

# CUGHER presents EVA at Glasstec

With companies facing increasing competition within a global market, innovation alone remains the sole pathway towards a competitive advantage. Here CUGHER's own interventions in engineering, production and sales procedures have all generated positive change in its introduction of new products and services.

**T**echnology represents a great ally when it comes to innovating to do things in new ways - enabling transition against the backdrop of digital while contributing to both operational flexibility and the optimization of customer

experience. Indeed, it's precisely in following this goal that Cugher presents EVA.

## THE WONDERS OF AUGMENTED REALITY

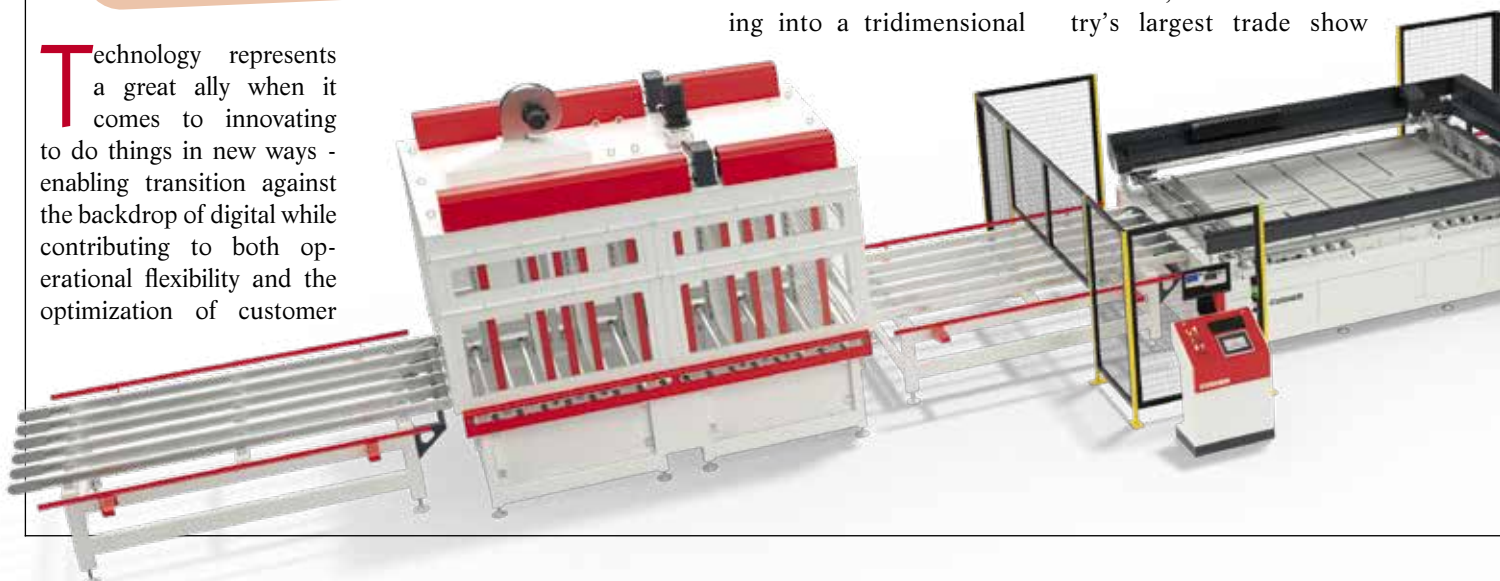
As a brand-new virtual technology that affords a vision of Cugher machinery by leveraging digital, EVA is an innovative application which enables customized configuration of a plant to its direct representation within real space - all through augmented reality. By framing the surrounding environment with a camera device, the connected machinery is projected upon a display - overlapping real space and thereby transforming the bidimensional viewing into a tridimensional

experience that's significantly more immersive and captivating.

Just so EVA facilitates the enrichment of sensorial perception by way of a perfect integration between physical reality and the digital world. Indeed, by simply moving the tablet 'inside and around' the projected machinery, it's possible to discover every detail whilst enhancing the characteristics of each component. Not only. An information section will enable simultaneous consultation of the technological details -with photos and videos included- thus widening the data scope accessible to the user.

## THE SHOW OF ALL SHOWS

Glasstec, the industry's largest trade show



# DISCOVER EVA®

our innovative  
**Line Configurator by  
Extra  
Vision  
Application**



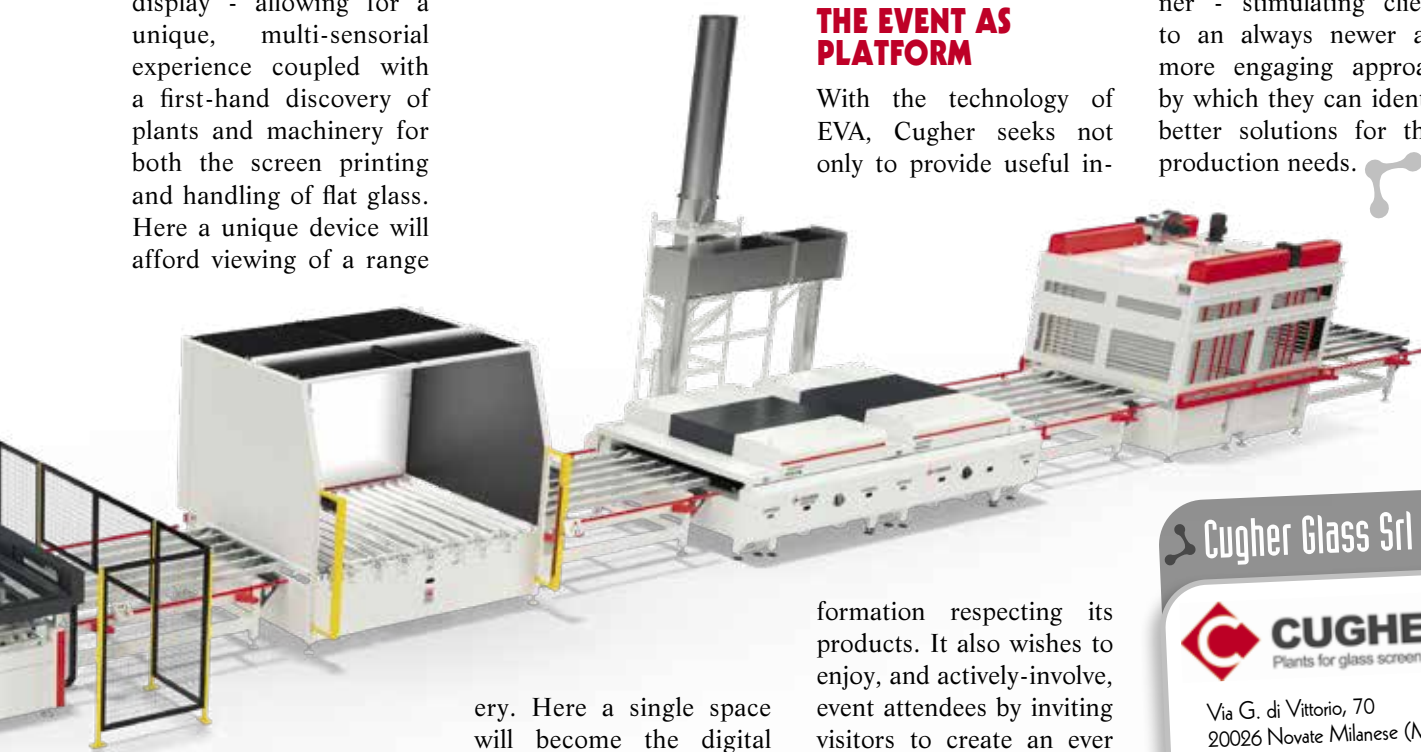
worldwide, will mark the first event to see EVA on display - allowing for a unique, multi-sensorial experience coupled with a first-hand discovery of plants and machinery for both the screen printing and handling of flat glass. Here a unique device will afford viewing of a range

ing international standing within the glass world.

## THE EVENT AS PLATFORM

With the technology of EVA, Cugher seeks not only to provide useful in-

product range in an ever more customized manner - stimulating clients to an always newer and more engaging approach by which they can identify better solutions for their production needs.



of solutions as if they were truly present - hence unlimited by the physical presence of machin-

ery. Here a single space will become the digital stage showcasing the very know-how and experience that's seen the company come into its own as a player of excellence enjoy-

formation respecting its products. It also wishes to enjoy, and actively-involve, event attendees by inviting visitors to create an ever closer relationship with the brand. Here the company believes strongly in current opportunities offered by technology to present its

**Cugher Glass Srl**



Via G. di Vittorio, 70  
20026 Novate Milanese (MI)  
Italy  
Tel.: +39-02-66207762  
E-mail: info@cugher.com  
[www.cugher.com](http://www.cugher.com)