

## CORE USE CASE

Efficient and engaging demonstration experience of equipment technology for current and future customers.

## PROJECT LOCATION

### Auburn Hills, MI

- (2) 1x5 interactive touchscreen walls
- Activation Date: August 2019

### Mason, OH

- (2) 1x5 interactive touchscreen walls
- Activation Date: August 2019

### Atsugi, Japan

- (1) 1x5 interactive touchscreen wall
- Activation Date: February 2020

### Singapore

- (1) 1x5 interactive touchscreen wall
- Activation Date: September 2020

## DESCRIPTION

Makino is an industry leader in machinery design and digital innovation, producing the world's most accurate and highest quality machinery. This large, heavy equipment is sold globally, requiring a significant investment in both time and money to effectively demo to customers. Three Makino Experience Centers are now powered by ThinkHub collaboration software running on large, interactive walls. Leveraging ThinkHub, Makino is able to virtually demo its large manufacturing equipment, reducing travel and logistics costs and accelerating the sales cycle.

- (6) 1x5 ThinkHub interactive touchscreen walls
- ThinkHub Scheduling for virtual demos and sessions with customers
- Integration with live IP cameras to highlight and demonstrate machinery
- ThinkHub MultiSite to connect Makino's Experience Centers worldwide

