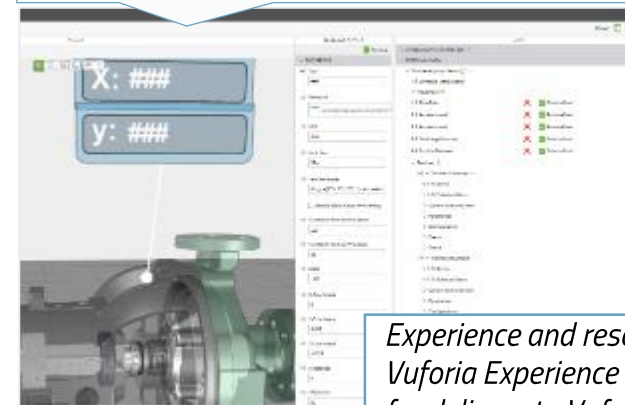
5

Bind augmentations to Thing definition



6

Save and Publish Experience to Vuforia Experience Service



Experience and resources are saved to Vuforia Experience Service and ready for delivery to Vuforia View