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**Press release**

## **bauma VR Experience**

### **The digital construction site: more than just entertainment**

- High added value for daily business
- Location-independent and usable in compact spaces
- Exclusive: digital construction site at bauma 2019

**Digital innovations are increasingly shaping our everyday lives – including in the construction machinery industry. Thanks to virtual and augmented reality (VR/AR), users can now experience construction sites virtually and be part of the story in the middle of the action. It is not just an experience with deceptively real sensations and high entertainment value. VR and AR can be used to present products in the development phase, prototypes, or future scenarios and explain them in a completely new way. This opens up a whole host of new opportunities for companies.**

“With our digital construction site, we have created a platform that enables exhibitors’ products to be experienced not only at the actual exhibition stand but in any location. We offer the virtual exhibition space within a VR Experience. For the first time, companies at bauma 2019 will be able to present themselves completely digitally,” says Mareile Kästner, bauma Exhibition Director.

It is a virtual experience with high added value for daily business, opening up completely new possibilities for planning and development, but also basic/further training or sales. “Anyone wanting to train their apprentices under realistic conditions – in machine maintenance, for example – or looking to explain the inner workings of a crane to the customer, no longer has to even leave the site,” explains Kästner.

Companies such as Doka (formwork experts), Trimble (measuring instruments specialists), GEDA (mechanical engineering company), Bobcat (construction machinery manufacturer), and uvex (manufacturer of protection and safety products) are already using the virtual offer “made by bauma.”

#### **Doka: formwork expertise in compact spaces**

“Doka is represented at the Messe München VR Experience as it highlights Doka’s problem-solving expertise from different perspectives and allows it to be experienced. A highrise model embedded in VR shows clearly what extensive

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know-how is required to make the construction process fast, safe, and optimized. Doka has demonstrated the formwork expertise required in more than 1,000 highrise projects. Virtual reality allows visitors to understand the complex of issues in the smallest of spaces," says Gottfried Bühringer, Head of Digital Marketing at Doka.

**uvex: safety first**

For Tobias Hawelka, Marketing Coordinator at uvex, the topic of safety is the focus of the virtual construction site. "For the first time, as part of the VR Experience at bauma 2019, the uvex safety group is also giving all visitors the opportunity to experience selected products in step with the digital transformation. By entering a construction site virtually with the safety equipment that would also be required in real life, the visitor is given a unique experience and a deep insight into this exciting virtual world."

**Trimble: seamless data movement and visualization**

Maria Scully, Event Manager at Trimble Civil Engineering and Construction highlights the potential of VR/AR for Trimble's business: "We will connect construction by offering a suite of integrated solutions. Solutions that provide seamless data movement and data visualization. SiteVision is an example of this, a new solution providing high-accuracy outdoor augmented reality for the construction industry. The VR Experience at bauma will not only introduce and highlight the benefits of SiteVision, it will unleash the possibilities of what VR and AR technology can be used for in construction."

**GEDA: industrial elevators experienced in lifelike environment**

"As an innovative mechanical engineering company, we see promising opportunities for our organization in the possibilities offered by digitalization. For example, topics such as virtual reality enable us to also present our construction hoists and industrial elevators to international customers in a lifelike environment. We look forward to being involved in the VR Experience at bauma 2019," says Jürgen Deffner, Head of Marketing at GEDA.

With the bauma VR Experience, it is not simply about just incorporating a digital format into the classic trade fair business: "It definitely gets emotional! It will be an unforgettable experience, especially when the surface of the earth opens and the elevator takes the visitor to lofty heights," says Mareile Kästner, bauma Exhibition Director. Visitors and exhibitors can get an accurate impression of this at bauma 2019 in hall B0.

Attendees can consult an up-to-date overview of exhibitors online in the bauma [Exhibitor directory](#). More information about the trade fair is available at [www.bauma.de](http://www.bauma.de).

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#### **About bauma**

bauma is the world's leading sector event for construction machinery, building material machines, mining machines, construction vehicles and construction equipment. With a total exhibition space of 605,000 square meters, bauma is also the largest trade show in the world. In 2016 bauma broke again all previous records, attracting a total of 3,425 exhibitors from 58 countries, and 583,736 visitors from 219 countries. bauma takes place every three years in Munich; the dates for the next edition are April 8 to 14, 2019.

#### **bauma NETWORK: Six construction machinery trade fairs of Messe München**

In addition to the world's leading trade fair bauma, Messe München has extensive skill in organizing additional international construction machinery trade fairs. For example, Messe München organizes bauma China in Shanghai and bauma CONEXPO INDIA in Gurgaon/Delhi together with the Association of Equipment Manufacturers (AEM) as well as the bauma CONEXPO Africa in Johannesburg. In December 2015, Messe München successfully expanded its portfolio further with the purchase of the leading Russian construction machinery trade fair CTT, now renamed bauma CTT RUSSIA. In March 2017, the bauma NETWORK was again expanded with M&T EXPO in the form of a license agreement with SOBRATEMA (Brazilian Association of Association of Technology for Construction and Mining).

#### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.