

**Press release**

Geislingen an der Steige, 25 June 2020

WMF Professional Coffee Machines combines virtual content with real-life operating conditions to improve advisory services and give customers confidence in their decisions

WMF PhotoSimu augmented reality app with extensive technology and features update

**When it comes to investing in new coffee machines and equipment options, the PhotoSimu augmented reality (AR) app from WMF Professional Coffee Machines serves as the perfect aid for potential customers. Particularly at the current time, when opportunities for in-person consultations are limited, the realistic visualisation of WMF's extensive solutions portfolio helps the user to select the right product with full confidence. The latest version of the WMF PhotoSimu app features state-of-the-art AR technology and offers an interactive experience with a seamless blend of virtual and real content. Furthermore, it summarises all of the key information about the coffee machines and accessories, which are visualised in detailed, accurate, three-dimensional images. And that's not all: with a single touch, the user can send a screenshot of the relevant data to a WMF sales representative for further information.**

The WMF PhotoSimu app could not be easier to install and use: the user downloads the app from the App Store (for iOS) or Google Play Store (for Android) and launches it on their smartphone or tablet. They then select the desired coffee machines and accessories which are visualised in a neutral 3D room. For a true-to-scale visualisation in the intended operating environment, the user can also make use of the innovative AR technology which is launched via a button in the app's toolbox. Thanks to the state-of-the-art, interactive visualisation method, the user can scan their environment using an integrated device camera and position the devices precisely where they want them. An optimised user interface guarantees a unique 360-degree experience. The user can literally walk around the 3D model, zoom in on various details and take a close look at individual functions, design elements and materials. The app also provides all of the key machine data and operating information as well as features for calling up videos and detailed planning data or downloading brochures. Furthermore, it is easy to get in touch with a sales representative directly via the app – the user simply sends the selected machine or machine combination to WMF as a screenshot.

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If you are interested, you can take a look at the new WMF PhotoSimu app here: <https://youtu.be/7bO8IPQPeXA>.

iOS:



Android:

**Image request**

You can find images on our media portal <http://press-n-relations.amid-pr.com> (search term “WMF-PhotoSimu-2020”).

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**About the WMF Group**

For over 160 years, WMF has been dedicated to achieving the perfect balance of design, functionality and quality. The company, based in southern Germany, is a global market leader in the Professional Coffee Machines (PCM) sector. With the aim of being the first choice worldwide for professional coffee solutions, the “made in Germany” quality seal combines premium products and innovative strength with peak performance and reliability.

At the core of the WMF PCM solutions portfolio is a clear message: Designed to Perform. The business unit from Geislingen an der Steige has just the right concept for every business model in the coffee sector – from high-performance fully automatic machines for coffee specialities and filter machines right through to fully automatic portafilters and innovative digitalisation concepts. Moreover, national and international customers alike benefit from high-quality consulting and service, based on the largest in-house service organisation for professional coffee machines in Europe. Regular training courses in the WMF training centres ensure that this expertise is continuously passed on to the entire global WMF service network.

At the end of 2016, WMF Group became part of the French Groupe SEB consortium. In this context, all B2B brands of the Group were recently brought together under the



## **SEB PROFESSIONAL**

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umbrella “SEB PROFESSIONAL”. In addition to WMF PCM, the umbrella brand also includes Schaerer and Wilbur Curtis coffee machines as well as the business division Professional Hotel Equipment with the brands WMF Professional and HEPP.