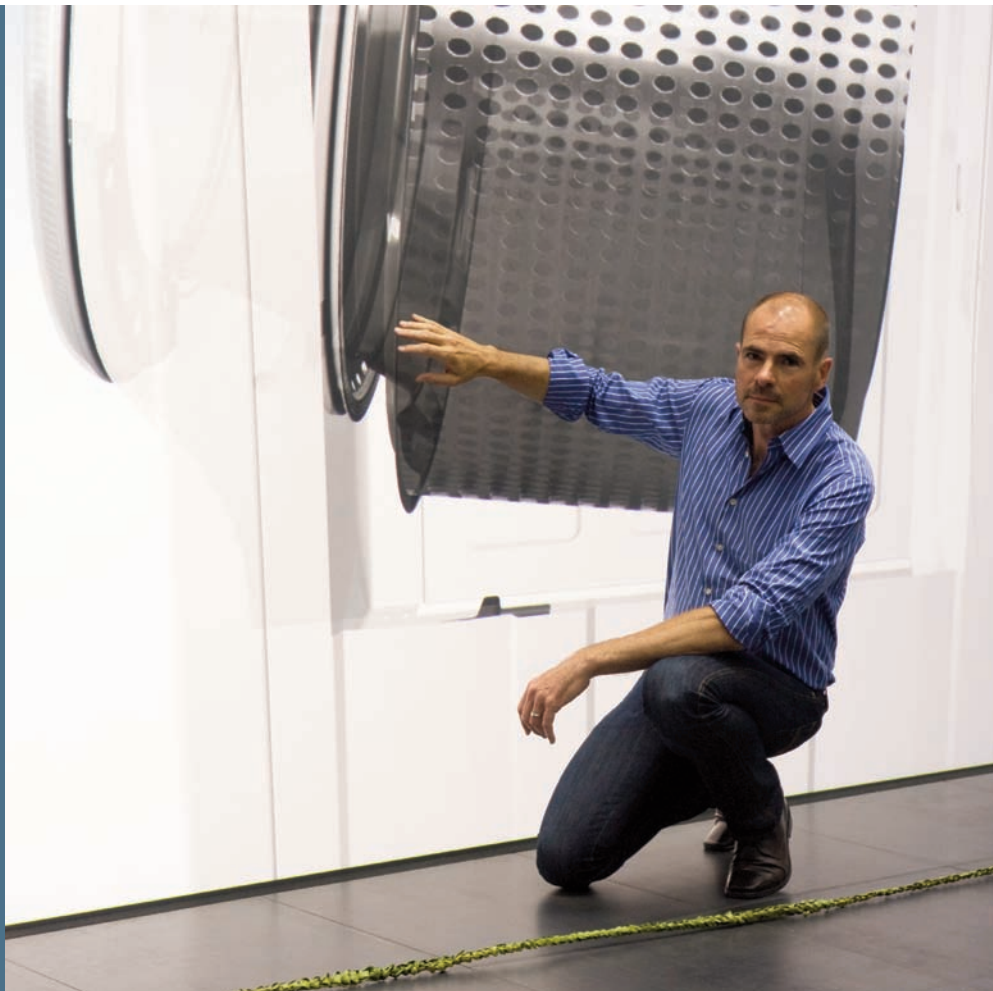


Electrolux, Italy

Collaboration in high-resolution for Electrolux

“Thanks to Barco, we have the sense of realism needed to accurately predict the look and feel of our products – in 3D as well as 2D. They’ve made it extremely easy for us to improve collaboration and speed up decision-making.”

Thomas Johansson, Design Director for Major Appliances Europe at Electrolux



Electrolux is a world-leading manufacturer in household appliances as well as professional equipment, and is also known under the AEG, Zanussi and Frigidaire brands. For its Southern European headquarters in Italy, it realized that with the aid of 3D stereo and ultra-high resolution display technology, it could trim down design costs and improve collaboration.

BARCO

Visibly yours



Choosing the highest standard

Electrolux knew it wanted a visualization system that met its exacting demands in terms of image quality and ease of use. "We were familiar with Barco's high standard in image quality," explains Thomas Johansson, Design Director for Major Appliances Europe at Electrolux, "but what they offered went beyond these expectations. Their proposed systems were cost-effective and space-efficient, yet offered the best in terms of resolution and versatility."

Team collaboration through visualization

As such, Electrolux and integrator Cadland settled on two Barco systems. The first display wall offers a 5m wide collaboration canvas with a native 1080p HD resolution, and is driven by one high-brightness, active 3D stereo Barco

projector. On the wall, several 2D and 3D product design sources can be displayed and analyzed at the same time. With Barco's XDS Control Center software, "our collaborative team work gets a huge boost. Because the software is integrated into a Windows desktop, our engineers don't have to waste time learning how to operate the system, and can move and resize sources on the fly with mouse and keyboard," adds Mr. Johansson.

The second display wall, which boasts a 3.4m screen width, is piloted by Barco's native 10 megapixel projector. "Since it uses the new liquid crystal on silicon (LCoS) technology, this projector allows us not just to display 2D content in an extremely high resolution, it also offers an enhanced color and contrast quality. This makes working with images on the display as close to seeing real products as possible," says Mr. Johansson.

Killing two birds with one stone

"Thanks to Barco's display technology and collaboration software, we're able to kill two birds with one stone," explains Mr. Johansson, "On the one hand, they offer the sense of realism needed to accurately predict the look and feel of our products - in 3D as well as 2D. On the other hand, their XDS software makes it extremely easy for our teams to improve their collaboration and speed up decision-making."



Ref. no. R000000SST0909R000

Barco is an ISO 9001 registered company.
The information and data given are typical for the equipment described.
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