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THE ENGINEERS STRIKE BACK

E2M and Polytron Make 3D Modeling a Snap

[E2M/Polytron](#), a leader in helping customers engineer and operate with manufacturing excellence, has introduced a method that will get manufacturers to market to customers who may not be up to speed on manufacturing technical ideas and concepts. [E2M/Polytron](#) offers manufacturing system integration solutions that will help customers in the food, beverage, consumer products, and pharmaceutical industries with highly complex installations.

One of the great frustrations for engineering and operations teams is finding a way to translate important technical ideas and concepts effectively, especially when engineers are presenting to an audience that is less technically minded.

It is also understood that engineering schematics, rarely move audiences. No matter how important concepts such as integration and symmetry may be, if you cannot connect the audience to the desired outcome, you risk approvals and funding. Fair or not, that is often the case.

Murata Machinery USA has installed over 3,000 automated storage and retrieval systems (ASRS) for industries as diverse and complex as aerospace, automotive, and electronics. Murata wanted a more impactful and influential way to present the value of their systems to new prospects.

The options available to Murata included two more traditional methods, and one utilizing new technology available from [E2M and Polytron](#).

They could relay their important concepts in flat, 2-dimension line drawings and layouts. They could create the architectural "Paper Dolls". Their last option was that they could use a dynamic model that replicates the operating system in three dimensions.

Paper Dolls and 2D layouts certainly have their applications; however, the true value the Murata team wanted to communicate, was the seamless integration of six complicated subsystems all working together. One possibility was to create a storyboard of connected images, but the team found that approach was lacking. The decision was made to place a premium on moving parts in 3D, not only to capture the integration value but to create a real "wow" factor for viewers.

When George Lucas wanted to capture the drama of spacecrafts like the Millennium Falcon for *Star Wars*, he flew a camera in and around a fully-built, scale, 3D model to capture details and motion.

In that process, realistically-scaled images and video were created and brought thrill to the audiences. Murata called on the [E2M/Polytron](#) team to use Demo3D to create its own brand of drama with the same impact.

The team created tracks, pallets, and models of all the ASRS subsystems and equipment in a virtual space, which was then filmed with a virtual camera.

The results stunned the audience. Concepts took on a “real life” appearance for everyone - from internal technology transfer partners, to sponsors outside the project team.

ALL OF THIS WAS ACCOMPLISHED WITHIN A FEW WEEKS!

This type of demonstration creates an effective pre-approval presentation that does double duty to educate decision makers on the value of what the system is about and to advance the alignment of the team so that all of its members are on board to accept the proposal.

As one viewer pronounced, “I didn’t understand the system the way I do now after seeing that video.”

If you’d like for us to demo this system for you, [email or call us today](#).

About Polytron

Polytron Inc., a leader in systems integration, provides Electrical Engineering, Project Management and Training services for the delivery of manufacturing systems for the world’s largest Food, Beverage, Consumer Products and Pharmaceutical companies. More information can be found at www.polytron.com or by calling the office in Duluth, Georgia: (678) 323-2999.

About E2M

E2M, a Haskell Company, is a manufacturing system integration firm based in Georgia, and applies project management and engineering expertise with many of the world’s largest Food, Beverage, Pharmaceutical, and Consumer Products companies. Founded in 1985, the firm serves numerous clients in the Fortune 500 group of companies. To learn more about E2M, visit www.e2m.com or call (678) 328-2888.



Murata Machinery USA, Inc. is a world leader in manufacturing automated material handling systems, machine tool technology and textile machinery.



[E2M/Polytron](#) provides services for model development, consulting and training, in addition to the Demo3D software.



Demo3D is an industry leading software used for modeling of industrial and material handling systems with compelling results.