



passion for sports grounds



SMG ALREADY USES FUTURE TECHNOLOGY SUCCESSFULLY.

As a pioneer and world market leader, SMG has introduced AR technology as a standard in the industry.

The media are constantly reporting on the future technology of augmented reality, or AR for short. Translated, the term means "augmented reality" and in fact, one's own perception is significantly expanded by this technical aid.

SMG uses AR primarily to make the complex technology of the products more tangible and to present them better visually. The biggest benefit is that customers have access to a whole new level of detail. This is done through more understandable application examples, more visible details, more precise technical documentation through to "live demonstrations" or "live maintenance work" on our machines directly on the respective construction site.

The deceptively realistic images of the real world of machines from SMG provide teams of mechanics with digital application scenarios created on the computer, useful information on the details of technical components that need to be repaired. This groundbreaking innovation has already enabled SMG to save six-figure travel expenses. Customers also recognize the real added value of this innovation and let the company feel it with a higher satisfaction factor.

Thanks to the AR solution, SMG has access to important information anytime, anywhere. Lifelike digital twins were created on the basis of design data, which also relieves the design department at SMG. Additional content, such as operating instructions, can also be accessed on the go with one click.

With its object tracking, AR enables 360° experiences in real time around the machines and devices from SMG. The animations can be used to make sales talks or maintenance processes more effective. Their use makes internal and external communication much more transparent, time-saving and convincing.

The life-size presentation of the entire machine park and scalable 3D models show much more detail. Customers experience SMG machines "live" with AR. The interactive "customer journey" becomes a brand experience with information and emotion.

Would you like to know more about this exciting topic? Our current case study gives you even more insight.

[to the case study](#)

If you have any questions, our specialists are at your disposal.

Your SMG team



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