

Marketing for Parkinson Technologies

CASE STUDY



PARKINSON TECHNOLOGIES INC

◇ About the Client

Established in 1871, Parkinson Technologies is a global technology leader in high-performance web processing systems for the plastics, nonwovens, paper and specialty materials industries. They help customers enhance their speed, safety, performance and profitability of their production processes. They also support customers in the development of new materials. Their in-house technology labs provide the ideal setting for industrial innovation, so customers can test equipment, conduct R&D trials and produce commercially viable samples for test marketing.

Capabilities: *Strategy* *3D modeling* *virtual reality*

The Scenario:

Parkinson Technologies was gearing up for an international tradeshow. With such large scale equipment as their product offering, shipping full equipment to and from an international tradeshow proved to be a costly option, so Parkinson was looking for an innovative, engaging way to hook potential customers. They came to Oberon Technologies with the idea of producing an augmented reality application that would allow the potential customer to hold a phone up to a business card to see an augmented reality display.

◆ The Solution:

Oberon Technologies understood the limitations that Parkinson could potentially face with an augmented reality solution, and also understood the financial restraints of shipping large scale equipment overseas. Because of this, Oberon Technologies suggested that Parkinson switch from augmented reality to virtual reality. Using virtual reality would allow Parkinson to showcase their complete product line—6 machines, 300 feet in total—with no added shipping costs.

Oberon Technologies worked with the Parkinson team to 3D model, texture and retopologize their six machines and then to place those machines within a virtual reality environment that would allow users to interact with, learn about and view the internal workings of the machines when they otherwise couldn't.

The result? Parkinson Technologies now has an application and virtual reality set-up that allows them to transport their equipment anywhere in the world and gives them the ability to truly educate their potential customers on their products. Parkinson received widespread excitement and engagement surrounding the virtual reality set-up at their tradeshow and received numerous press postings post-show.



