

## HUECK OFFERS INVITATIONS TO THE VIRTUAL SHOWROOM – INNOVATIVE PRODUCT EXPERIENCE AND CREATIVE INFORMATION POSSIBILITY WITH DIGITAL TOURGUIDE HANNAH

With its new, digital showroom, the Lüdenscheid aluminium system house HUECK presents its product and company highlights. The virtual exhibition offers its visitors digital insights into the variety of systems at HUECK. The focus was deliberately set on the highest possible quality of the rendered tracking shots and on ease of use.



Figure 1: Entry into the HUECK virtual showroom (source: HUECK)

Enriched with videos, renderings, images and technical information, the HUECK showroom offers an informative exhibition experience, independent of location and time. By clicking on the individual exhibits, visitors receive product details, application examples and inspiration from implemented reference objects. The intuitive navigation reliably guides visitors through all the highlights of the showroom. In addition, you have the opportunity to be accompanied by Hannah, an animated avatar, on an aurally guided tour of the showroom.

Nine exhibits currently adorn the digital exhibition area, which show both the HUECK system diversity and special company highlights. The following product areas can be digitally experienced through the exhibits: The window and door systems of the HUECK Lambda WS/DS series, the HUECK Lambda Silent Air soundproof window, the innovative HUECK Trigon FS facade system, the fire and smoke protection systems of the HUECK Lava series, as well as the HUECK Volato sliding systems. There is also information on the individual property solutions from HUECK, as well as on the subject of burglary protection.

In addition, HUECK uses its new showroom to present a new series of videos. In Harry's workshop, tips and tricks relating to the processing of aluminum profile systems from HUECK are shown. In the first episodes,

the main actor Harry von HUECK explains the punching tools that are used to process the new HUECK Trigon FS facade system.

The HUECK World Life Balance, which was presented at the end of last year, was also given a prominent place in the digital showroom. The Lüdenscheid aluminum system house finds answers to developments in the construction industry in the fields of action Smart World, Urban Life and Green Balance. These are explained in the showroom exhibit both textually and in video format. The innovative exhibition space fits in seamlessly with the HUECK World Life Balance striving for equilibrium by offering a modern working environment in a virtual space.

“An important component of our HUECK World Life Balance is the personal contact with our customers at eye level. This is of the utmost importance to us at HUECK. With the virtual showroom, we have found an innovative way of staying in contact with our business partners and customers, even though we had to forego proven face-to-face events,” explains HUECK Marketing Director Rafael Wilk.

The HUECK virtual showroom offers the opportunity to get in touch with a contact person at HUECK at any point via phone or using the contact form. A helpful flag on each exhibit also enables interesting topics to be collected in a watch list, which can then be used to request further information. The virtual showroom is always available on all devices and currently offers the user languages German and English.

The virtual HUECK showroom can be reached at: [www.hueck-showroom.com/index.html?lang=en](http://www.hueck-showroom.com/index.html?lang=en)



Figure 2: Visitors have the opportunity to be guided through the virtual showroom by Hannah (source: HUECK)