

Hevolus presents its new holographic technology and augmented reality solutions for the logistics and maintenance sectors, and the world of retail

*The new solutions HoloWarehouse and HoloMaintenance, designed for the German giant Würth, will be presented for the first time at SMAU Milan, 2018
23rd - 25th October 2018, Padiglione 4, Stand D21*

The 9th of October 2018 - Hevolus (www.hevolus.it) - a leading company in the retail sector for the research and development of innovative business models in 360 degrees – is, for the first time, presenting its innovative mixed reality solutions designed for the **Würth Group**, a world leader in the distribution of products and systems for fastenings and mountings.

The new solutions - HoloWarehouse and HoloMaintenance - propose a shared vision: to change the traditional buying experience and the supplier/client relationship by giving life to even the most complex ideas and information, through the Microsoft HoloLens viewers. These viewers allow the user to visualise high definition 3D holograms and large-scale product demonstrations in physical reality. To provide greater detail, **HoloWarehouse** is an innovative Mixed Reality holo-app made to present and configure logistics solutions, whereas **HoloMaintenance** is responsible for the management of post-sales activities regarding maintenance and remote assistance.

For example, thanks to HoloWarehouse, it will be easier for a mechanical company to understand how to improve safety in the workplace. Meaning, they can now receive both current and potential Würth clients, by installing automatic dispensers within their own manufacturing establishments, dispensing Würth safety equipment (including gloves, masks, safety glasses, etc.) Thanks to Hevolus' technology and to Microsoft's HoloLens, the 3D hologram of the dispenser shows how it works: by swiping an electronic badge, the dispenser provides the worker with personalised safety equipment on the basis of their work task, guaranteeing the company the ability to trace their daily product stock and allowing real-time management of re-orders.

However, in the case of failure or malfunction, thanks to HoloMaintenance, **Würth** can deal with maintenance operations swiftly or even repair the dispenser directly. This is done by obtaining the necessary information either from the 3D hologram or remotely by video-calling a specialised technical support team, who are able to see exactly what the onsite operator can see through the HoloLens, thus addressing the diagnosis and intervention procedures. Thanks to its versatility, HoloMaintenance is the ideal solution for the

maintenance activities of any company with equipment that needs assistance, exceeding the limitations of time and space.

For Hevolus, the **SMAU event in Milan 2018** (23rd-25th of October 2018) is the ideal setting in which to present a preview of these new solutions that are dedicated to improving customer experience (**Pad.4, Stand D21**). During the event, in addition to the successful collaboration between Hevolus and Würth, they will also be awarded with the **SMAU 2018 Innovation Award**.

HoloWarehouse uses holographic technology developed by Hevolus through Microsoft's HoloLens. Indeed, Hevolus is amongst the first Italian companies to become a **Microsoft international partner for Mixed Reality**.

Having always been committed to implementing a predominantly female management, Hevolus' own female CEO Antonella La Notte comments on the company's participation at the SMAU event:

"We are proud to take part in the SMAU event again this year, continuing to bring technological innovation to a sector that, up until recently, seemed unthinkable: the retail world. For businesses, Mixed Reality represents an incredible opportunity to give its clients the gift of a unique buying experience. We are pleased that such a valued partner like Würth have put their confidence in us to take customer experience to a new level."

Hevolus will exhibit their latest innovations onsite, and amongst them will be their latest research programmes and **Photoplanner**, another innovative solution which was designed for **Natuzzi**, the biggest Italian company in the furniture sector. Thanks to this solution, simply taking a photo of the desired room to be furnished will be enough for the client to then be able to experience first-hand the excitement of Mixed Reality in a Natuzzi store: by putting on the Mixed Reality viewers, the client will be able to "visit" their own home, choosing furniture templates, trying them in different colours and materials, and experimenting with how they would look within the chosen room.

Hevolus

Hevolus is an international B2B company, specialised in the research and development of innovative business models capable of transforming processes and its customers experiences. It addresses the retail sector of the furniture industry and of any company with an important B2B and B2C retail network. Hevolus deals with Corporate Open Innovation for the multinational company Würth, with successful projects aimed at several key sectors of the group, including carpentry, cruise ships and yacht building, the wood industry and the manufacturing industry. Using disruptive technologies to create an engaging and exciting customer experience, Hevolus' offer is ready to go and includes the study of the customer journey, the design of business models, the development of necessary software, as well as operational tests. With a female-led management, today Hevolus has an important technological ecosystem and collaborates with SER&Practices, a spin-off within the IT Department at

the University of Bari – Aldo Moro and with SERLab, a research laboratory within the same IT Department. All the solutions offered by Hevolus are characterised by technologically innovative content (Mixed Reality and Azure, Artificial Intelligence, Microsoft Dynamics and cognitive services). Hevolus' main references are: Würth Italia, Würth Group, Natuzzi, Veneta Cucine, Maronese ACF, and Gessi.

For more information please visit: www.hevolus.it.

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