



CUSTOMER SUCCESS STORY

Husky Injection Molding Systems wows trade show customers with mixed reality headsets that showcase their latest equipment.

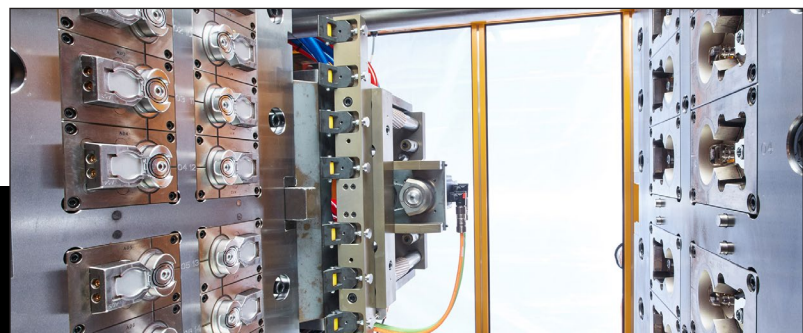
True to its reputation for embracing the latest technology, Husky now uses the Microsoft HoloLens experience to explain and draw attention to its products.

Husky designs and manufactures injection molding equipment and provides services to the plastics industry. Their product line includes equipment used to make products for the beverage packaging, closures, thinwall packaging, medical, and consumer electronics markets. With headquarters in Ontario, Canada, and manufacturing facilities around the world, they support customers in more than 100 countries.

Husky needed an original and memorable way to showcase an injection molding system at a tradeshow without having to physically bring the system. The Drinktec 2017 show – an important



“We are constantly looking for new ways to push the injection molding industry forward.”





beverage industry event – was approaching, and Husky planned to highlight its recently introduced HyCAP™4 integrated system for beverage closure manufacturing.

The solution was to give potential customers a mixed reality experience. Combining special expertise from Cinema Suite and the Microsoft HoloLens, Husky placed a detailed, interactive tour of the injection molding system right before the customer's eyes and hands. When wearing a HoloLens headset, you are wearing a computer that shows you floating holograms, or 3D images. You can still see and interact with your existing environment.

POSITIVE RESULTS

Allison Karavos is a Marketing Communications Program Manager with Husky. She points out that besides saving the trouble and cost of shipping a large piece of equipment, there is another important benefit of using mixed reality at a trade show instead of the real thing.

"You can accurately and safely highlight certain features that you can't demonstrate in real life when the machine is in production."

Other positive results for Husky included reinforcing their position as an innovator in the industry.

"We are constantly looking for new ways to push the injection molding industry forward," Allison says. "By featuring eye-catching, industry-leading technology on our booth, we are able to show our customers that we are constantly moving forward."

Being among the first in their industry to partner with Cinema Suite and use the HoloLens fits with Husky's overall commitment to plunging into the latest technology advances.



"We feature a regular cadence of renewal with our products and services and invest significant time and money into research and development. By featuring cutting-edge technology in our sales process and our tradeshow experiences, we help reinforce our industry-leading reputation."

Allison notes there was a learning curve with their first go at using mixed reality, figuring out how best to showcase their product. Cinema Suite was helpful through any hiccups.

"Our experience working with Cinema Suite was great. They were always helpful and courteous and worked hard to ensure we had the best finished product possible given the technology available today."

Cinema Suite works with all types of businesses who are using Microsoft HoloLens in creative ways. They are solving critical business issues, enhancing marketing and sales success, and improving training efficiency and quality.

Allison adds that others who are considering using mixed reality can look forward to only better things on the horizon.

"While still in its infancy for the most part, the technology is always advancing and has some real benefits in B2B environments."

Husky Injection Molding Systems is online at husky.co and Cinema Suite can be found at cinema-suite.com.

