



Future is now

// TRANSFERRING DIGITAL TWINS INTO COMMUNICATION

02/03/2024

AGENDA



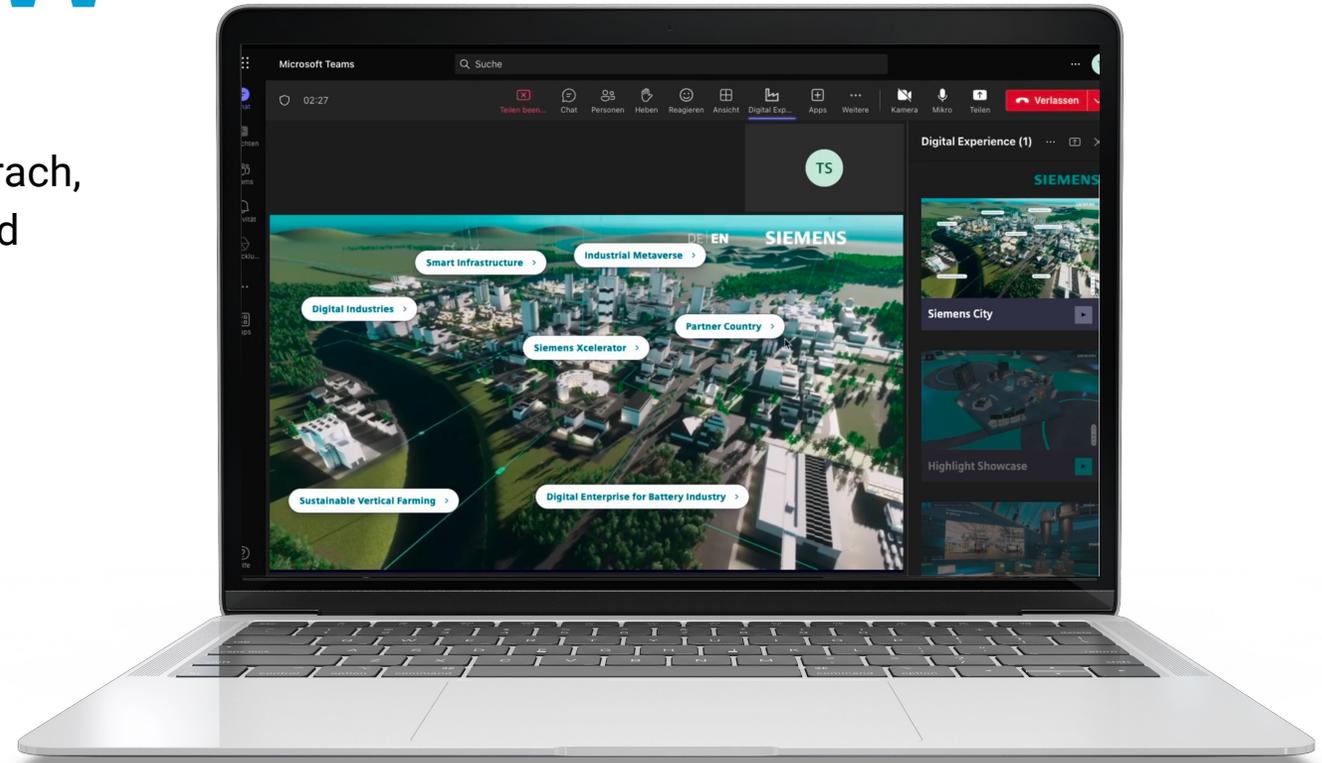
1. ABOUT CUE
2. TRANSFERRING DIGITAL TWINS
3. THE CUE WORKFLOW
4. PLAYOUTS & USE CASES
5. BENEFIT & ADDED VALUE
6. WHAT CAN WE DO FOR YOU?

1. ABOUT CUE

FUTURE IS NOW

We are team of digital experts based in Herzogenaurach, Bavaria, with a network of specialists in Germany and Europe.

We transfer products and systems as 3D Twins into daily business communication.



YOUR CONTACT PERSON

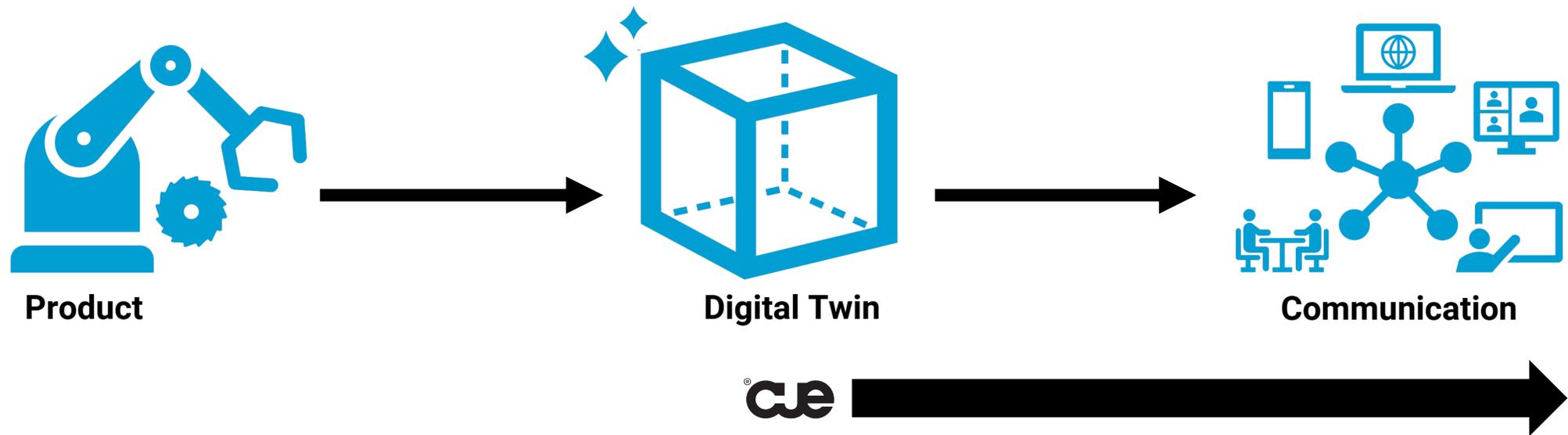
BENNI LECHLER



- Owner and CEO cueconcept GmbH
- Dipl.-Ing. Event and Production Technology and MBA Event Marketing
- Business Development Expert
- Passionate about 3D and technology for people
- Curious and enthusiastic
- At home in the Black Forest
- Family and nature lover

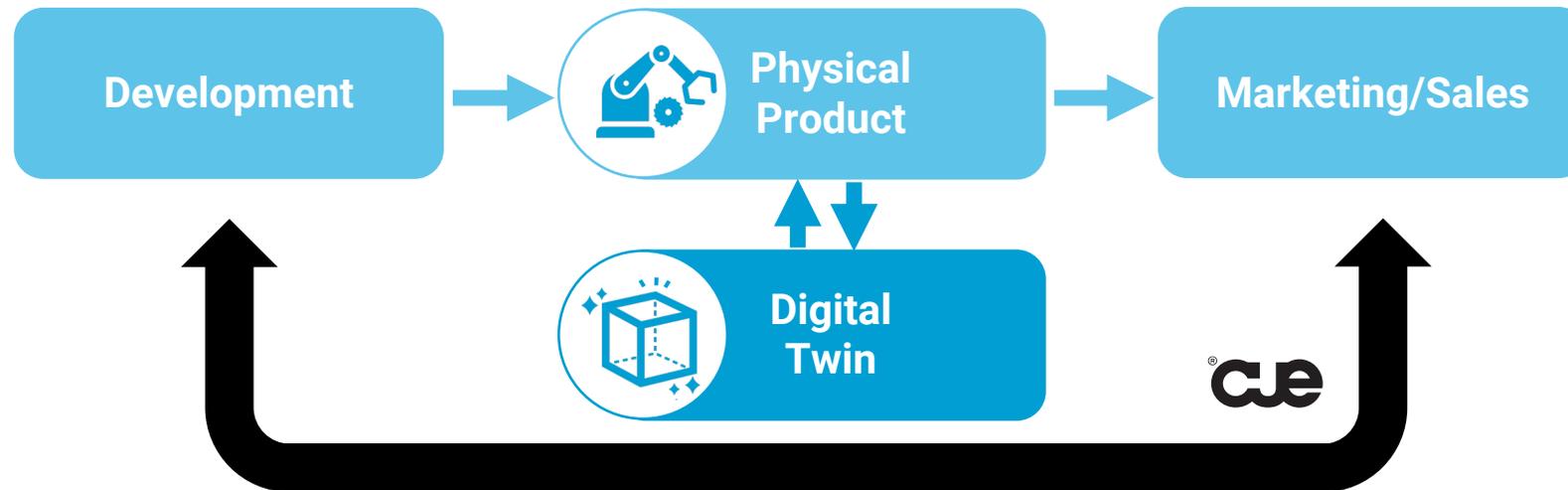
WHAT WE OFFER

As digitalization experts, we develop software solutions to **transfer 3D twins into online and offline communication.**



WHAT YOU GET

Product-centric 3D communication in real time between devices, systems, and people. The result is optimal connectivity and collaboration for sustainable sales success.



OUR SERVICES

Tailored and connective 3D/digital twin communication & interaction solutions.

- Software/Technology: Consulting, Architecture, Conception, Development, Implementation
- Process Analysis, Modeling, Design
- Data Structuring, CMS/DIP/Interfaces
- 3D Data Preparation, Digital Twin Beautifying and 3D & XR Creation
- Frontend: UX/UI Conception, Design and Implementation
- Database System Design and Implementation
- Analytics

OUR CLIENTS

SIEMENS

BÜHLER

KRONES

rexroth
A Bosch Company

DMG MORI

brose
Technik für Automobile

2. TRANSFERRING DIGITAL TWINS INTO COMMUNICATION

DISRUPTIVE INNOVATION

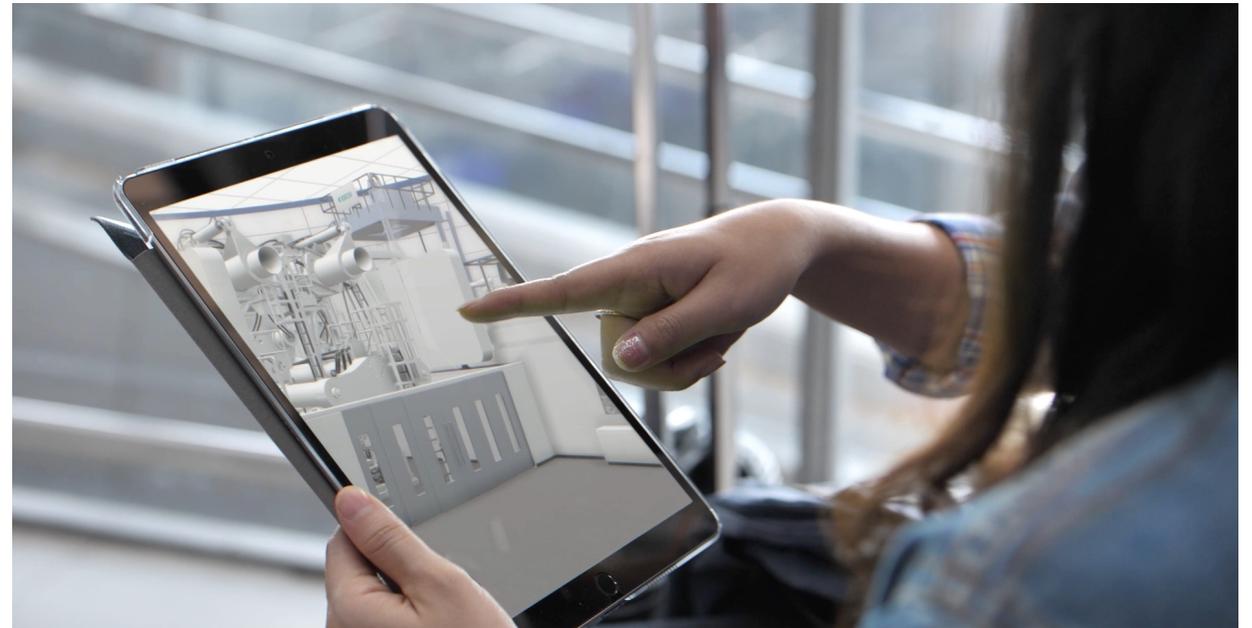
3D twins as intelligent digital equivalents are the disruptive innovation of the Industry 4.0.

Thanks to the latest developments such as 3D technologies, cloud platforms or 5G, **real-time communication between devices, systems and people unleashes an almost unlimited use potential!**

- Prototyping
- Omnichannel integration
- Online/ offline playout
- Connectivity
- Interaction / Collaboration

INTERACTIVE THROUGH DIGITAL TWINS

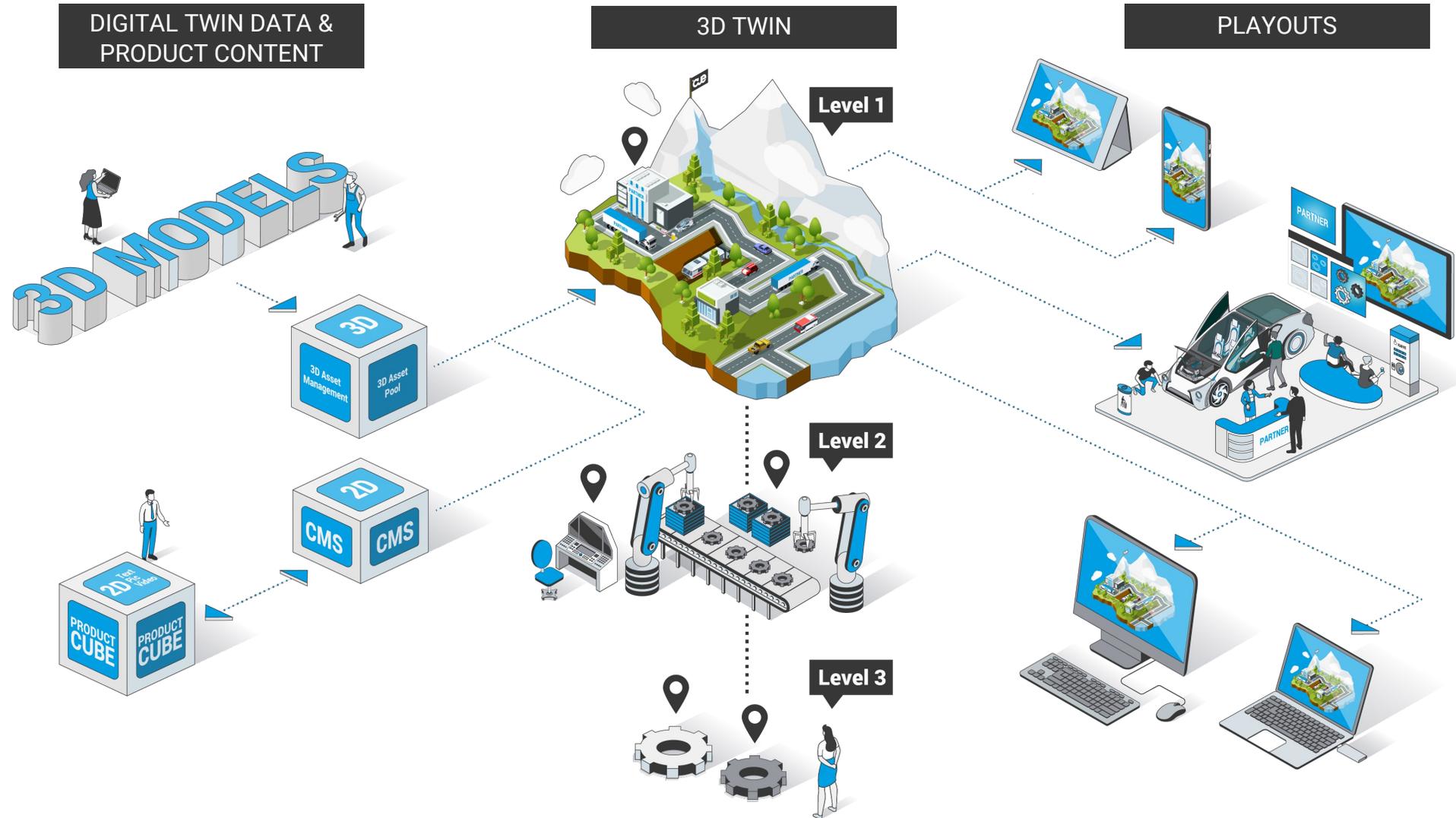
- Full complexity in storytelling
- Collaboration plus product experience
- 100% information for user / customer
- Flexible content filtering & personalization



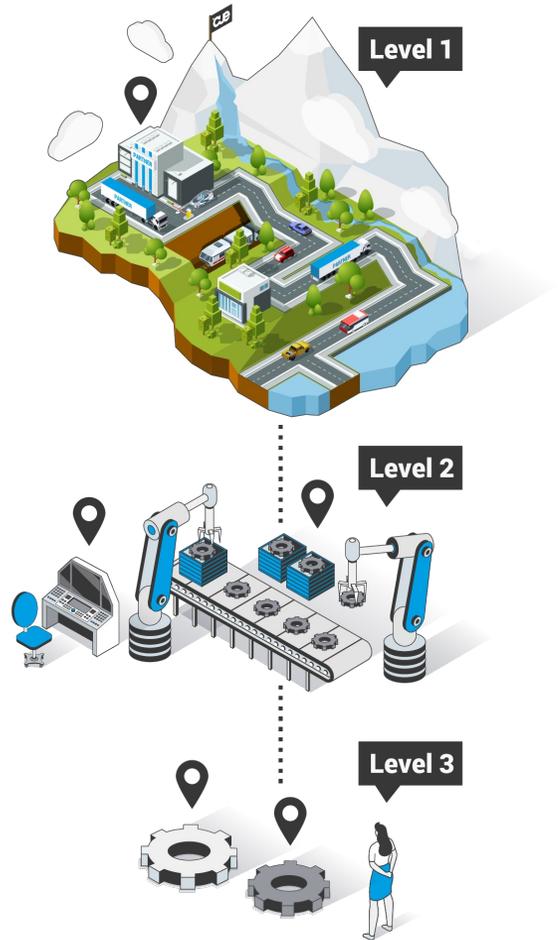
**AND HOW DO YOU
GET THERE?**

3. THE CUE WORKFLOW

TRANSFERRING DIGITAL TWINS INTO COMMUNICATION



COMMUNICATION LEVELS



Level 1 = Corporate level

- Focus on company & portfolio / entry level
- For company and portfolio understanding
- Presentation of business units / product segments



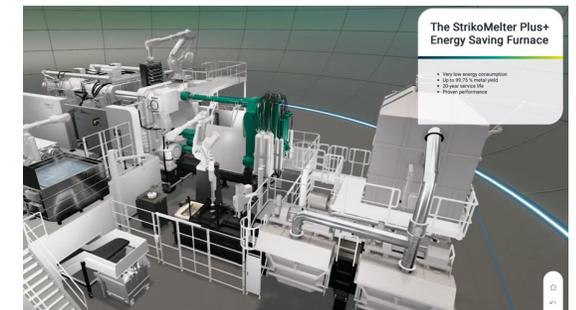
Level 2 = Product level (Overview)

- Focus on product lines and solutions
- For product overview and understanding
- Information about product lines, processes, etc.



Level 3 = Product level (Deep dive)

- Focus on single products or components
- For product insight and interaction
- Deep dive into products, components, details, etc.



(Examples)

THE CUE WORKFLOW



Preparation

We analyze your individual requirements and design your specific solution.

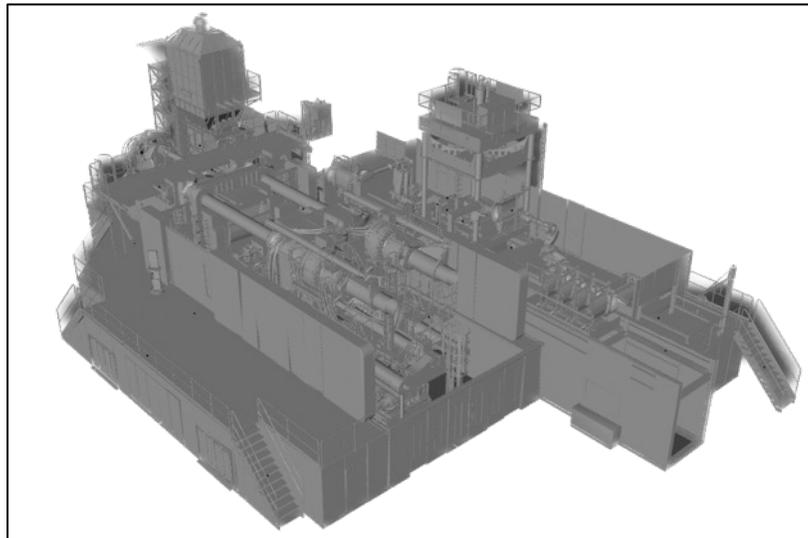
Transformation & Integration

We structure your 3D data, prepare ("beautify") them and enrich them with your content.

Playout Enabling

With tailor-made playout applications, we transfer your Digital Twins into the communication channels.

GOING REAL

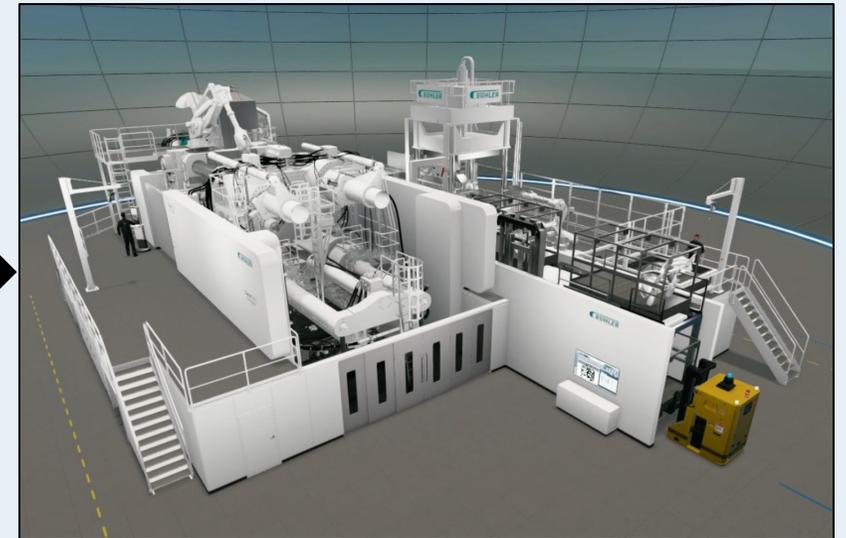


Your data base
(Example)



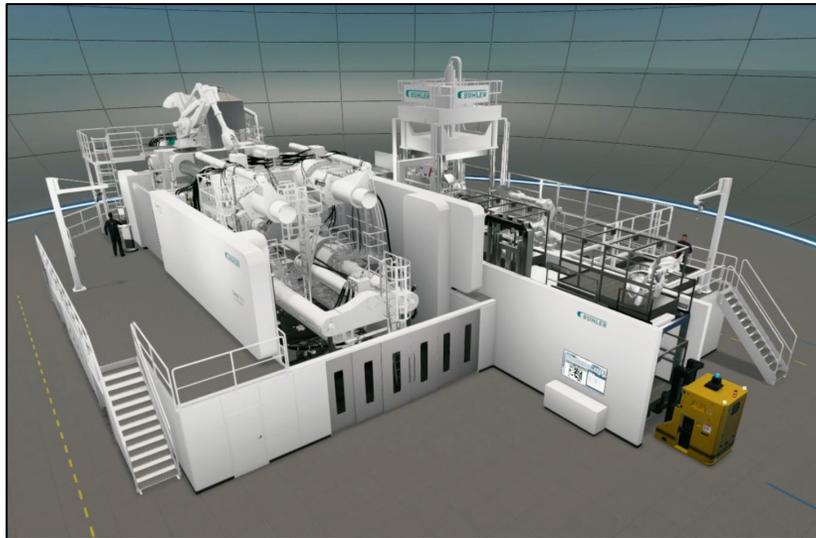
Transformation

GAME ENGINE



Beautified 3D Twin
(Example)

INTEGRATE

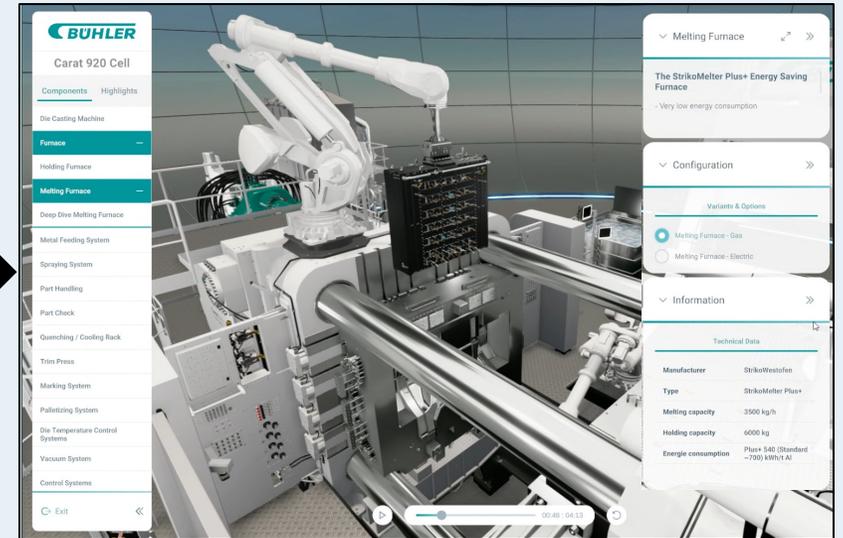


Beautified 3D Twin



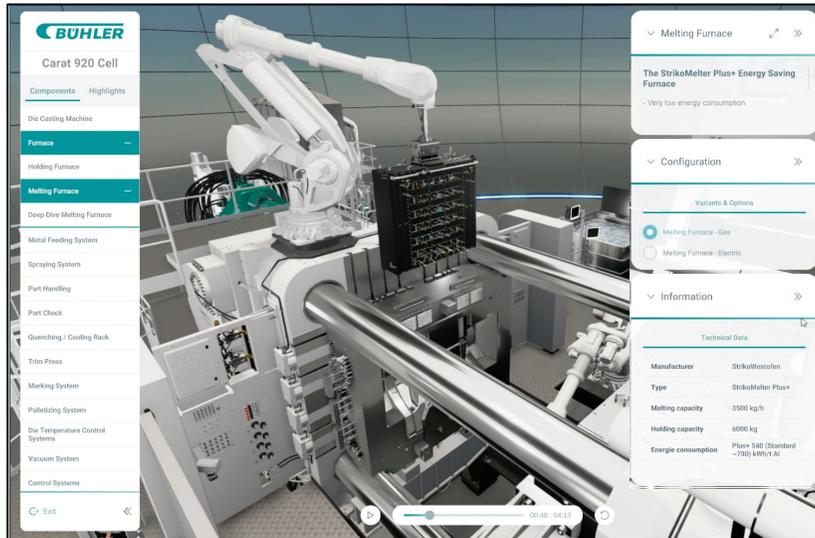
Content integration

CONTENT



Sales 3D Twin

GOING LIVE

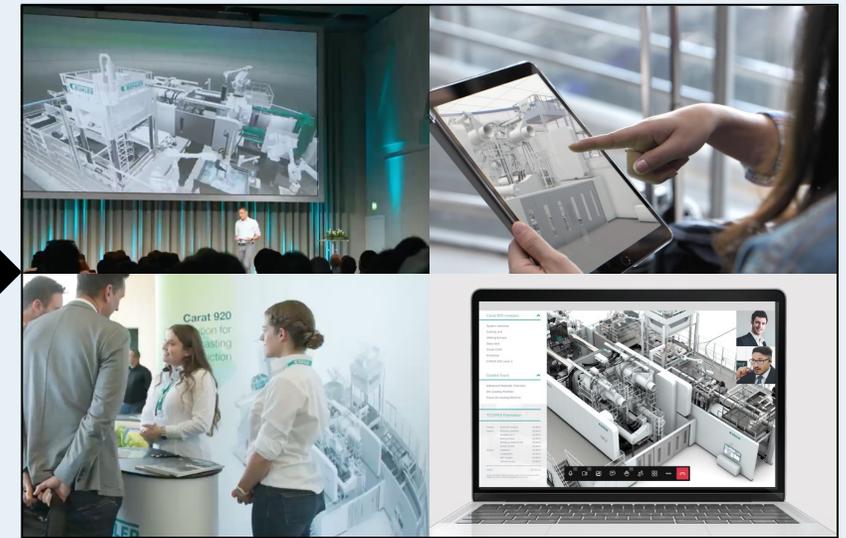


Sales 3D Twin



Playout Enabling

PLAYOUTS



Communication Channels

THIS IS HOW WE OPERATE

BRIEFING / CONSULTING

- Product and communication requirements
- Data base situation
- Processes

PLANNING / CONCEPTION

- Target channels / platforms
- Content management
- Technical requirements

REALISATION / IMPLEMENTATION

- 3D data preparation / Beautifying
- Playout applications
- Content integration
- Asset management
- Interfaces
- Testing

GO LIVE

- Connection to databases
- Integration in playout channels
- Analytics integration

ANALYTICS / MAINTENANCE

- Support
- Hosting
- Reportings

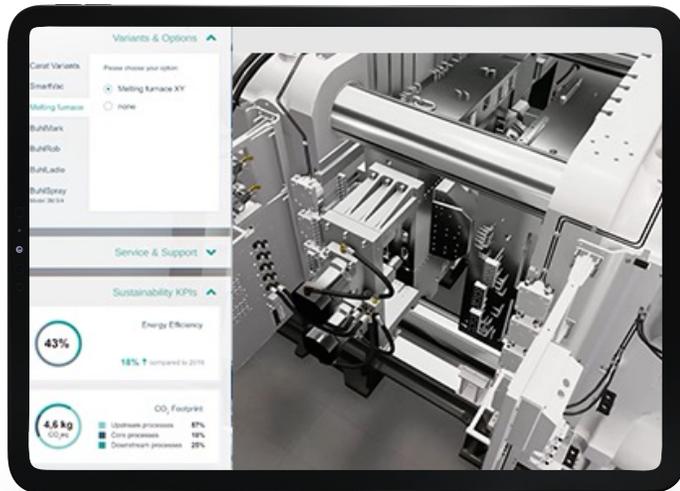
4 – 12 weeks



4. PLAYOUTS & USE CASES

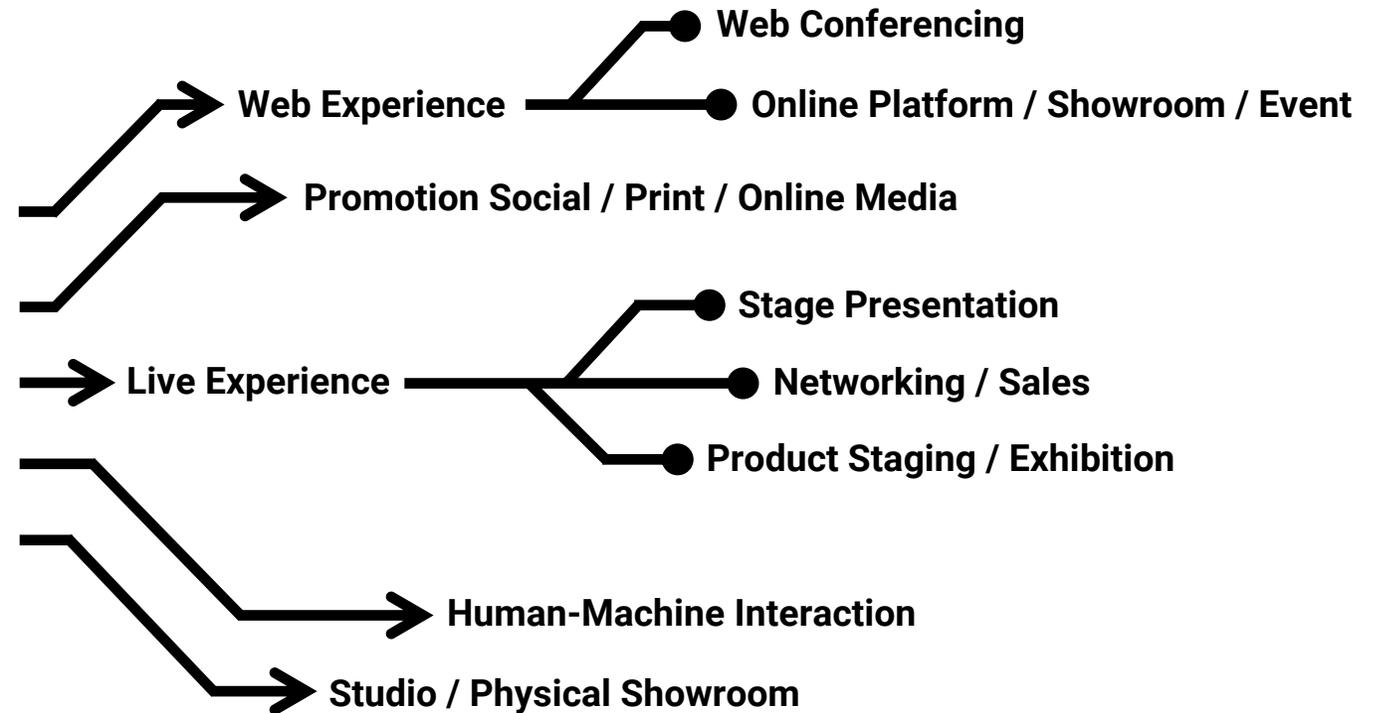
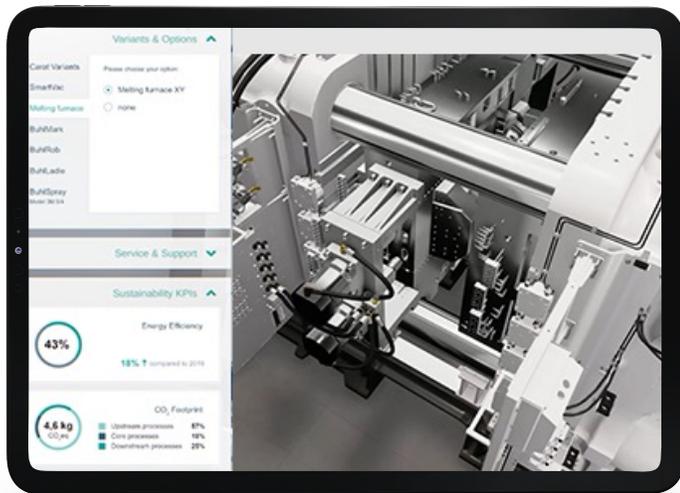
**USE THE ENTIRE
POTENTIAL!**

MULTILEVEL COMMUNICATION



- Presentation
- Information
- Experience
- Collaboration
- Training
- Selling
- Service

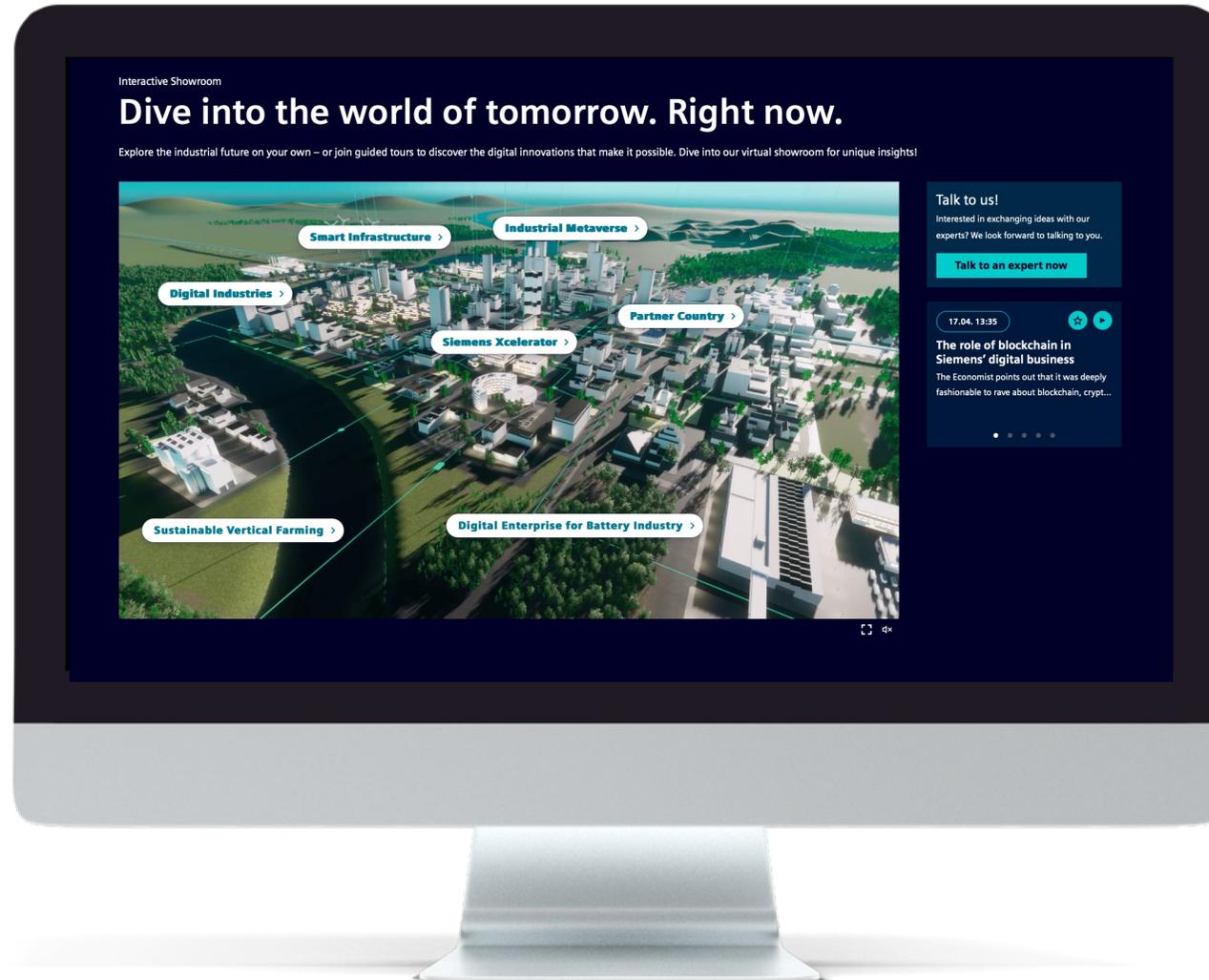
OMNICHANNEL INTEGRATION



FLEXIBLE PLAYOUTS

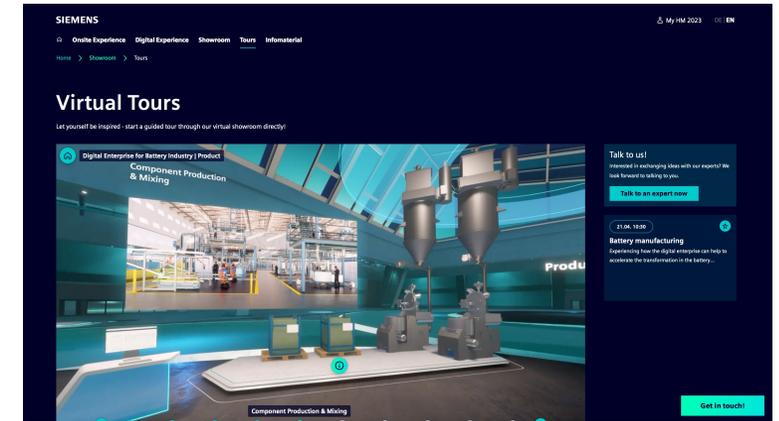
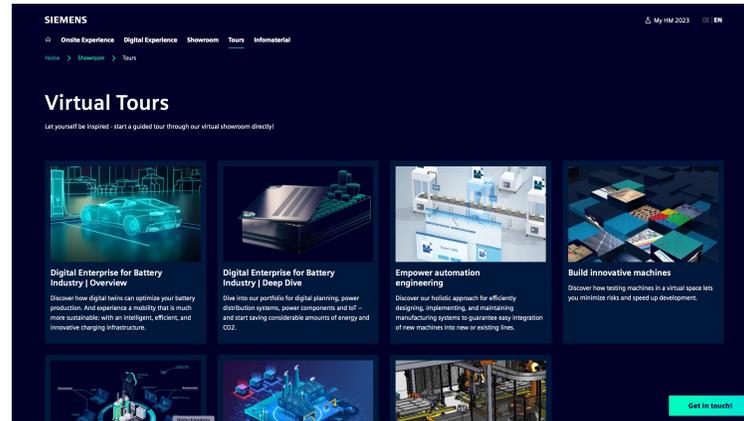
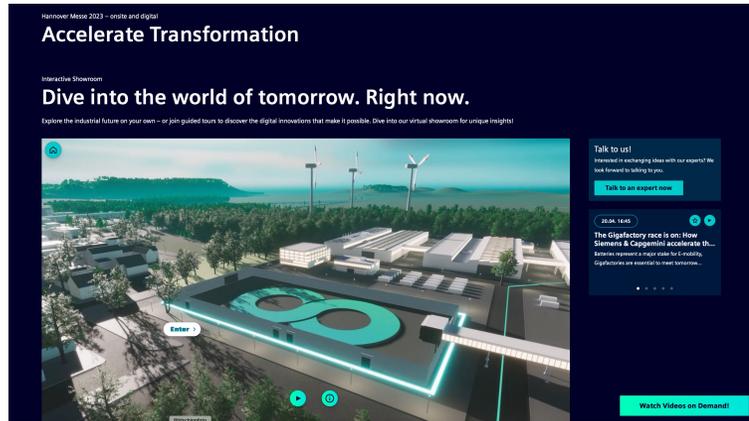
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|-------------------------------|-------------------------------|----------------------------|------------------------------------|--------------------|
| Windows Laptop / PC | Android Laptop / PC | Apple Mac | Webconferencing MS Teams | Touch Display |
| Windows Tablet | Android Tablet | Apple iPad | Webconferencing cue meet | Machine Display |
| Windows Phone | Android Phone | Apple iPhone | AR on Windows / Android device | LED Wall |
| Print Media | VR Headsets divers | Apple Vision Pro | Displays | Data Center |

REFERENCE EXAMPLE – SIEMENS WEB APPLICATION

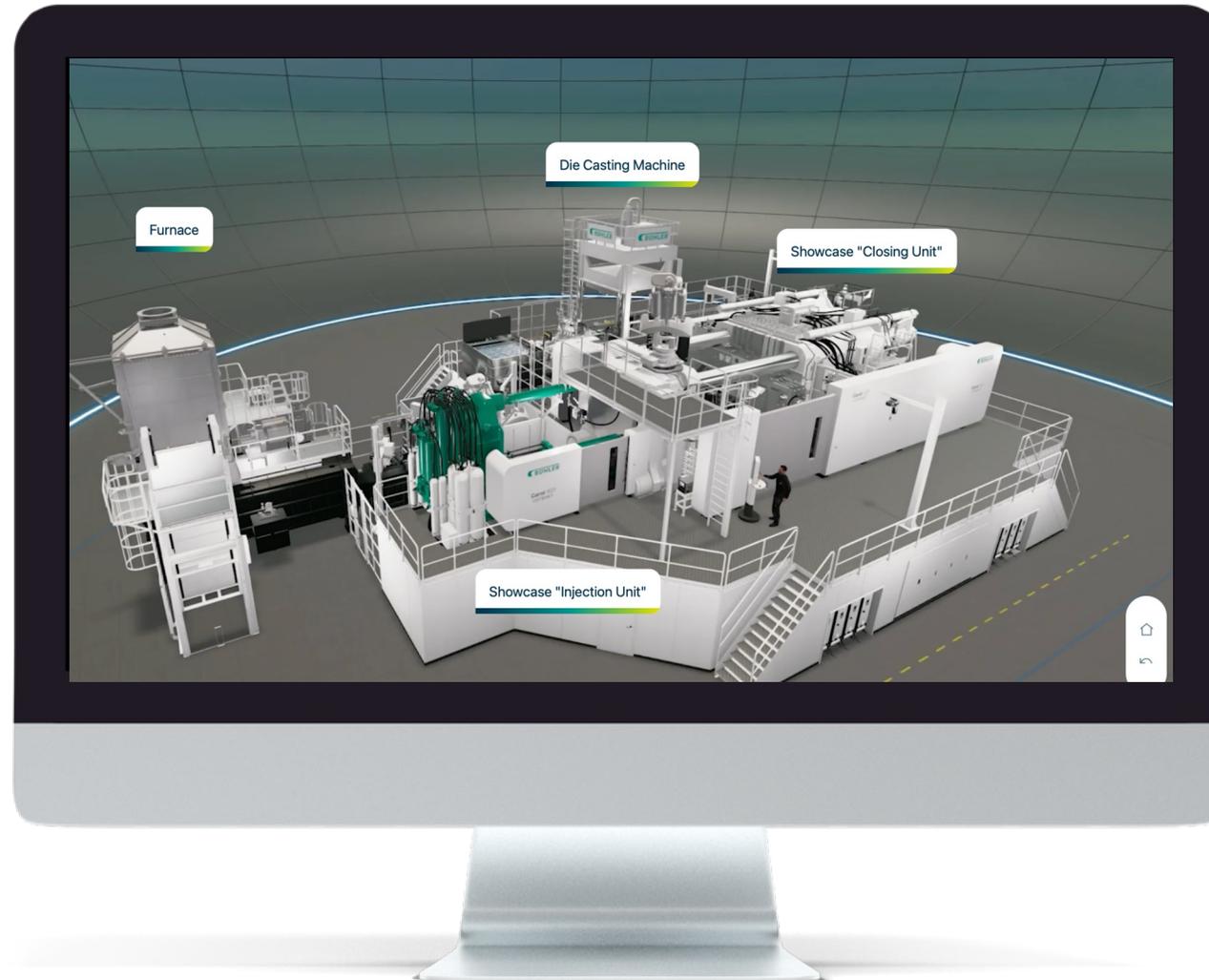


Siemens Web Application:
[Click here](#) 

REFERENCE EXAMPLE – SIEMENS WEB APPLICATION



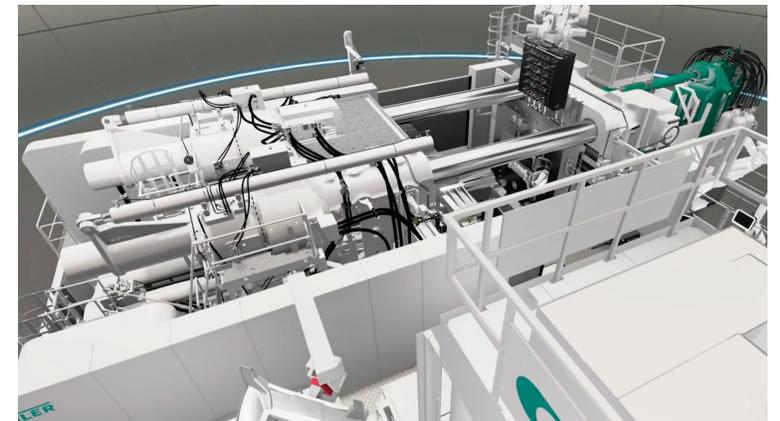
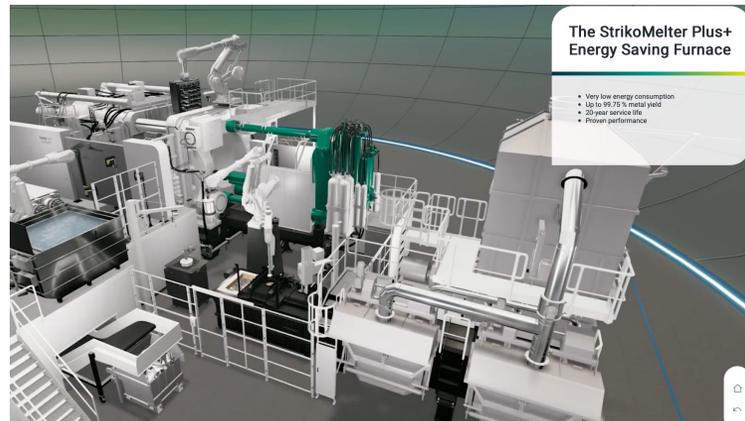
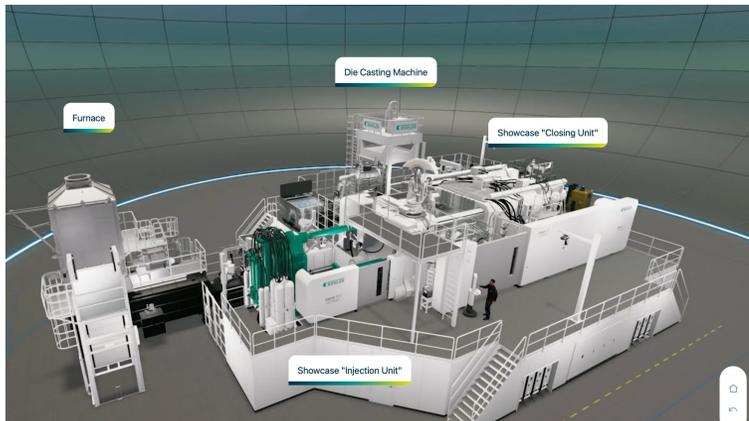
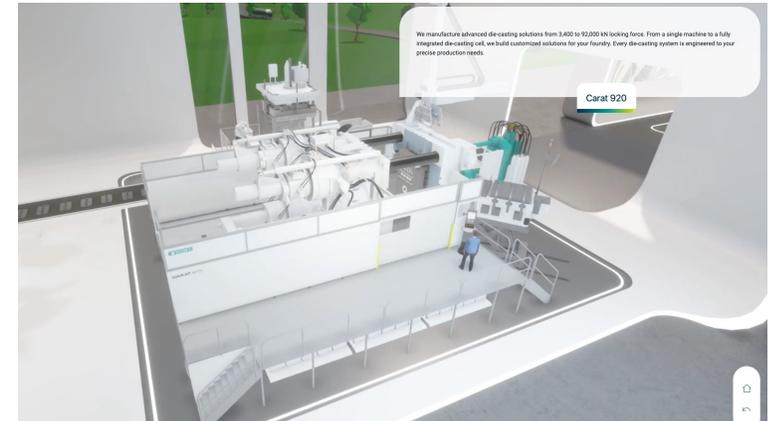
REFERENCE EXAMPLE – BÜHLER DEMO APP



Böhler Demo App:
[Click here](#)



REFERENCE EXAMPLE – BÜHLER DEMO APP





YOU WANT TO SEE MORE?

**WITH PLEASURE WE SHOW
YOU IN A LIVE DEMO.**

5. BENEFIT & ADDED VALUE

BENEFIT & ADDED VALUE

- Product experience plus information
- Collaboration / Interaction
- Automation
- Analytics



- Content synchronization
- Connectivity
- Efficiency and sustainability
- Transparency

6. WHAT CAN WE DO FOR YOU?

LET'S TALK ABOUT YOUR NEEDS!

- What are your product communication requirements?
- What about your data base yet?
- Which processes would you like to improve?
- What can we do for you?



Benjamin Lechler

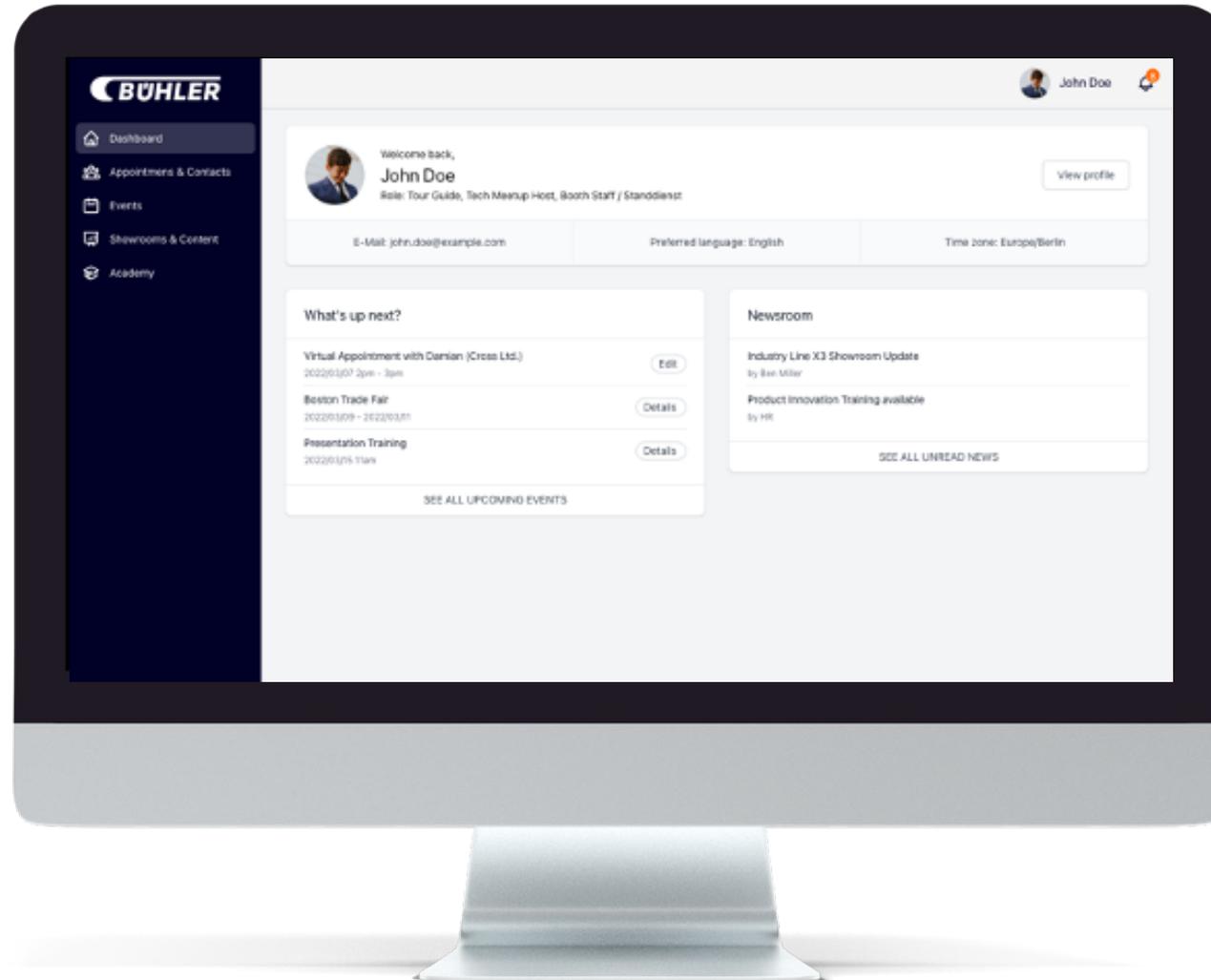
benjamin.lechler@cueconcept.de

**USE CASE
DIGITAL TWIN
@ WEB CONFERENCING**

WEB CONFERENCING

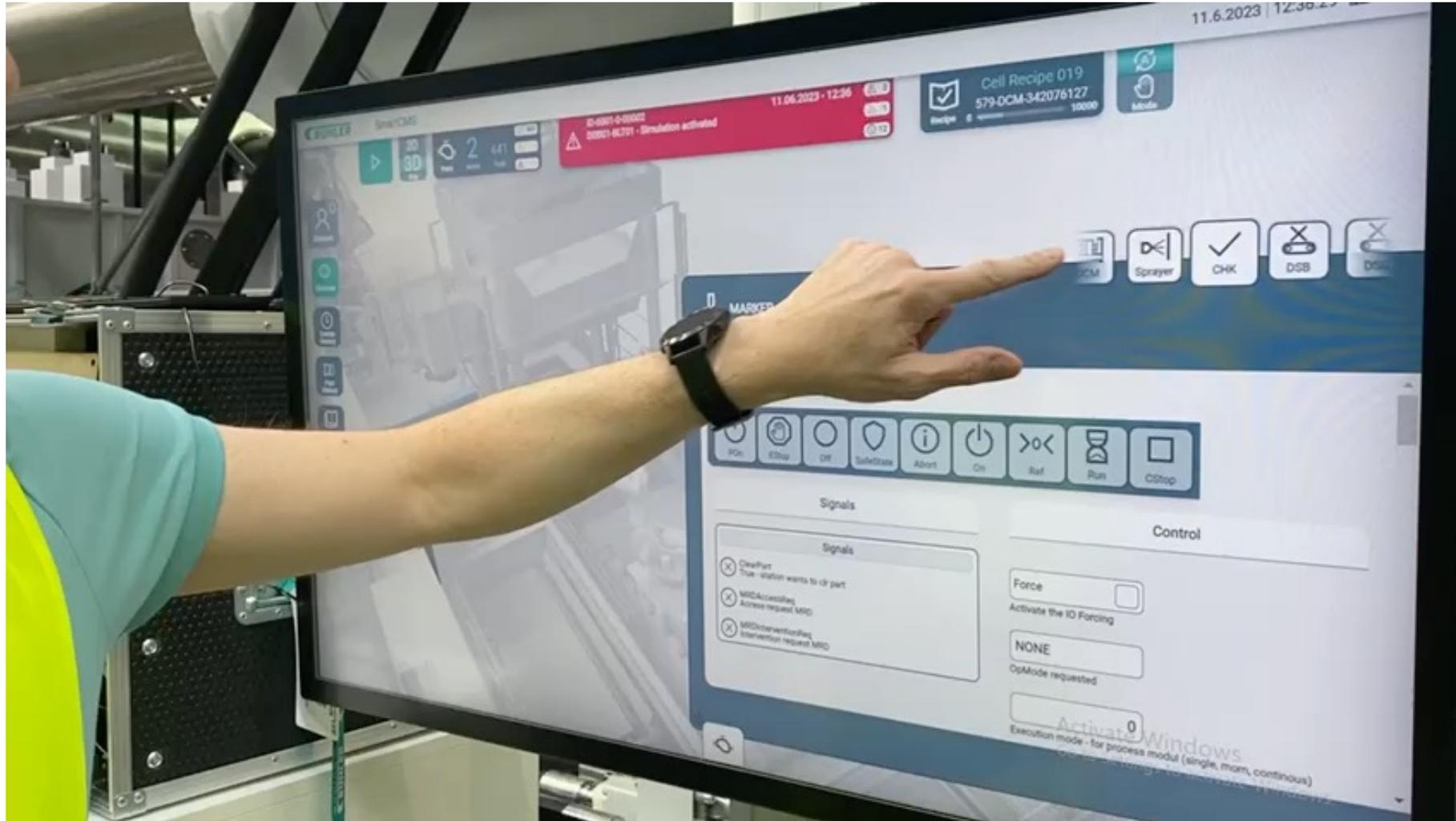


WEB CONFERENCING



**USE CASE
DIGITAL TWIN
@ HUMAN-MACHINE
INTERACTION**

USER INTERFACE OPERATIONS CENTER / MACHINE



**USE CASE
DIGITAL TWIN
@ VIRTUAL REALITY HEADSET**

VR APPLICATION HM 2023



USE CASE DIGITAL TWIN @ SOCIAL MEDIA

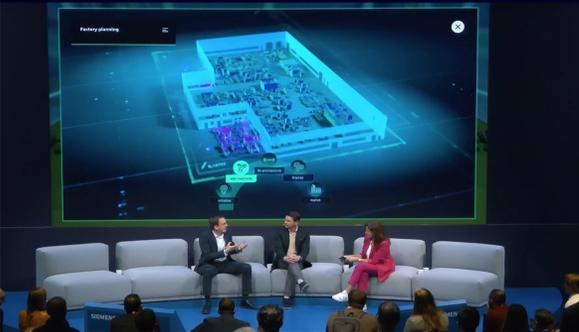
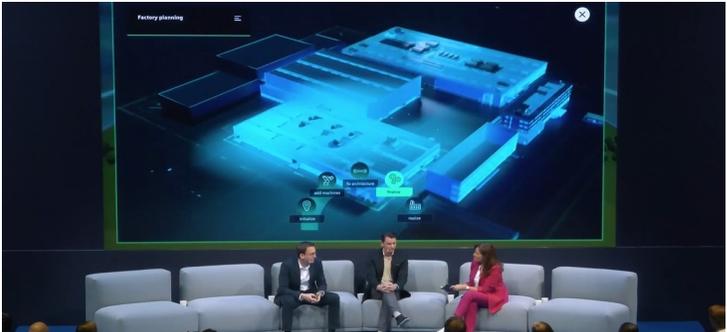
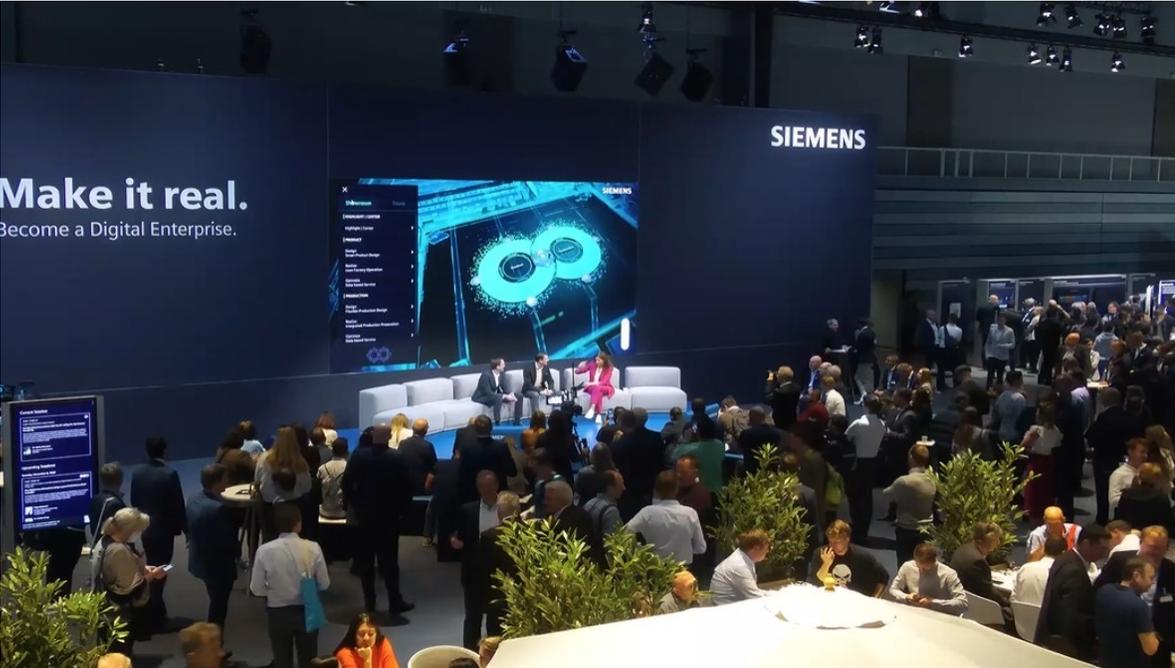


PROMOTION – GROWTH, INNOVATION AND RESILIENCE AT SIEMENS (3D FOOTAGE FOR VIDEO)

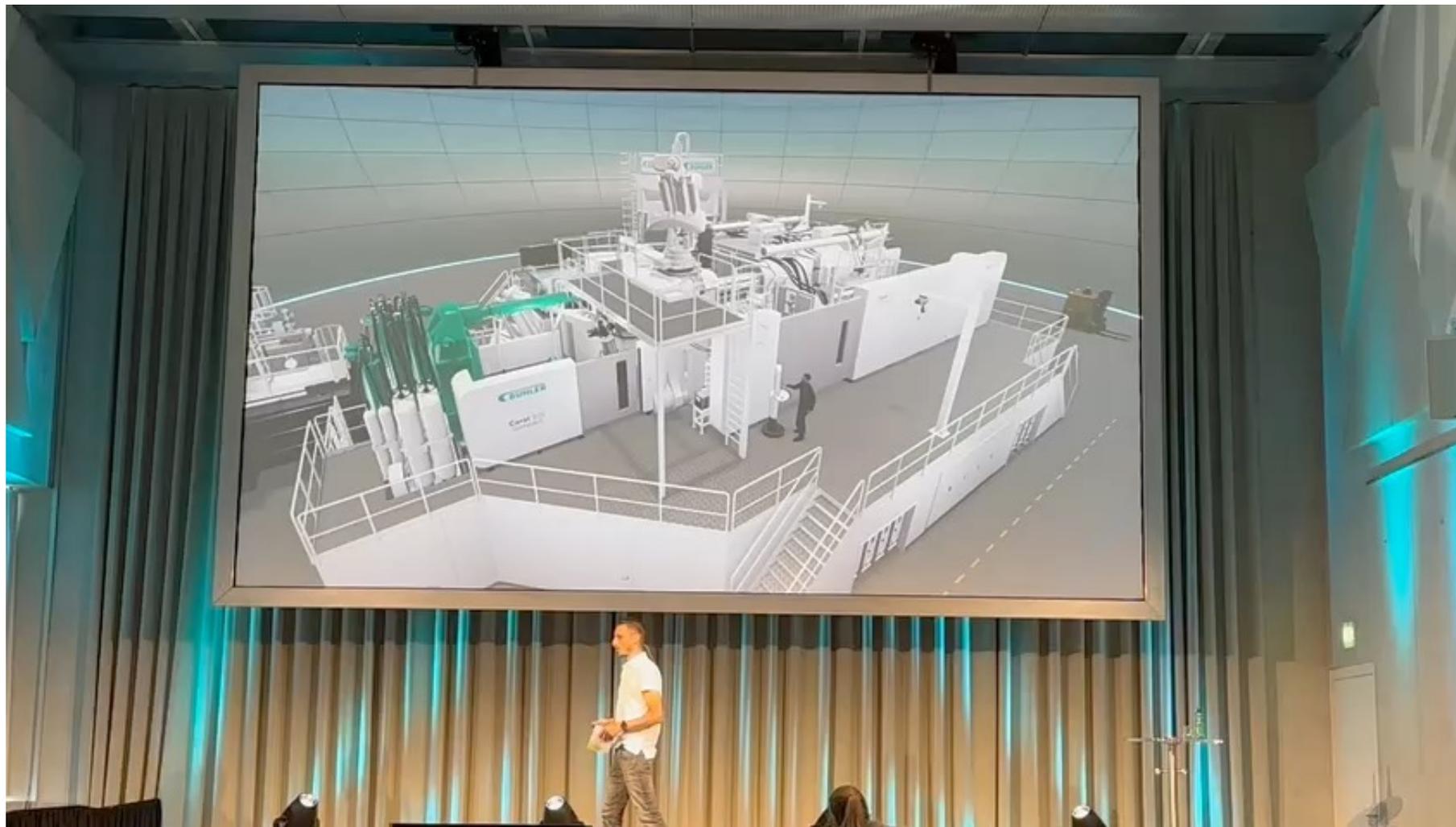


USE CASE DIGITAL TWIN @ STAGE

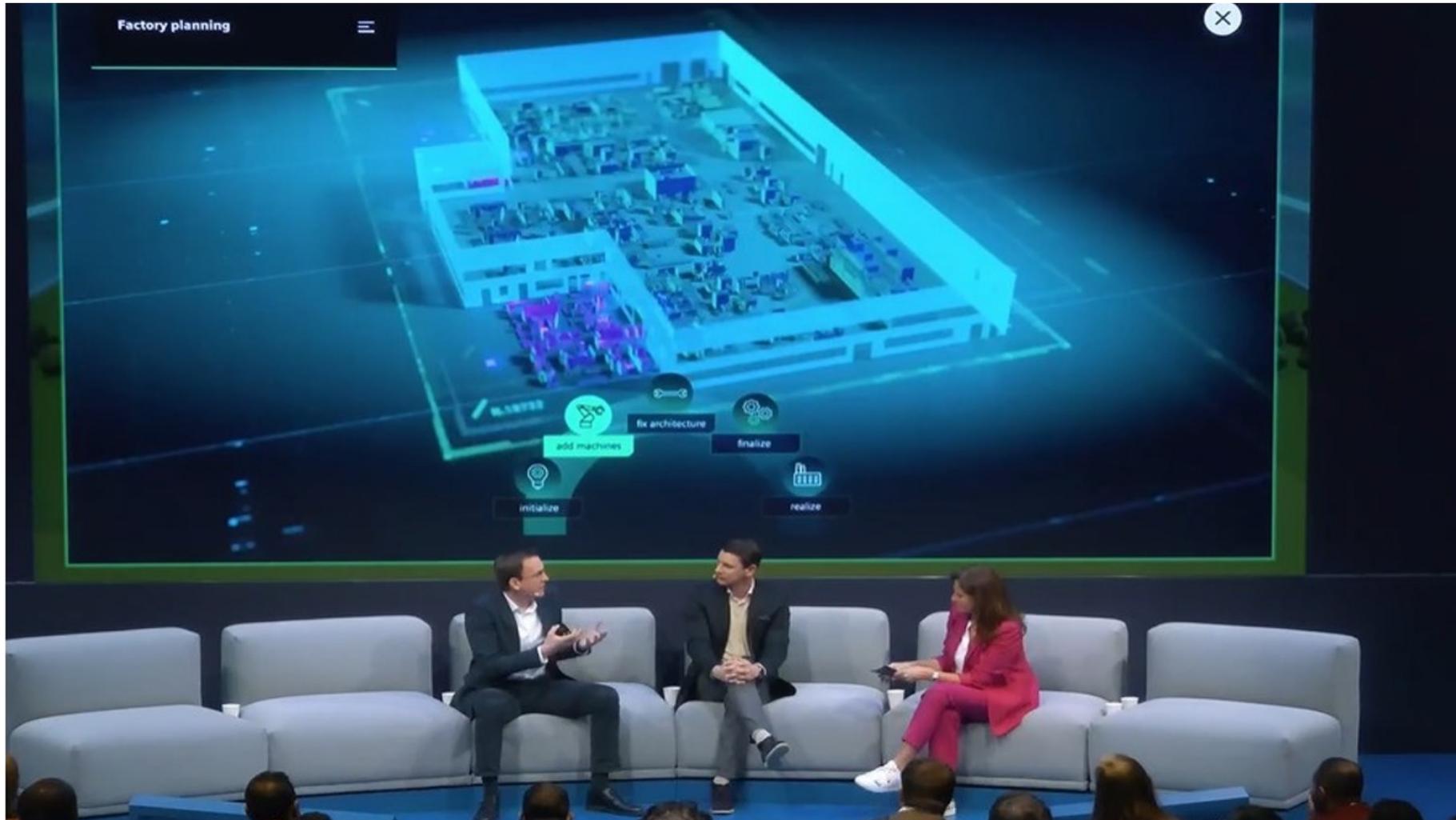
PRESENTATION LIVE ON STAGE



PRESENTATION LIVE ON STAGE



PRESENTATION LIVE ON STAGE

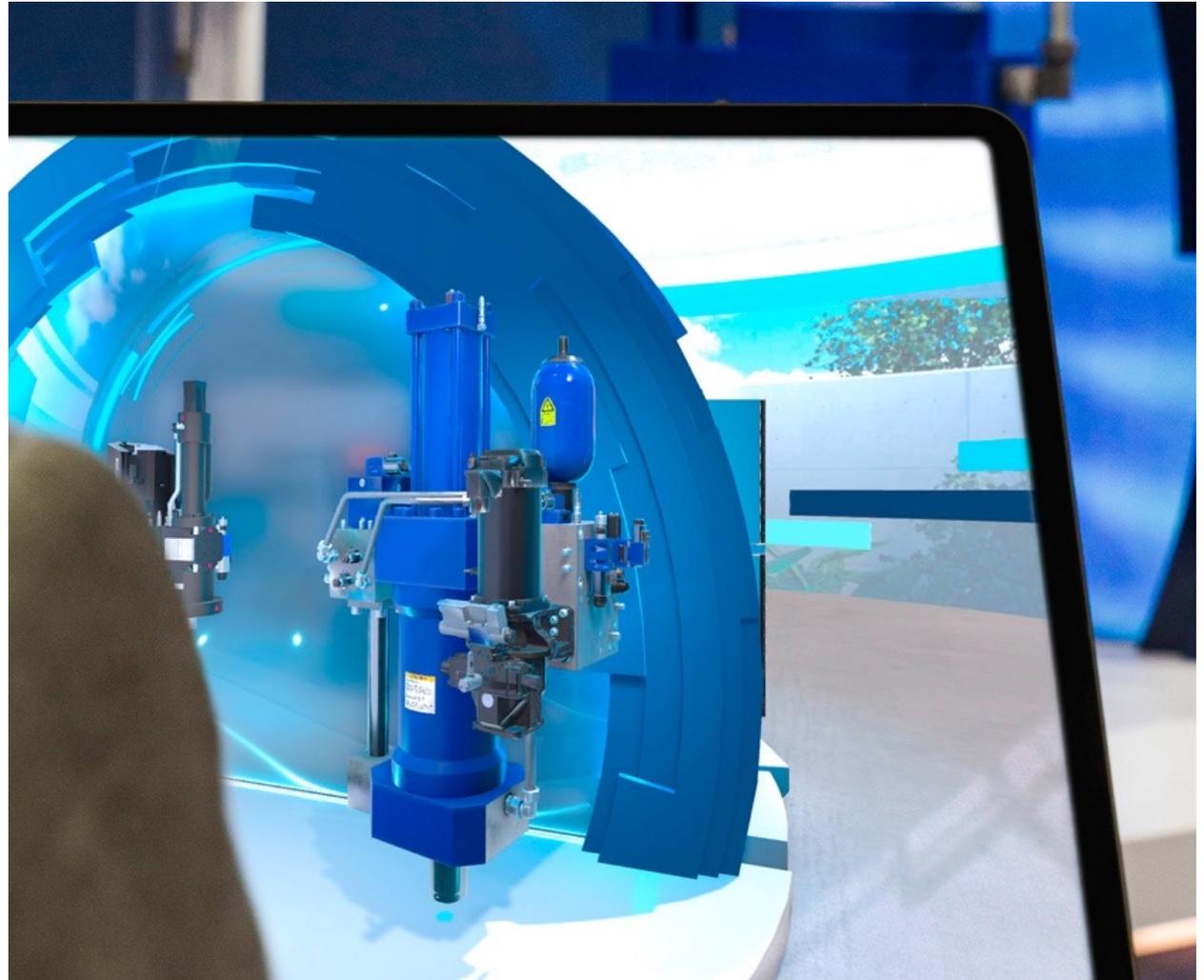


**USE CASE
DIGITAL TWIN
@ PRODUCT STAGING**

PRODUCT STAGING



PRODUCT STAGING



PRODUCT STAGING



PRODUCT STAGING

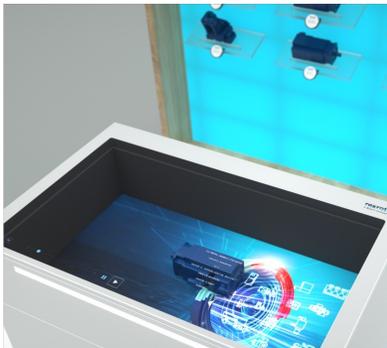
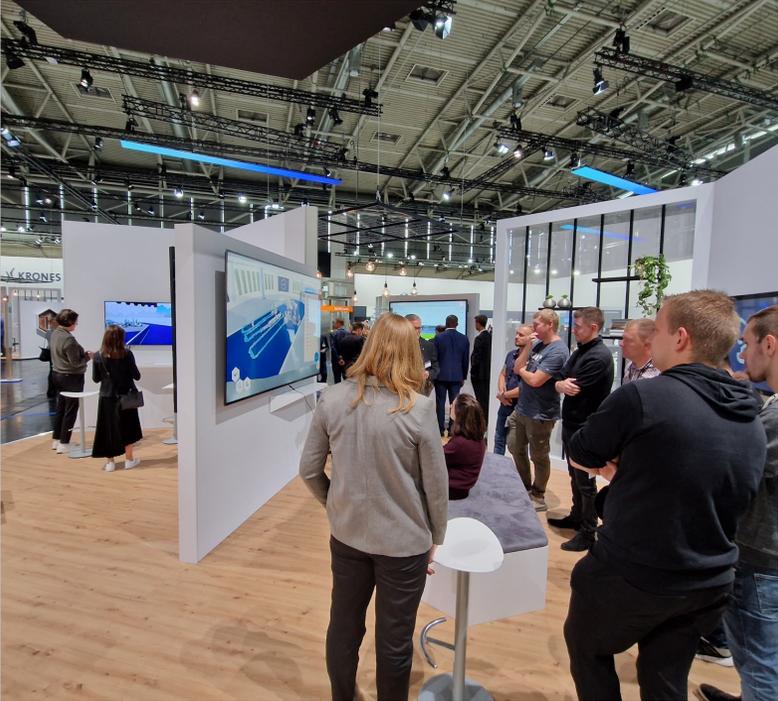


USE CASE DIGITAL TWIN @ NETWORKING

NETWORKING



NETWORKING



USE CASE DIGITAL TWIN @ STUDIO

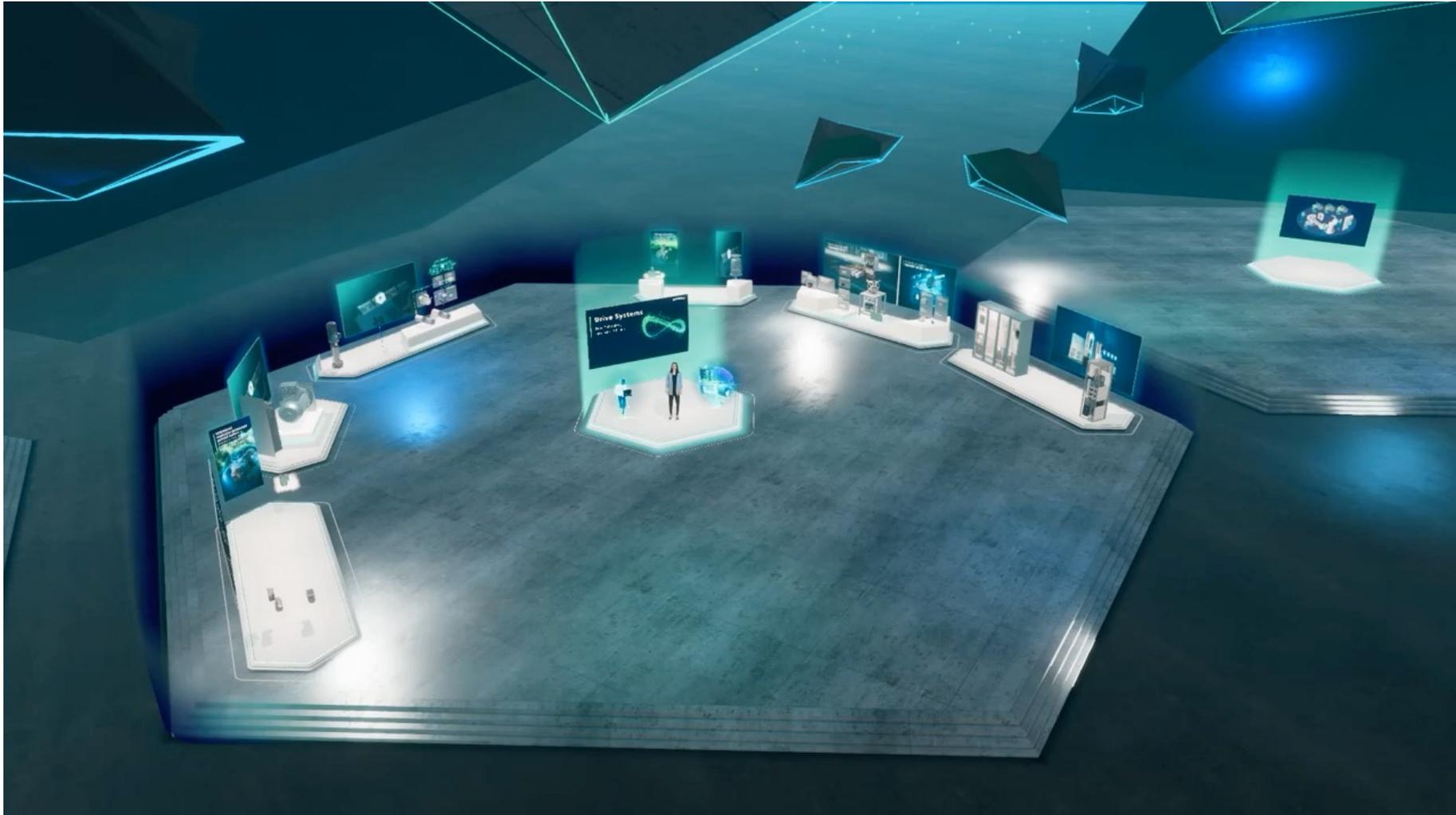
STUDIO PRESENTATION



STUDIO PRESENTATION



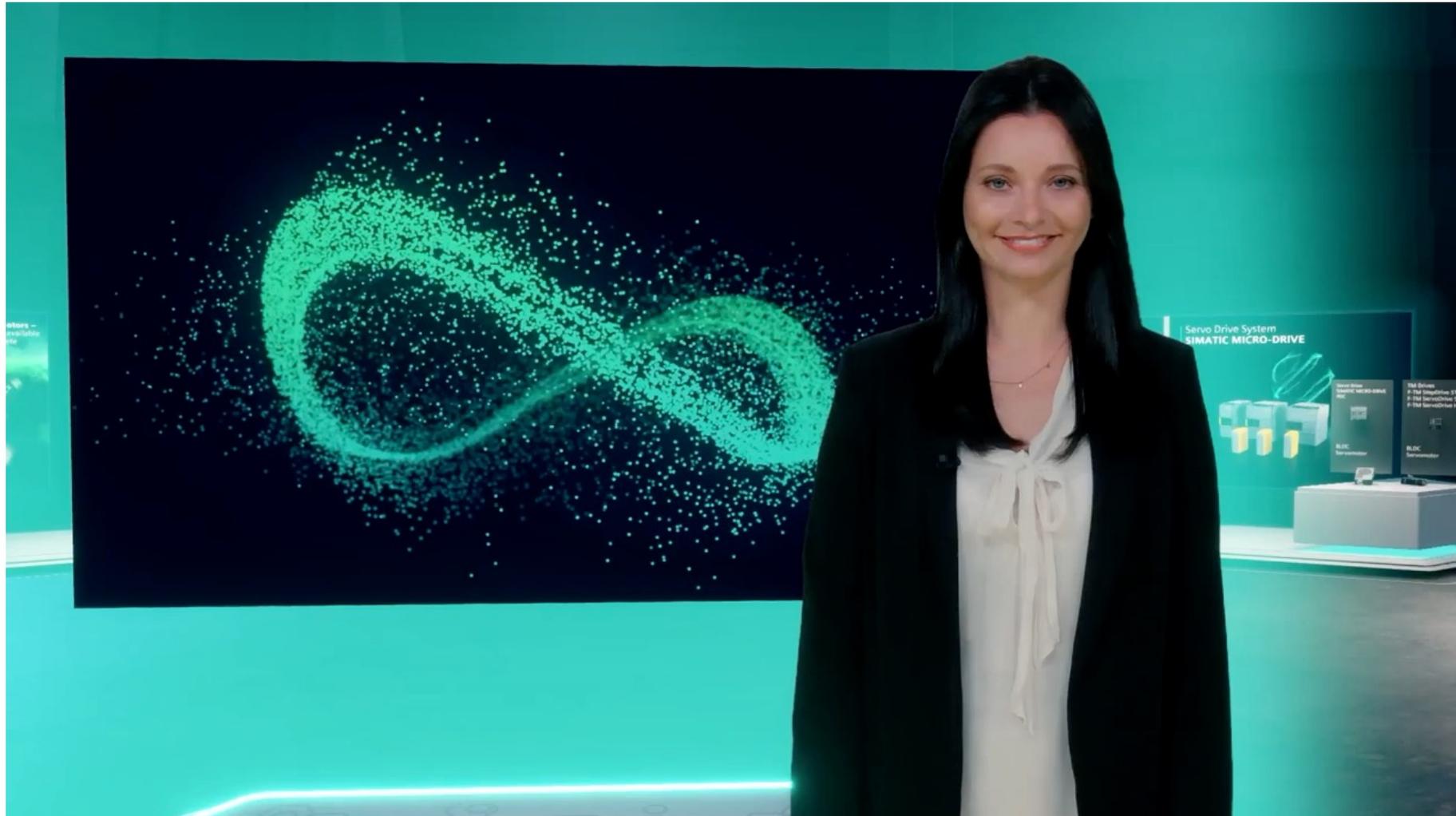
STUDIO PRESENTATION



STUDIO PRESENTATION



STUDIO PRESENTATION



**USE CASE
DIGITAL TWIN
@ ONLINE EVENT**



Highlight Close X

Xcelerator

Discover Siemens Xcelerator, our open digital business platform that enables efficiency, resiliency, flexibility, user experience, and sustainability. We're making your digital transformation easier, with faster time to market, and at scale.

0:00

Nov 8, 2022 1:20 PM

Accelerate your digital business...

Bringing together the digital and the real world by combining th...

[View recording](#)

● ● ●

Talk to us!

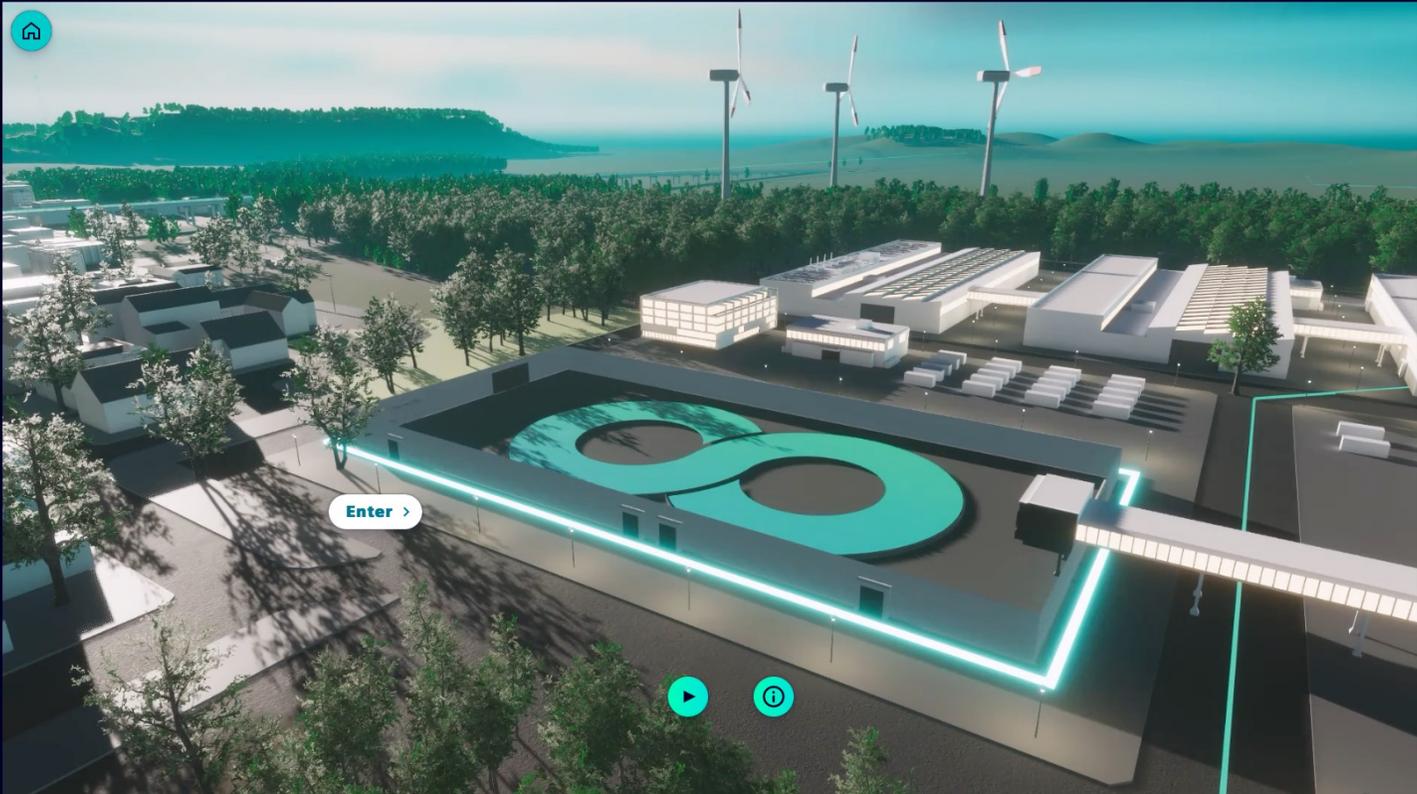
Exchanging thoughts? We are looking forward to your contact request.

[Get in Touch](#)

Interactive Showroom

Dive into the world of tomorrow. Right now.

Explore the industrial future on your own – or join guided tours to discover the digital innovations that make it possible. Dive into our virtual showroom for unique insights!



Talk to us!

Interested in exchanging ideas with our experts? We look forward to talking to you.

[Talk to an expert now](#)

20.04, 11:45



Digital Enterprise – Accelerate the transformation of the battery industry

Battery manufacturers and their suppliers need to rapidly increase capacities and develop new battery...

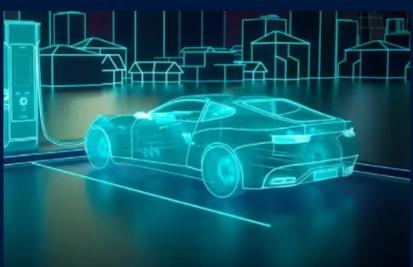


[Watch Videos on Demand!](#)

Bildschirmfoto

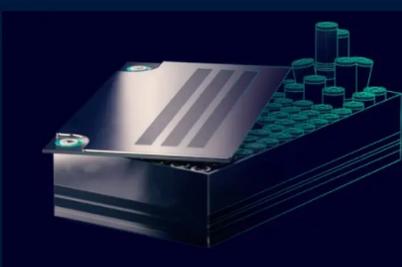
Virtual Tours

Let yourself be inspired - start a guided tour through our virtual showroom directly!



Digital Enterprise for Battery Industry | Overview

Discover how digital twins can optimize your battery production. And experience a mobility that is much more sustainable: with an intelligent, efficient, and innovative charging infrastructure.



Digital Enterprise for Battery Industry | Deep Dive

Dive into our portfolio for digital planning, power distribution systems, power components and IoT – and start saving considerable amounts of energy and CO2.



Empower automation engineering

Discover our holistic approach for efficiently designing, implementing, and maintaining manufacturing systems to guarantee easy integration of new machines into new or existing lines.



Build innovative machines

Discover how testing machines in a virtual space lets you minimize risks and speed up development.



Watch Videos on Demand!

Let yourself be inspired - start a guided tour through our virtual showroom directly!

Digital Enterprise for Battery Industry | Production

Advanced Machine Engineering for Battery

Advanced Machine Engineering for Battery

Jagernberg slitting machine's development time was significantly shortened using a Digital Twin. Engineering was streamlined with standardized automation and plug-and-produce interfaces. IT/OT convergence and cloud-based monitoring provide data transparency.

The interface features a central 3D virtual showroom with various machine models on display. A navigation bar at the bottom includes a home icon, a series of progress indicators (some checked, some not), and a star icon. A large information icon is positioned in the center of the floor. A small inset image shows a real-world factory floor with yellow machinery. A person in a white lab coat is visible in the background of the virtual environment.

Talk to us!
Interested in exchanging ideas with our experts? We look forward to talking to you.

[Talk to an expert now](#)

19.04, 14:30

Battery manufacturing
Experiencing how the digital enterprise can help to accelerate the transformation in the battery industry. ...

[Get in touch!](#)

Bildschirmfoto

USE CASE DIGITAL TWIN @ PRINT MEDIA

PLOTTING FOR BIG SIZE BILLBOARD

