



WOW! / Augmented reality for the workshop

Four eyes repair more than two

Künzelsau – 01 August 2018 – Augmented reality becomes a concrete workshop benefit: WOW! Würth Online World GmbH is the first company bringing external workshop technicians by request to the screen ... to the workshop ... to the car. Live and solution-oriented. The concept will be presented at the Automechanika in Frankfurt, sales start is planned for 2019.

The further the automotive technology was developed, the greater were the demands on the workshops. Often, the state of automotive engineering after the completion of vocational training is already much further.

Today, mechatronics engineers no longer adjust valves or carburetors - they have to solve complex electronic, electromechanical and thermodynamic problems.

The number of corners that must be thought of in the automotive workshop today is large. The risk of making wrong decisions is correspondingly high. If, on suspicion, an expensive assembly is exchanged on the customer's car, but the fault lies elsewhere, it can be a financial problem for the workshop. This is where the concept developed by WOW! Würth Online World (WOW!) comes in.

If the mechatronics engineer can not solve a problem on the car alone, he gets professional help from the outside. Online. There are no travel costs for external persons and practically no work loss in the workshop. A big plus for the problem solving rate and the customer satisfaction in the workshop.

The new workshop support system expands with each new question itself. All issues are transmitted into the database at WOW! Würth Online World in accordance with data protection and used for new assistance.

The difference to all other hotline systems: problem descriptions and remote solutions usually fail due to the lack of images. Thanks to live image transmission and video conferencing technology, the new WOW! system creates unprecedented time savings.

The automotive mechatronics engineer transmits the current problem situation - such as a leak, a mechanical defect or a display - live via camera to the experts of the WOW! service team. From there he gets - also live - assistance.



The support appears at the point of his screen which is showing the problem. From a distance the solution image can be placed virtually over the problem image (the live workshop image situation), to e.g. demonstrate the installation position of a spare part.

The workshop engineer experiences this form of remote assistance as if the assistive technician was in the workshop and would personally show the solution. Hence Augmented reality.

Augmented reality is increasingly finding its way into everyday online life. With the solutions of WOW! Würth Online World this will soon be done on a professional level in car workshops. The sales start is planned for 2019.

The system is web-based and therefore usable with every device. The only requirement: a good internet connection.

About WOW! Würth Online World

Workshops and car dealerships with the latest developments and solutions for diagnosis, exhaust emission testing and air conditioning service from WOW! are well prepared for the future. In addition, the company offers personal advice and comprehensive service from one source. Besides service companies and car dealerships also suppliers and vehicle manufacturers from 35 countries are customers of the Würth Group company, which was founded in 2000. Worldwide, 50,000 customers rely on diagnostic solutions from WOW!. Further information can be found on the Internet at www.wow-portal.com.

Contact

WOW! Würth Online World GmbH
Sibylle Kaufmann
Schliffenstraße 22
74653 Künzelsau
Phone +49 (0) 79 40 / 9 81 88 10 55
Fax +49 (0) 79 40 / 9 81 88 10 99
sibylle.kaufmann@wow-portal.com
www.wow-portal.com