

EXPERIENTIAL SERIES · NO. 07

The Connected Warehouse

Where the physical model and digital experience become one.

CLIENT	Muratec
TARGET	Trade show attendees · prospects · customers · sales teams
BUILD	Physical model + dual interactive touch experience
SERIES	Dirty Deeds · Experiential

THE ASK

Muratec needs a better way to demonstrate complex warehouse automation solutions on the trade show floor.

The challenge is that Muratec isn't selling a single machine. It is selling interconnected systems of storage, retrieval, transport and automation that can be difficult to understand from a brochure, video or equipment list.

Create an experience that lets attendees see the physical solution, explore it digitally, and understand how the individual technologies work together.

THE OPPORTUNITY

Most trade show product experiences force a choice. Bring a physical model that people can look at, or put a touchscreen in the booth and ask people to dig through product information. We can make the two work together.

Muratec already has something people naturally want to examine: a physical representation of its automation systems. The opportunity is to turn that model into the centerpiece of an interactive experience where the physical and digital worlds respond to one another.

| *Don't just show the equipment. Let people explore the system.*

THE CONNECTED WAREHOUSE · CONTINUED

The Idea

The model becomes a three-dimensional navigation system.

AN INSTALLATION, NOT A DISPLAY

Create an interactive trade show installation combining a detailed physical warehouse model with digital touch displays positioned at each end.

Visitors begin by selecting their industry and are presented with the Muratec solutions most relevant to their operation. Select a machine digitally and its physical counterpart illuminates on the model.

- Select the Shuttle System. It glows yellow.
- Select the AGV. It glows green.
- Select the AS/RS. It glows blue.

The physical model becomes a three-dimensional navigation system for the digital experience.

THE CONNECTED WAREHOUSE · CONTINUED

Start With Their World

Their operation first, the product catalog second.

SELECT YOUR INDUSTRY

The experience opens with Select Your Industry, allowing visitors to begin with their own operational environment rather than Muratec's product catalog. Industries can include:

- Food Manufacturing
- Pharmaceutical Manufacturing
- Chemicals
- Batteries
- Tires
- Auto Parts
- Machinery
- Electronics
- Food Distribution
- Pharmacy Distribution
- 3PL
- Central Kitchen
- eCommerce

The experience then presents the Muratec technologies relevant to that industry.

THE CONNECTED WAREHOUSE · CONTINUED

From Solution To Machine

What you touch and what stands in front of you, connected.

THE SOLUTION VIEW

Each industry opens into a connected solution view featuring the relevant Muratec systems. Visitors can select individual equipment including:

- AS/RS Machine · Automated Storage & Retrieval System
- Shuttle System · High-Density Shuttle Storage System
- AGV · Automated Guided Vehicle System

The corresponding machine illuminates on both the digital 3D model and the physical model, creating an immediate connection between what someone touches and what they see in front of them.

GOING DEEPER

Selecting a machine opens a dedicated product experience built for exploration rather than reading. Visitors can rotate and explore an interactive 3D representation while discovering key capabilities, performance metrics and operational benefits. From there they can move deeper into:

- Overview
- Product benefits
- Photography
- Videos
- Specifications
- Sell sheets
- Technical resources
- Related solutions

The information gets deeper only when the visitor asks for it.

THE CONNECTED WAREHOUSE · CONTINUED

Take It With You

Explore first. Engage when ready.

IT DOESN'T END AT THE BOOTH

The experience shouldn't end when someone walks away from the booth. Visitors interested in a product can select Send to My Device, enter their mobile number or email, and receive the relevant product information directly on their device.

For someone ready for a conversation, Contact Sales creates a direct path to Muratec without forcing every visitor through a lead form before they've learned anything.

THE PHYSICAL + DIGITAL EXPERIENCE

The important part isn't the touchscreen. And it isn't the model. It's the connection between them.

Touching an AS/RS system on screen illuminates that equipment on the physical model. Exploring a Shuttle System visually isolates it from the larger solution. Selecting an AGV reveals its role within the connected warehouse.

The digital experience explains the physical model. The physical model makes the digital experience tangible. Together, they tell the complete solution story.

THE CONNECTED WAREHOUSE · CONTINUED

The Platform

The installation stays the same while the story evolves.

BUILT FOR MORE THAN ONE SHOW

The underlying experience should be modular and content-driven so Muratec can adapt it for different events, audiences and product priorities.

Products, industries, photography, video, specifications and supporting resources can be updated without rebuilding the experience.

- Different shows can emphasize different industries
- Different equipment can be introduced
- New content can be added

THE CONNECTED WAREHOUSE · CONTINUED

Why It Works

Five reasons the model and the screen need each other.

IT MAKES COMPLEX SYSTEMS UNDERSTANDABLE

Instead of explaining warehouse automation through diagrams and product lists, attendees can physically see how the pieces connect.

IT STARTS WITH THE CUSTOMER

Industry selection changes the conversation from “Here are our machines” to “Here is how Muratec solves problems in your operation.”

IT REWARDS EXPLORATION

Visitors control how deeply they go, from a quick product overview to videos, specifications and technical resources.

IT CONNECTS PHYSICAL + DIGITAL

The physical model creates presence. The digital layer creates context. Neither has to do the other's job.

IT GIVES SALES A BETTER TOOL

The same experience works as a self-guided exploration or as a visual storytelling platform for a Muratec salesperson walking a prospect through a complete solution.

THE CONNECTED WAREHOUSE · CONTINUED

What We Would Prototype

Industry to solution to machine to deeper engagement.

SCOPE

Dirty Deeds would focus first on proving the connected physical and digital experience. The prototype would demonstrate:

- Industry selection
- Industry-specific solution navigation
- Connected warehouse visualization
- AS/RS, Shuttle and AGV product experiences
- Interactive 3D equipment
- Physical model lighting behavior
- Product overview content
- Gallery experience
- Video experience
- Specifications
- Send to My Device
- Contact Sales
- Touchscreen interaction behavior
- Idle and reset behavior for the trade show environment

The goal is to make the complete experience tangible enough to test how someone moves from industry to solution to machine to deeper engagement before locking down the production system.

THE OUTPUT

A high-fidelity interactive prototype demonstrating how Muratec can merge its physical warehouse model with a self-guided digital experience to tell a more complete automation story on the trade show floor.

Not a touchscreen sitting next to a model. A model that becomes part of the interface.