

# **PRESS RELEASE**

**17<sup>th</sup> March 2011**

## **KNAUF INSULATION CREATES A STIR AT ECOBUILD WITH AUGMENTED REALITY**

**Knauf Insulation certainly made sure that this year's stand at Ecobuild enhanced the visitors' experience with the use of the unique technical capabilities of augmented reality. The UK's leading insulation manufacturer, unveiled its state of the art augmented reality tools at the show to demonstrate new and existing products to highlight the build up of in-situ insulation solutions for housebuilders and specifiers.**

As augmented reality advances in technical capability, an increased range of commercial applications are constantly emerging, identifying new verticals to which the technology can be applied. It was this that led Knauf Insulation to using a range of augmented 3D experiences to demonstrate its solutions portfolio for the new build and refurbishment of residential and commercial building sectors.

Working with AR specialists Hidden Creative, photorealistic 3D renderings of buildings associated to the desired product sectors and associated insulation solutions were produced. When rotated, the augmentations automatically animate a particular product being applied in a real world situation, helping to expose a difficult and often concealed element of construction, the application of insulation.

The augmentations were distributed across three custom kiosks equipped with HD cameras and 58" LCD displays. This application allowed the audience to get a close-up and very detailed view of each product, encouraging audience participation and heightening the understanding of the insulation solution for the application.

Lydia Sharples, head of communications at Knauf Insulation comments: "As we are the only manufacturer able to offer insulation solutions and unbiased advice across four different types of insulation for multiple applications – we certainly had a lot to say at Ecobuild! Finding an effective way to communicate with visitors, enhance

their experience and encourage participation, led us to the hugely creative form of augmented reality.

“Demonstrating how insulation products and systems are installed within a building can be extremely difficult, but by utilising the AR technology, it opens up the possibilities for engagement with end users using a visual representation.”

The augmented reality experience has been extended to the Knauf Insulation website until the end of March and visitors were encouraged to take a Knauf Insulation information card with which they could use to control the website augmentation.

To view the augmentations online please visit [knaufinsulation.co.uk/ar](http://knaufinsulation.co.uk/ar).

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For further press information and approval of colour separation charges, please contact Mhairi Dewar at CIB Communications on Tel: 01372 371800, Fax: 01372 371 801 or Email [mhairid@cibcommunications.co.uk](mailto:mhairid@cibcommunications.co.uk)

Please forward all reader enquiries to:

Gerry Cherry

CIB Communications

Riversway

Leatherhead Bridge

Guildford Road

Leatherhead

Surrey

KT22 9AD

Tel: 01372 371800

Fax: 01372 371801

Email: [pradmin@cibcommunications.co.uk](mailto:pradmin@cibcommunications.co.uk)

