French Textile Equipment:

Towards virtual reality visits @ Techtextil.

Next June 21-24, at Techtextil in Frankfurt, the French Textile Equipment Manufacturers will offer, on their association stand, HALL 12 E 94, a first ever demonstration of virtual and augmented reality visits of their equipments and services.

“New technologies offer us a new perspective, the virtual and augmented reality visits” states Jean-Paul Benekian, President of their association’s promotion committee. He and Christian Guinet, the Secretary General, will be on the stand at Techtextil to demonstrate how it works.

Not only the demo will be available on smartphones, tablets and computer screens but also thanks to virtual reality headsets an immersive 3D experience will be offered. The new technologies Jean-Paul Benekian is making reference are new 3D with better resolution softwares including the Cameleon app which encompass the possibility to interact with the supplier through avatars and new smaller, lighter and cheaper headsets.

“What our customers need is to introduce the right product, at the right time, produced with the right process and equipments” states Christian Guinet. He adds, “to make the right investments decision is a major challenge for them as it shapes the future of these textile industrialists. Then our responsibility is to help them, it is our own interest in the long run”.

Trials in demo rooms may be necessary to finalize a decision but they cannot be too many and upstream a precise knowledge of the equipment offered on the market is necessary. Virtual visits will save a lot of time and travel expenses and will offer much more technical insights. It will add to the sales organizations with local subsidiaries and agencies, the local, regional or world shows, the road shows not only in the national capitals but in the textile producing districts.

France is the sixth textile equipment exporter worldwide. The French Textile Equipment Manufacturers are well known for their catalogue and tailor-made equipments. They also offer turnkey solutions including one or several companies in a one shop model. They are particularly strong in long fibre spinning (wool, acrylic …), yarn twisting and control (including technical yarns), space-dyeing, heat setting for carpet yarns, carpet systems, bleaching and hydro-extractor equipments, dyeing and finishing, felts and belts for finishing processes, precision machining and textile ERP.

At Techtextil, virtual visit will be a new step forward.