

## SLV GmbH, Übach-Palenberg

„The app was initially planned only as a trade fair tool. But due to positive customer feedback, we have now further developed it internationally and added an automatic and manual mode. The goal is to get a professional planning tool that can display our products in real environments true to scale. Besides, the app is fun to use and invites you to browse through our catalogs“.

- Gunther Hahn, Head of Digital at SLV Group Holding GmbH -



### Goals

To make light even more tangible, a new consulting tool in the form of an AR app (Augmented Reality app) was needed.

The goal: to test the effect of the products on the smartphone or tablet in advance by virtually placing lights directly on the spot. Since SLV already has its print catalogs digitized by apollon - the IT competence center of the M+M Group - the lighting expert also found the right partner for the realization of the AR app in apollon.



### Customer needs

- An AR app to make products directly tangible at their future location  
AR-App should be applicable indoors as well as outdoors
- Provision of a wide range of options such as different viewing angles or changing the position, size, color or model variant directly on the wall, floor or ceiling
- Enabling entire lighting concepts by placing several products
- Creation of high acceptance among electrical installers and lighting designers through intuitive operability
- Integration of the SLV publications as online catalog, a link to the online platform with the SLV complete assortment as well as the SLV news into the consulting instrument

### Customer profile

„Experience light“ - this is what the medium-sized company with world market qualities stands for. SLV GmbH is one of the leading manufacturers of light and lighting solutions and is represented in over 100 countries and by 15 subsidiaries.

**Field:**

Light and lighting solutions

**Products:**

Illuminants

**Online-Shop:**

[www.slv.com/de](http://www.slv.com/de)



## Our solution

„SLV EXPERIENCE LIGHT“. This enables SLV's customers - electricians and lighting designers - to choose the right light and place it in the respective environment using Augmented Reality. It does not matter whether the light is for indoor or outdoor use, because the app can display both areas. All the customer has to do is hold his smartphone or tablet at the appropriate place and then select the luminaire that comes into question. By adding virtual aspects, such as SLV luminaires, to the real world, customers get a much better impression of how the products can look - even before they are ordered and installed. This not only supports the imagination many times over, it also increases customer satisfaction and ensures fewer returns to SLV.

Pure placement is not enough. Different perspectives on the selected product give customers a panoramic view. The luminaire can thus be viewed from every corner and judged good or bad. In addition, the position, size, color or model variant of the selected luminaire can be changed during the decision-making process - directly on the wall, floor or ceiling.

Since the luminaires are not only about pure design, but also about the right composition, the app also enables the visualization of entire lighting concepts. This means that several luminaires can be placed at the same time in order to plan a well thought-out lighting concept.

Besides the intuitive usability, which played a major role in the implementation of the app, it was also important to SLV to provide publications like the online catalogs in the application. The online catalogs are the digital image of the print catalogs. However, customers can not only browse through the product range. Filter options, search functions and notepads offer customers an even faster insight into the product range. Thanks to the integration of social media such as Facebook, Twitter or Pinterest, it is also possible to share products from the online catalog. SLV also offers its dealers individually compiled catalogs by selecting individual products. The product experience in the online catalog is rounded off by linking the products to the online store. The desired articles can thus be ordered directly from the catalog - 24 hours a day, 7 days a week.

In order to provide customers with a seamless connection between the real and virtual world, SLV has had a special function built into the recently published online catalog „Experience Light“: Direct scanning of articles into the AR app. In this way, individual articles in the online catalog can be scanned and immediately used in the virtual world of the AR app. This makes a product search in the AR app unnecessary.



### apollon

apollon is your competent partner for marketing software to achieve system supported and automated marketing processes. The specially developed solution OMN supports you holistically in optimal product data and media management, from planning of measures and content creation to cross-media publishing.