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MASTERSOLUTION

AUGMENTED REALITY

Use at HAURATON GmbH & Co. KG
Augmented Reality app for 3D virtual product tour

Software for communication & learning

Company profile

Rastatt-based company Hauraton has been successfully on the market for over 60 years. Today, the company has 20 branches worldwide and sales in more than 70 countries, making it one of the market leaders in the field of drainage and water management systems. Hauraton offers more than 2,000 different products in its four service areas (civil engineering, garden and landscaping, aqua construction and sports construction), and the product range is being continuously expanded.

Why MASTERSOLUTION AR?

With the Augmented Reality app developed by MASTERSOLUTION, the Baden drainage technician gives fascinating insights into the complex inner life of their gutters and water channels. You can now use smartphones and tablets to build accurate 3D of areas which were previously almost impossible to map. The first AR app in the drainage sector creates further perspectives for future developments.

Contact person

Markus Obreiter, Director of Marketing at HAURATON GmbH & Co. KG: "Now you can take even heavy products 'into' your office and look at them in detail".

About the project

Using the Augmented Reality app, you can look into a closed channel, open a virtual representation of it, and understand its structure. This is the first Ar app in the drainage sector and it is pioneering new technologies.

Areas of application & added values

Users can "circle" gutters or channels on their own screen and take a look at them from various angles. "This makes our solutions much more tangible for our customers than before," says Markus Obreiter, the company's Marketing director. "We still use catalogues, brochures, online and film in the same way. The app offers additional 3D effects as a further display option and underscores our pioneering role in the industry." The app's 3D effects are highly beneficial to engineers and project planners, for example they can "explode" a gutter into its individual parts so that the composition and technical details become visible. The app provides users with instant access to usable content, facts and arguments on their own screens.

HAURATON AR App

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