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WMF launches second version of the Photo Simu app

Augmented reality app now available with a broad range of coffee machines and new accessories

Since the WMF Photo Simu app was launched for true-to-scale 3D visualising of coffee machines and their add-on units and accessories, the virtual customer advice software program has been enjoying huge popularity. The new version 2.0 really takes the augmented reality app up a level in terms of user-friendliness and range of appliances.

If the user has the multilingual app installed on a tablet PC or Smartphone, he can navigate with the convenient MultiTouch surfaces through a broad range of WMF commercial coffee machine products. Once the preferred model and accessories have been selected, the chosen items then appear as a 3D or photorealistic image in the place indicated by the device's camera. This is achieved by means of DIN A4 sheet sized markers which the user requests by e-mail, prints out and places in the spot where he wishes to install the machine - whether on a bar counter, kitchen surface or mobile sideboard. When the automatic pairing is activated, the marker sends its 3-D location information to the end device so that the true-to-scale visualisation can be created. The customer then gains a visual impression of how the machine in question will fit into its allocated position. Furthermore, it is possible to manually zoom the precisely measured depiction in and out and to try out alternative set-ups (angular dimension). The customer can then save the selected device in his photo gallery and send a digital photo of it by e-mail.

"During the development of Version 2.0, the emphasis was placed on an improved user interface with more modern, multi-touch gestures, optimised 3D technology, as well as the inclusion of an extensive range of machines. Thanks to these new features, Photo Simu is now in an even better position to actively assist our customers in the decentralised decision-making process", explains Melanie Nolte, Head of Distribution Marketing for Coffee Machines at WMF AG, while highlighting the advantages of the new version. Photo Simu is now available for download free of charge in the Apple App Store and the Android App Market.

Photo request

You can see images on our media portal at <http://press-n-relations.amid-pr.com> (search for „WMF-Simu-2014“). We will also be pleased to send you this file by e-mail on request. Contact: wmf@press-n-relations.de.





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About WMF Group

The WMF Group GmbH, located in Geislingen/Steige, is one of the leading premium manufacturers of cutlery, tableware and kitchen products as well as professional coffee machines. The Group offers its customers high-quality, innovative products that are distinguished by their sophisticated design and outstanding functionality. The company sets standards with its many innovations and is an important source of inspiration within the market. It is an organisation with a long tradition, having been founded in 1853 and now operates on an international scale with 6,000 employees at more than 40 locations. With its brands Boehringer Gastro Profi GmbH, Hepp, Kaiser, Schaerer, Silit und WMF the company generated a turnover of 1,024 million euros during the financial year 2014.