IMMERSIVE EXPERIENCES

Qualium Systems

SCALING MACHINERY SALES WITH PRODUCT TWINS: SOLUTIONS FOR DIGITAL 3D PRESENTATIONS

Immersive visualization for trade fairs, sales enablement and lead generation

WHAT'S INSIDE

INTRODUCTION

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A new generation of Extended Reality technology has brought industrial 3D visualization to a new level of realism and usability. For B2B industrial companies, this changes how large and complex equipment can be presented, demonstrated, and discussed with customers. Reducing dependency on physical equipment creates a major advantage for industrial machinery manufacturers across early-stage sales, trade fair engagement, remote product presentations and customer education.

Many forward-looking manufacturers are already using digital showrooms to engage prospects, support technical sales conversations, and follow up with stakeholders after the first interaction. For companies selling high-value equipment, the question is no longer whether immersive product presentation is relevant, but how quickly it can become part of the sales process.

B2B buying behavior is changing, driven by a new generation of digital-first stakeholders (Millennials and Gen Z now represent 71% of B2B buyers). They reach out with expectations already formed, alternatives compared, and, in most cases, a preferred supplier identified. For complex machinery manufacturers, this creates a narrow window to influence the decision. Sales presentations must be convincing from the first minute, yet many teams still rely on PDFs, static renders, and videos that cannot fully communicate machine scale, engineering value or operating principles. Physical demos remain costly and difficult to scale, while a new generation of B2B buyers expects product experiences to be interactive, visually appealing and digitally accessible.

This is exactly where the next generation of Immersive/XR technologies come in as a future-proof solution. The principle is straightforward: if a company has a 3D model of its equipment, that model can become an interactive presentation asset. At a trade fair, a visitor puts on a VR headset and stands next to a machine at full scale. In a meeting room, a manager presents an interactive 3D model on a tablet.

In this whitepaper, we will cover:

- Key Virtual Showroom applications in industrial sales and how they differ
- What specific value digital 3D representation delivers compared to traditional sales tools
- How immersive technology applies to three key scenarios: sales presentations, trade fairs, and lead generation
- What it costs and what ROI to expect: concrete figures comparing traditional demo expenses to an XR solution

INTRODUCING SOLUTIONS

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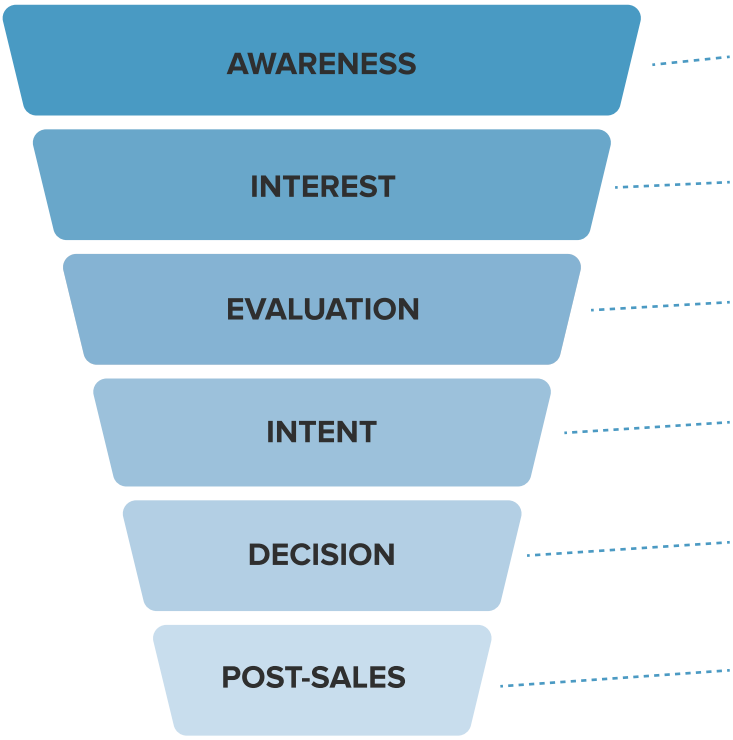
Qualium Systems is the first company to bring the next generation of 3D visualization technology to market, capable of providing photorealistic Virtual/Augmented Reality solutions and Web3D applications for industrial companies manufacturing complex equipment and machinery.

KEY FRICTION POINTS IN INDUSTRIAL SALES

1. **Geography narrows your market**
   Visiting a factory, showroom, or trade fair requires time, travel budgets, and coordination for prospective customers. It limits global reach and keeps machinery sales regional.
2. **High cost of live demos and trade fair logistics**
   The heavier the machinery, the higher the sales costs. Transportation, on-site assembling, and travel expenses can run into six figures per event.
3. **Buyers see a sample, not the range**
   Manufacturers must select demo models, and buyers never see the full portfolio. They are also limited by demo capabilities: system flow, scale, and engineering remain hidden.
4. **No interactivity in traditional sales materials**
   PDF catalogs, renders, and videos are passive. They cannot convey complex configurations, optional modules, or working principles the way hands-on interaction can.
5. **Long approval cycles across multiple stakeholders**
   In technically complex, high-stakes sales cycles, buyers need more time to understand the product and align internal stakeholders.

WHY TRADITIONAL SALES TOOLS FALL SHORT

Across the machinery buying journey



Operational Challenge
Buyers research online, but there is often little to explore. Static content loses prospects before first contact.

Solution Discovery
Passive materials fail to engage the buyer. PDFs and videos cannot convey scale or complex processes.

Proof & Validation
International sales are limited or not accessible. Demo logistics are slow, costly, and stop at the border.

ROI & Risk Case
Budget holders rarely see what they're funding. Sales pipeline and experience are limited.

Supplier Decision
Stakeholders misaligned, messaging inconsistent. Isolated decisions without shared context across teams.

PO, FAT/SAT & Commissioning
No added value for training and digital transformation. Nothing to learn on until the equipment lands.

IMMERSIVE SALES PRESENTATIONS

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In B2B industrial sales, traditional presentations often fall short of conveying the full value and complexity of advanced machinery. Equipment sales demos remain constrained by several key bottlenecks: sales efficiency, high demo costs, limited presentation tools, restricted international reach, and increasingly complex buyer expectations.

The next generation of Virtual Showrooms and interactive 3D technologies give industrial sales teams a more effective way to present complex machinery. Instead of relying only on brochures, slide decks, or videos, sales reps can guide prospects through a full-scale, interactive product experience.

A sales presentation VR tool is not built the same way as a trade fair experience. It is less about visuals, more about content logic — technical depth, configurability, and clear information architecture. Yet the main focus remains the same — complex processes can be shown instead of explained.

FUTURE-PROOFING HOW YOUR COMPANY SELLS

Improved sales experience

Machinery Digital Twins break it down visually, making it easier to understand the scale, engineering, system flow and elevate product perception.

Faster sales cycles

Portable devices and digital solutions ensure faster product comprehension and stronger stakeholder alignment even in the most technically complex, high-stakes sales cycles.

Global reach with the same team

Many demos no longer need to happen in person — remote collaboration and sales experience in Virtual Reality enables global reach and reduces travel.

New rep onboarding in weeks, not months

Complex processes can be shown instead of explained, making onboarding easier for new sales reps as well.

The entire catalog in one portable device

Sales reps can present the entire product portfolio through a single portable device. No more choosing which demo machine to produce. Market products before they are manufactured.

Innovative and visually appealing

By modernizing the sales approach with future-ready digital solutions, strengthen your position as industry pioneer and innovation leader.

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VIRTUAL VS. PHYSICAL SHOWROOMS: SALES COST COMPARISON

The heavier the machinery, the higher the sales-related costs. With Virtual Showrooms, sales becomes highly portable and flexible — solving logistics, scheduling and travelling challenges. Virtual Showroom enables virtual plant tours and remote customer engagement when in-person is not feasible.

Below is an illustrative annual cost scenario for a manufacturer running three product demos per month across international markets.

TRADITIONAL DEMO SESSIONS

TRAVEL COSTS

3-person team × ~€500/trip
× 3 trips/month × 12 months

~ €54,000 per year

DEMO EQUIPMENT

(€500K – €200K residual)
÷ 5 years × 3 products

~ €180,000 per year

TOTAL PER YEAR

€200–235K

VR APP SOLUTION

TRAVEL COSTS

1 rep × ~€500/trip × 3 trips/month
× 12 months

~ €18,000 per year

APP DEVELOPMENT & HARDWARE

€100K app ÷ 5-year usage cycle
→ ~€20,000

3 x Apple Vision Pro ÷ 5 years
→ ~€2,100

~ €22,000 per year

TOTAL PER YEAR

€40K

> 80%

Annual cost reduction when replacing traditional machinery demo sessions with a VR-based sales tool. Demo equipment alone accounts for the majority of savings, eliminated entirely with a single portable headset.

Calculations reflect a mid-sized machinery manufacturer demonstrating 3 product lines to international clients. Travel cost per trip: ~€500 (flight + 1 night). Demo machine acquisition cost: €500K with €200K residual value after 5 years. VR app cost reflects a single-product showroom. Hardware: Apple Vision Pro, 2026 retail pricing. Figures are illustrative.

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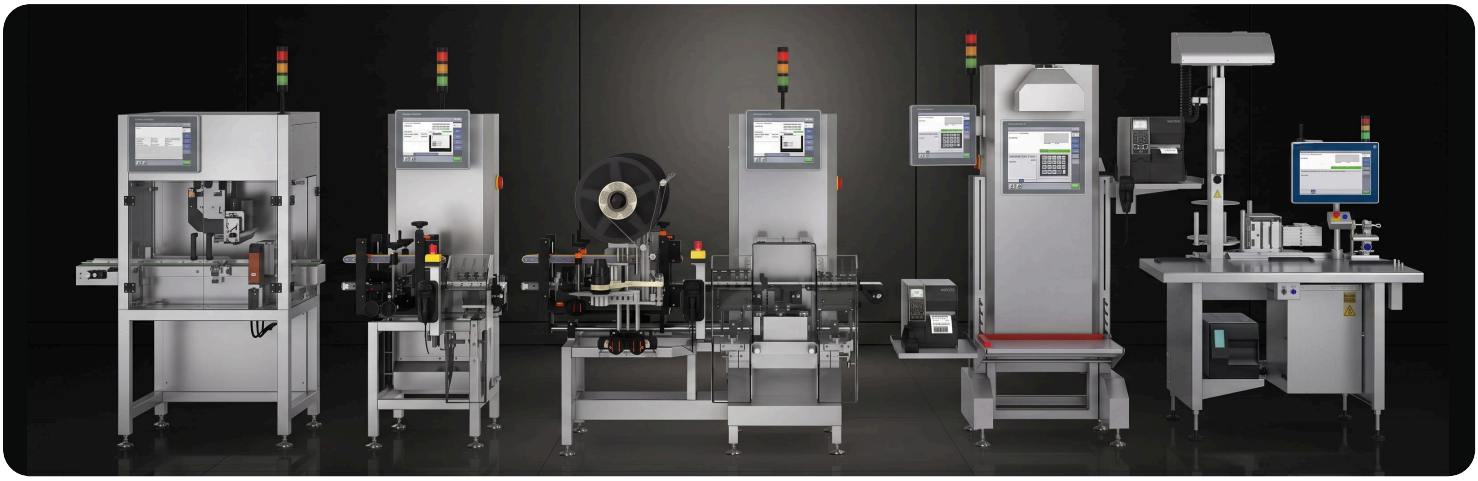
VIRTUAL SHOWROOMS FOR IMMERSIVE SALES

Product Twins for full-scale interactive experiences

Reducing dependency on physical equipment creates a major advantage for industrial machinery manufacturers across early-stage sales, trade fair engagement, remote product presentations and customer education.



The next generation of photorealistic Product Twins and interactive 3D technologies for Virtual Showrooms bring real business value to industrial sales workflows, helping sales and marketing teams close long-standing gaps and reduce demo frictions. Digital Product Twins, Virtual Reality, Augmented Reality, WebXR, Web3D, real-time 3D rendering, advanced image capture and processing help manufacturers present complex machines more clearly, improve trade fair engagement, strengthen customer training, and generate online leads.

The experience can be adjusted per audience, so engineers, production managers, and procurement each see the information most relevant to their role.

Business value

- Future-ready sales & training
- Simplified international sales
- Faster conversion cycles
- Efficient sales meetings
- Innovative and realistic product demos
- Customizable showrooms and content

Key capabilities

- Real-scale 1:1 experience
- Internal mechanics visibility
- Live configuration switching
- Production context simulation
- Guided scenario walkthroughs
- Shareable demo sessions

HOW A VR SHOWROOM IS BUILT

1. **Discovery & Concept**
   Visionary sessions to discuss client's goals and objectives
2. **CAD/3D Data Transfer**
   Client shares CAD/3D files and brand materials
3. **Content Optimization**
   3D asset preparation and UI/content design
4. **Scene & Environment**
   Branded virtual space with lighting, context and navigation
5. **Interactive Experience**
   Development of animations, configuration options and guided tours
6. **Testing & Launch**
   QA, performance testing, user validation, and deployment across platforms
7. **Maintenance & Updates**
   Content updates, performance and feature optimization based on client feedback

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BEYOND PHYSICAL DEMO: FUTURE-READY SALES & TRAINING

For companies selling large, complex, or highly configurable equipment, these technologies create a more effective way to present machinery, explain functionality, demonstrate value, and engage buyers before physical equipment is available or transportable.

Hidden processes revealed

XR makes it possible to demo in ways that physical equipment cannot. For example, machine covers can become transparent, showing hidden components and internal processes while the machine is operating.

Scripted virtual tour

Instead of relying on catalogs or feature explanations, let your leads explore machines directly. A guided in-app tour can walk buyers through the equipment step by step, showing its important features.

More leads

An average 30–50% lead increase by using Virtual Showrooms in public spaces, innovative tech attracts visitors and makes it easier to introduce machinery and start conversation.

Reduced personnel costs

Complex processes can be shown instead of explained, making sales presentations flexible and onboarding of new sales reps easier.

Machine variety comparison

If you offer product variations and customizations or configurable engineer-to-order products, allow users to quickly compare and configure them with a few clicks.

Prototypes in development

Showcase machinery that is still in development. This ensures customer interest and valuable product data before the equipment even hits the market.

Case in point: Global construction & mining equipment manufacturer

A global leader in construction and mining equipment was one of the first major heavy equipment manufacturers to publicly demonstrate walking through a production machine in VR. At a 2016 press event, the company showed editors a VR experience of one of its new construction machine lines. Headset users could step inside the machine, cut through components, and inspect internal mechanics at full scale. Originally developed for internal product engineering, the same technology became a showcase of how industrial manufacturers can present complex machinery beyond what a physical demo can offer.

Contact us for more details on this case

> **"We are now two to three years ahead of where we thought we were going to be with our VR capabilities."**
>
> Engineering Project Team Leader at a global construction and mining equipment manufacturer

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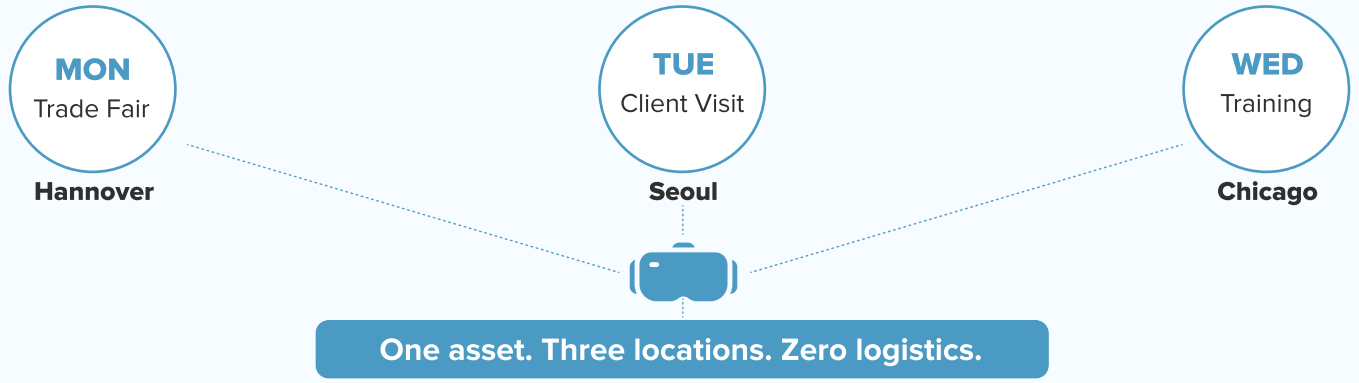
SCALING INTERNATIONAL SALES AND GLOBAL REACH

Digital B2B sales removes geography from the equation. A sales representative in Milan can walk a prospect in São Paulo through a full-scale machine demonstration in real time, using a synced VR session or a shared Web3D viewer. After the session, a recorded walkthrough can be shared with every stakeholder involved in the purchase decision, so the people who were not present still engage with the product on the same level. This directly addresses one of the most common stalls in industrial sales: internal misalignment caused by secondhand impressions.

Hybrid sales, combining field and digital models, involve sales teams travelling to the client's site with Virtual Showroom hardware, equipped with a product demo in their pockets.



20% **of B2B organizations now purchase equipment worth $1-10M+ through remote or self-service channels - up from 15% in 2022. Wind turbines, MRI scanners, and crawler cranes are bought without a single in-person meeting.**

McKinsey, Five Fundamental Truths: How B2B Winners Keep Growing, 2024

Case in point: Global elevator and urban mobility manufacturer

A global manufacturer of elevator and urban mobility systems deployed VR showrooms across its branches throughout Asia and the Middle East. Inside the VR environment, clients experience a ride in the company's flagship transport system, inspect cabin interiors, apply custom finishes, and explore the operating principles of technologies that are physically inaccessible for live demonstration.

Contact us for more details on this case

> **"We bring the showroom experience directly to our branches, close to where our customers really are. Especially regarding the fact that some of our products are not accessible to customers, our VR concept allows for really unusual and rare insights into out-of-reach areas."**
>
> CEO at a global elevator and urban mobility manufacturer

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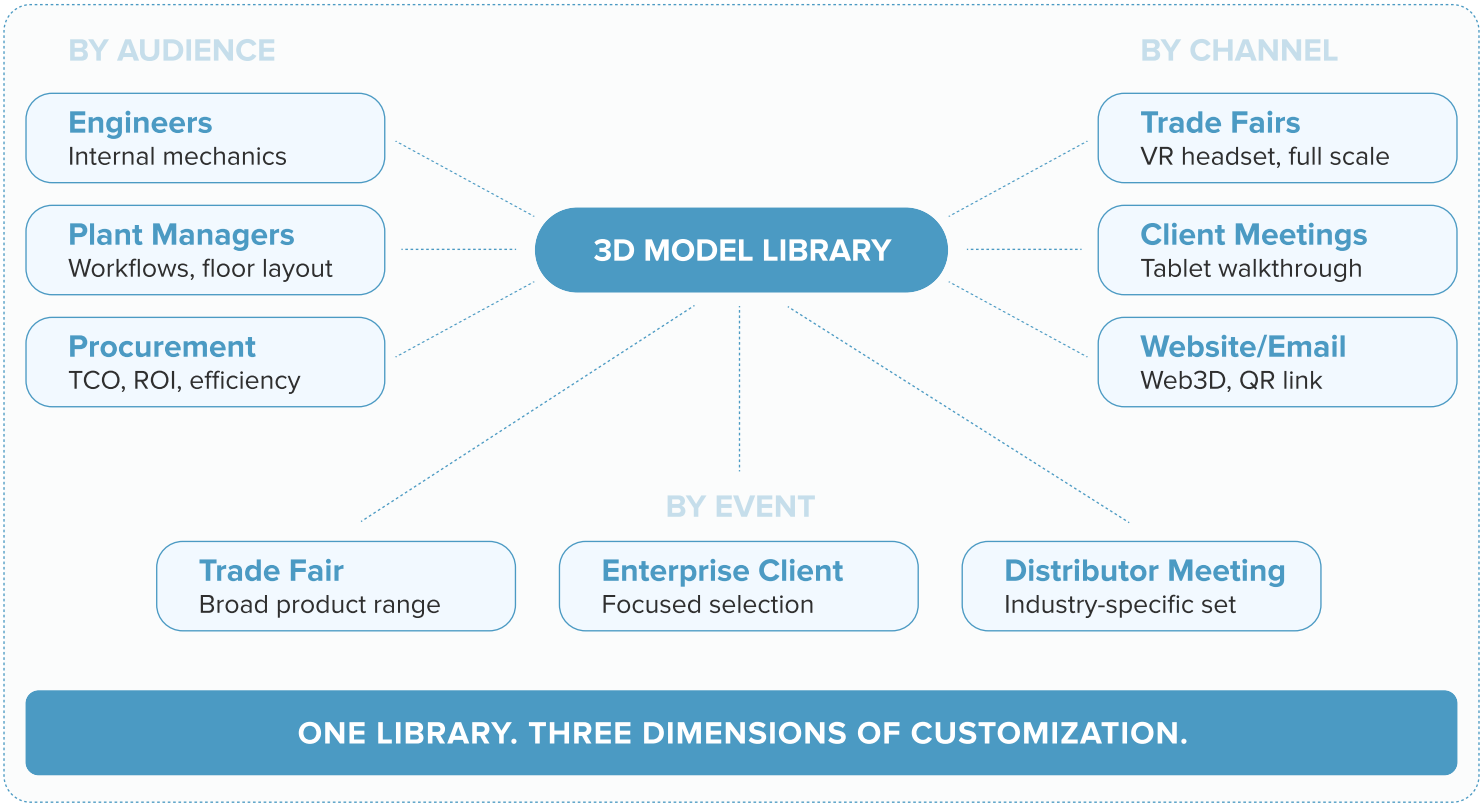
CUSTOMIZED SALES EXPERIENCE WITH TAILORED CONTENT LIBRARIES

With Virtual and Augmented Reality, a single 3D model becomes a modular content library that adapts to the context. The same equipment can be presented in full technical depth to an engineering team, stripped back to operational scenarios for production managers, or reframed around efficiency metrics and payback periods for finance. Nothing is rebuilt, the content is structured in layers that the presenter activates depending on who is in the room.

Beyond adapting to the audience, the same library adapts to the event. A showroom prepared for a trade fair can show the broad product range; the same library, filtered differently, becomes a focused showroom for a single enterprise client, or an industry-specific selection for a distributor meeting. Products, components, demo scenes, videos, and supporting documents are curated from the same asset pool and assembled into whichever configuration fits the moment.

Inside each experience, visitors can follow a guided path — a predefined sequence of zones, products, or use cases that the presenter controls. They can also switch to free exploration at any point.

New product variants, optional modules, and configuration updates are added to the library centrally and become available across all touchpoints immediately. There is no need to reshoot a video, reprint a catalog, or rebuild a physical display.



Audience-specific content

The same model adapts per viewer: technical depth for engineers, operational context for plant managers, ROI for procurement.

Event-curated libraries

One asset pool, multiple configurations. Filter for a trade fair, a single client, or a distributor meeting. No rebuild required.

Guided or free flow

Visitors follow a predefined path through products and use cases, or switch to free exploration at any point during the session.

TRADE FAIRS

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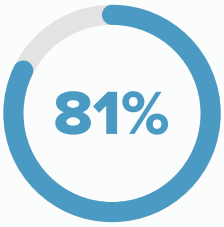
Limited space, high logistics costs and a declining lead generation efficiency make trade fairs increasingly challenging for manufacturers of complex machines. At the same time, their value remains clear: the audience is there, qualified, and ready to engage.



of trade show attendees have buying authority

CEIR, The Spend Decision: Analyzing How Exhibits Fit Into The Overall Marketing Budget Report

of attendees come to discover new products

CEIR, The Role and Value of Face to Face

Trade fairs are especially cost-intensive for machine manufacturers because transporting, installing, and presenting large equipment requires significant budget and planning. XR solutions address these cost challenges for machinery manufacturers while also ensuring stronger engagement, clearer product communication, and more efficient trade fair execution.

HOW VIRTUAL SHOWROOMS CHANGE YOUR TRADE FAIR OPERATIONS

Booth footprint drops, demo capacity rises

Immersive VR/AR booth makes it possible to showcase complex machines in virtual space directly at an exhibition. A 50 m^2 stand with a VR headset station replaces a 200 m^2 stand with physical equipment.

Reduced or eliminated trade fair logistics

Transportation and construction costs go to zero, cost per square meter decreases significantly. Equipment that previously took days to set up is replaced by a headset that arrives in a carry-on bag and is ready in minutes.

More products shown per event

Physical space limits you to one or two machines. In Virtual Reality, the entire product range is available: every model, every configuration, every optional module is switchable in seconds.

Higher engagement per visitor

A Virtual Reality demo at a booth draws attention and holds it longer. This captivating experience naturally improves sales experience by accelerating product comprehension and stakeholder alignment.

Photorealistic presentation quality

Next-generation hardware, such as Apple Vision Pro and enterprise headsets, is advancing industrial 3D visualization with photorealism, accurate product representation, and advanced interactions.

Zero demo machine production costs

For low-volume, high-margin production, assigning a machine solely for showcasing at trade fairs ties up significant amounts of capital. A single investment serves the entire annual trade fair calendar.

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IMMERSIVE VR/AR VS. STATIC BOOTHS: TRADE FAIR COST COMPARISON

Immersive technology can significantly reduce logistics costs, extend the usable space of exhibition booths, and help manufacturers engage potential customers through an interactive product experience. Transportation, assembly and dismantling usually exceeds the cost of the stand itself. Below is an illustrative cost scenario for exhibiting a small catalog of industrial machines at a major European trade fair.

CLASSIC TRADE FAIR BUDGET

STAND RENTAL

50 m^2 stand at Messe/Bauma (Germany)

~ €40,000 per event

CONSTRUCTION & LOGISTICS & ASSEMBLY

Booth build, shipping, on-site assembly & dismantle x 3 products

~ €300,000 per event

TOTAL PER EVENT

€340K

VR/AR APP SOLUTION

STAND RENTAL

20 m^2 stand at Messe/Bauma (Germany)

~ €15,000 per event

LOGISTICS & BOOTH PREPARATION

Construction costs near zero; light booth setup

~ €30,000 avg. per event (range €0-50K)

APP DEVELOPMENT & HARDWARE

€100K app ÷ 5-year cycle ÷ 10 fairs/year → ~€2,000

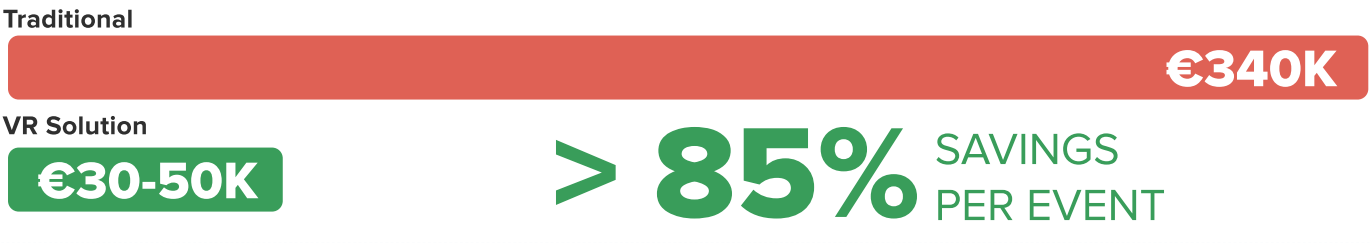
3 x Apple Vision Pro ÷ 5 years ÷ 10 fairs/year → ~€200

~ €2,200 per event

TOTAL PER EVENT

€30-50K

COST PER EVENT COMPARISON



This is an illustrative cost scenario for exhibiting three large industrial machines at a major German trade fair. Actual costs vary significantly by machine size, origin, booth specification and on-site handling requirements. Calculations based on a major Messe-class event in Germany (e.g., Bauma, IFAT, Agritechnica). Stand cost estimated per m^2 at standard Messe rates. Hardware: Apple Vision Pro, 2026 retail pricing. The VR scenario involves light booth setup, machine elements, furniture, screens, and branding. Figures are illustrative and may vary by event and region.

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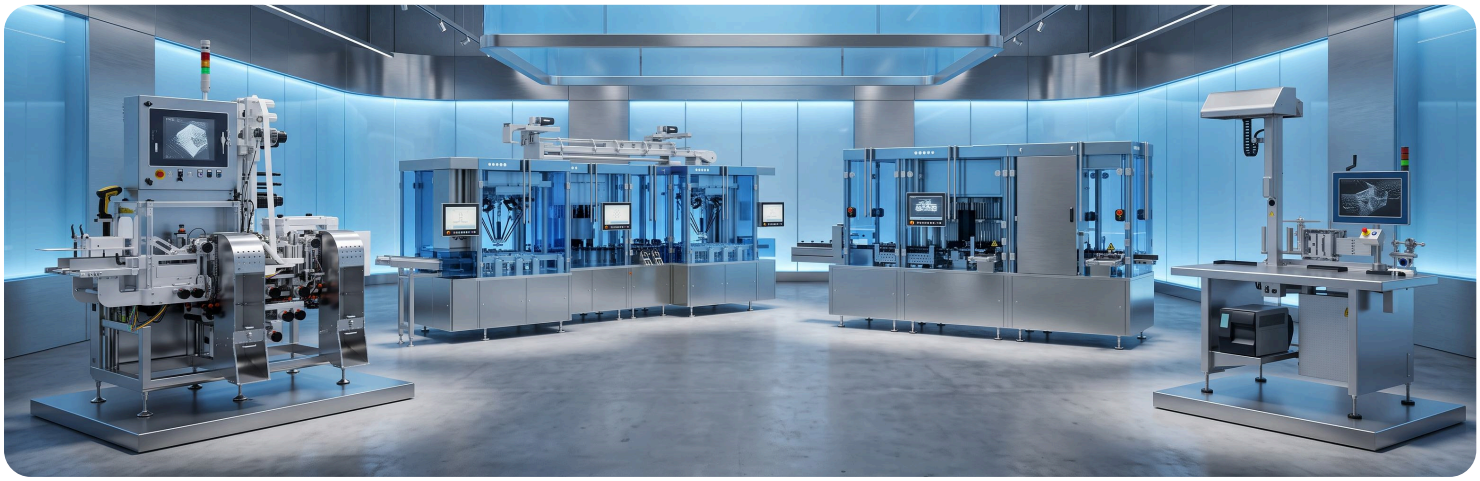
MACHINERY CATALOG

Entire product portfolio in a portable device

Traditional marketing and demo catalogs leave customers guessing. Printed materials, videos and even presentations with CAD models on the screen show every product in isolation, without experience while customers make decisions in context. Trade fairs become a bottleneck for machinery manufacturers, as transporting multiple machines may not be feasible at all.



With Virtual Showroom platforms, sales teams can present the entire product-portfolio through a portable device in a single photorealistic session.

Inside the headset, the user navigates through the product library, picks a specific machine from the catalog, and examines it in 3D also at real scale: rotate, walk around it, zoom and switch between products without interrupting the session. The feature set is fully customizable according to the company's sales strategy, product portfolio, and customer needs.

This deeper, more interactive product experience allows buyers to review options quickly and compare dimensions, form factors, and layouts in a way that printed catalogs or PDFs cannot deliver.

KEY CAPABILITIES

- Structured product library in one session
- Detailed specs and parameters per model
- Seamless navigation between models
- Visual size and layout comparison
- Centralized content updates

HOW A PRODUCT CATALOG IS BUILT

1. **Discovery & Product Range Definition**
   Aligning on goals, target users, use cases, and distribution channels
2. **Data & Asset Intake**
   Collection of CAD/3D models, product specifications and assets
3. **Model & Content Optimization**
   Geometry cleanup, texturing, and content structuring for search and product logic
4. **Catalog Experience Assembly**
   Navigation, product library, comparison views, and VR/AR/ web interfaces
5. **Testing & Launch**
   QA, performance testing, and deployment across headsets, web, and kiosks
6. **Maintenance & Updates**
   Ongoing maintenance, optimization, and feature updates from client feedback

COST AND LOGISTICS EFFICIENCY

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Virtual Reality replaces the heaviest line items in the industrial sales budget with a single portable asset.

~~Equipment transport~~	Headset that fits in a carry-on bag (~0.01 m^3)
~~Large exhibition stand rental~~	Full demo from a single table
~~Assembly & dismantle crew~~	Plug in the headset and go
~~Technical team travel~~	One rep with a headset

Each of these four costs of traditional sales tools recurs with every event and every client visit. Over a year, they compound into one of the largest budget lines in industrial sales. A Virtual Reality asset, by contrast, is built once and reused across every channel: trade fairs, sales meetings, distributor trainings, remote presentations. It can be updated when the product line changes and redeployed without additional logistics. Where a physical demo machine serves one product line at a time, a Virtual Reality experience scales to every product the manufacturer sells on the same hardware, through the same deployment.

Case in point: Global heat transfer equipment manufacturer

$500K+

saved by eliminating equipment shipping and display

$200K

previously spent per trade show, incl. ~$30K on shipping alone

A global manufacturer of industrial heat transfer equipment weighing tens of thousands of pounds, replaced physical product displays at trade shows with an immersive demonstration platform. The company eliminated the need to build, ship, and assemble heavy equipment at every event and equipped its entire sales force with portable Virtual Reality tools for client presentations and virtual plant tours.

Contact us for more details on this case

> **"Our machines are big and complex, and we used to ship them to trade shows so customers could comprehend their size and function. Now we can demonstrate their scale and engineering without the cost or hassle."**
>
> Business Development Manager at global heat transfer equipment company

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MODERNIZED TRADE SHOW PRESENCE AND INNOVATION POSITIONING

At trade fairs, immersive technologies naturally draw attention. Once engaged, buyers tend to spend more time exploring the product, interacting with configurations, and understanding key features in context. This leads to more meaningful conversations and better-qualified leads, as sales teams gain insight into what each prospect explored and showed interest in. Moreover, the brand reads as innovative, which matters increasingly to a B2B buyer base where decision-makers come from a generation raised on digital tools. Independent research backs both effects: attendees who actively engage with a brand at an event are far more likely to purchase, and immersive formats measurably improve how much of the product story people retain.

66%

of attendees are more likely to purchase from an exhibitor after engaging with the brand during an event

+8.8%

improvement in information recall accuracy when using VR headsets compared to traditional desktop displays

University of Maryland, Peer-Reviewed Study, Virtual Memory Palaces: Immersion Aids Recall, 2018

DEMONSTRATING PROTOTYPE PRODUCTS BEFORE PRODUCTION

Industrial sales cycles are long, and customers often need to commit before a machine physically exists. With Virtual Reality, the prospect can walk around a real-scale model of a product still in development, configure options for an engineered-to-order build, and understand exactly what they are buying months before the first unit comes off the production line. This compresses the sales timeline. For configurable machines built per order, every customer can preview their specific configuration in detail, not a generic prototype.

Case in point: Premium automaker

A global leader in the premium automotive market used MR with Meta Quest 3 headsets to introduce its new all-electric SUV to journalists and partners during a technology workshop. Attendees walked around a real-scale virtual model and explored technical features long before the production car reached showrooms.

Contact us for more details on this case

> **"It's an invaluable resource. There's an almost tangibility to the presentation, you can walk through it, you can reach out, and it's all to scale, so you get a deeper impression of the product, of what goes into it, and what you could do with it, which you definitely wouldn't get with a 2D show or a graphic on a screen."**
>
> Motoring Journalist at a premium automaker

LEAD GENERATION

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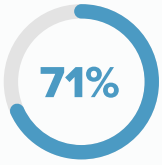
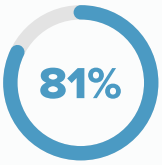
Almost all B2B buyers now use online channels to research potential solutions before engaging with sales. For machinery manufacturers, this makes digital content a critical part of the buying journey. Companies need to position themselves as industry experts and provide relevant, accessible, and technically valuable content that supports early-stage research. On the top of that, Millennials and Gen Z bring more digital-first expectations into the buying journey, performing self-guided research to form opinions before engaging sellers.



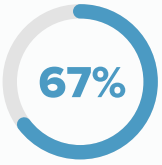
of B2B buyers are now Millennials and Gen Z

Forrester, Buyers' Journey Survey, 2024



have a preferred vendor before first contact with sales

6sense, Buyer Experience Report, 2024



prefer a self-guided buying experience

Gartner, Sales Survey, 2026

With interactive, optimized web-based experiences, machine manufacturers can position themselves as innovation leaders, gaining innovator value and enabling powerful digital tools for inbound lead generation. Interactive 3D product visualization of your machinery catalog powered by next-gen Web3D technology is a future-proof lead generation tool with strong growth value in your go-to-market strategy.

HOW WEB3D SHOWROOM CHANGES YOUR LEAD GENERATION

Strategic inbound content

A promotional website enabling interaction with 3D models of entire heavy machinery catalog becomes your strategic business asset.

More qualified leads

By the time they fill out a contact form, they have already interacted with the 3D models, explored specs and configurations.

Shareable across the buying committee

Engineers, procurement, plant managers open it on their own device and review the product from their angle.

Engagement data you can act on

Marketing analytics data blended with intent data your sales team can use to tailor the first conversation.

Future-ready innovation leadership

Persuasive online presence combined with innovator image gain attention from media and thought leadership in the industry.

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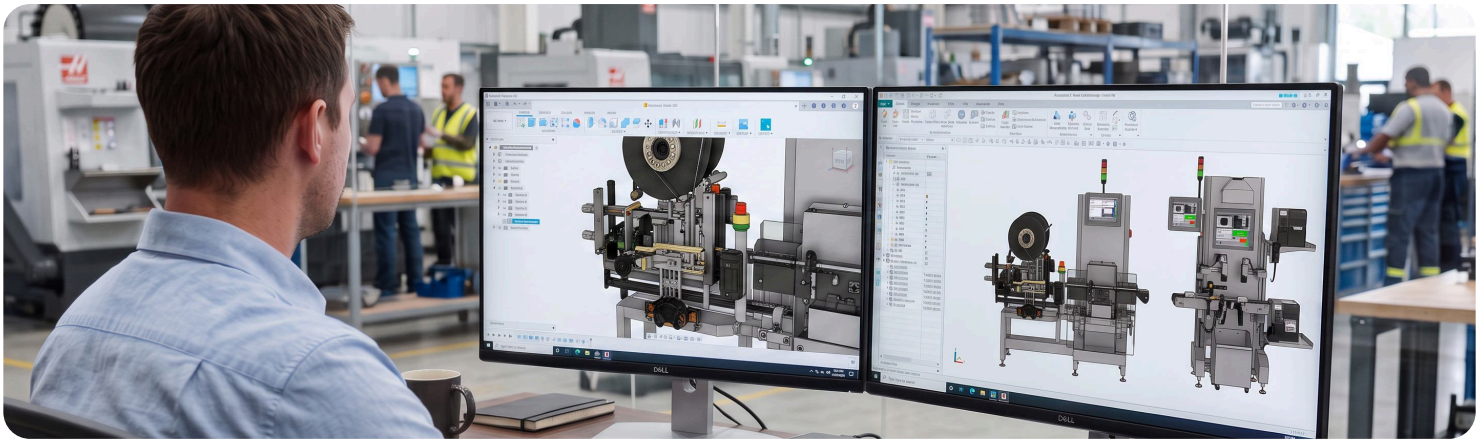
WEB3D AND WEBXR

Next-generation web-based experience



Web3D Showroom is a web-based 3D viewer that requires no hardware. The prospect opens a 3D model of the machine on any screen-based device and interacts with it directly in the browser. No installation, no downloads, no barriers.

The viewer presents a photorealistic model that the user can rotate, zoom and explore at their own pace. Interactive elements inside the Web3D Showroom allow them to highlight key components, read contextual information about specific parts and toggle between basic configuration options.

The strategic value of Web3D is at the top of the funnel, providing an interactive 3D product presentation tool for extended online lead generation. The buyer explores the product independently, without contacting sales: on the website, with the shared link from email campaigns or QR code on any marketing material. For manufacturers, every interaction reveals product views, engagement time, and areas of interest.

Key features

- Fast 3D model loading
- Runs in the browser
- Easy website integration
- CRM integration
- Optimized for mobile
- Protected 3D assets

Key capabilities

- Showcase whole product catalog
- Zero-barrier product access
- Guided tour integration
- Interactive component exploration
- Instant shareability
- Visitor-to-lead conversion

HOW WE BUILD WEB3D

1

Discovery Workshop
Defining goals, KPIs, products for Web3D publishing, and key use cases and channels

2

Web-Optimized 3D Assets
Geometry cleanup, texture reduction, and device-ready variants for fast loading

3

Cross platform
Sharing and embedding across mobile, web, and Apple Vision Pro

4

Viewer, UI & Logic
Development of an interactive 3D viewer with hotspots, configurator logic, and mobile-first UI

5

Analytics & Integrations
Implementation of tracking, site embedding, QR campaigns, and CMS and CRM integrations

6

Launch & Optimization
Cross-browser QA, performance tuning, launch, and analytics-driven improvement

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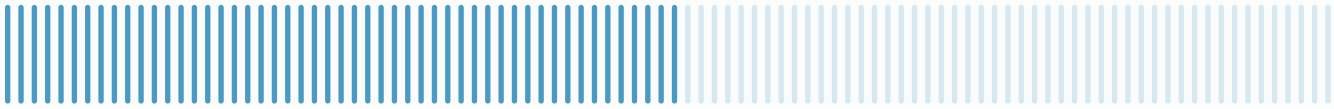
INBOUND LEAD GENERATION

Digitalization has strengthened B2B sales as a whole making online lead generation one of the most common approaches in the field, right alongside trade shows and direct outreach.

The biggest advantage is that customers can explore the product on their own before they speak to sales. Instead of booking a demo or waiting for someone to respond, they can open a website, inspect the machine from every angle, switch between configurations, and see whether it fits their requirements. Manufacturers get in-depth analytics on lead segments, product views, engagement time and areas of interest.

A Web3D Showroom for your product catalog becomes a key digital asset for building a persuasive online presence and increasing inbound lead generation.

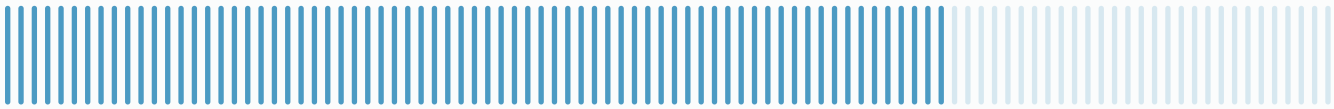


52.6% **more engagement with interactive content than with static content**
Forbes, Engage Your Audience With Interactive Content, 2024

INNOVATION LEADER POSITIONING

Beyond inbound lead generation, emerging technologies such as Web3D and WebXR help position your company as an innovation leader, attracting attention from industry media, partners, and thought leaders. Innovative 3D product visualization of your machinery catalog powered by next-gen technology is a future-proof branding image of your company with strategic positioning and PR potential.

Trade media and event organizers can pick up a "first in the industry" narrative on their own. Leveraging Virtual Showrooms and 3D visualization create stronger visual assets for marketing campaigns and media channels: press coverage, industry publications, blogs, social media, and event follow-ups, with additional value for brand perception, recruiting, and partner engagement.



69% **of B2B buyers say they are more likely to choose suppliers that adopt modern digital tools and forward-thinking online experiences**
Sopro, The State of Prospecting, 2025

Qualium Systems

FROM HIGH-ROI SHOWCASE TOOL TO FUTURE-READY SALES MODEL

Next-generation industrial 3D visualization and Virtual Showroom platforms deliver value beyond solid cost savings, reduced travel and logistics, modernized trade show presence and international sales enablement.

Digital transformation and new Industry 5.0 turn emerging technology solutions into key marketing and sales assets, supporting both go-to-market execution and broader business strategy. By modernizing the sales approach with future-ready digital solutions, modern tactics rely on transformation of heavy, complex and configurable equipment into photorealistic, interactive and customized Product Twin catalogs, and scripted virtual plant tours.

THE CORE SHIFT

The real value goes beyond reducing costs — it is about future-proofing the way your company sells.

Three sales use cases, one asset

01

Sales Presentations

~80%

annual cost reduction

Reduce travel, logistics and demo spending with a single portable device. €200-300K/year becomes €40K.

02

Trade Fairs

~85%

cost reduction per event

Eliminate shipping, construction, and oversized booth space. €340K per event becomes €30-50K.

03

Lead Generation

~90%

buy from day-one shortlist

Scale inbound lead generation. Showcase unlimited products. Future-proof your sales and marketing.

Immersive technology is already redefining how industry sells with hybrid trade show models and an upgraded global network of sales reps and partners. It also creates a strategic foundation for future sales and service models, including virtual training, spare part identification, aftermarket services, configurable engineer-to-order equipment and CPQ integration across the enterprise.

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YOUR IT PARTNER FOR INDUSTRIAL 3D VISUALIZATION AND DIGITAL TRANSFORMATION

Discover how interactive immersive experiences can help your buyers better understand complex equipment, reduce travel and logistics, modernize and future-proof your sales model.

GET IN TOUCH

- Transform complex machinery into a clear and intuitive 3D experience
- Expand international sales, reach and consistency of your company
- Scale lead generation through immersive XR presentations
- Enable digital transformation with Product Twins, immersive training and Industry 5.0 technology

Brought to you by

Qualium Systems

3D visualization, VR/AR/Web3D solutions for industrial sector

We enable digital transformation and Industry 5.0 change programs with immersive spatial computing technology and 3D visualization. Our Virtual Showroom and 3D visualization solutions help machinery manufacturers transform complex product presentations into portable, interactive experiences, reduce costs and resources, modernize trade show presence, scale international sales and growth consistency.

GET IN TOUCH

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