

Bürkert virtual exhibition stand offers web and VR visitor experience



If you type 'virtual exhibition stand' into Google, the first result after the adverts is burkertve.co.uk Bürkert UK's virtual exhibition - and has been for the last five years. When clicking the link now however visitors will experience the new larger stand with fresh content and navigation. Seeing the latest products in photoreal HD 3D is intended to bring viewers as close as possible to seeing the real thing while offering the convenience of 365 days a year access online.

Visitors can get the low-down on new products from each of the company's main technology sectors: water, gas, hygienic and micro. Plus, there are dedicated areas for game-changing new innovations such as the FLOWave flowmeter, Type 8905 online water analysis system and 8652 AirLINE intelligent valve island. Content includes images, applications, literature, video interviews with product experts and much more.

Marketing Manager Kirsty Anderson comments, *"The Bürkert virtual exhibition stand receives thousands of individual visitors every year, far more than we see on our live stands, however we see this as a way to plug the gap between live shows, not replace them. The new web stand has already welcomed 500+ visitors in the time our last trade show stand was live, so clearly it is providing a good service to people looking for information on what we offer as a company."*

"We also see visitors from around the world and what they are interested in (the stand has a great stats package). Using the intuitive exhibitor UI, it is also really easy for us to change content on the site, most updates can be previewed and made live in seconds. This time we have also taken advantage of the latest VR technology using the excellent Oculus Go. We wanted a digital marketing tool that really provided users with a new experience while they are looking at our products and technologies."

First assumptions were that the sales team and product managers would be reluctant to use the virtual reality (VR) experience with real customers, however that has been blown away comprehensively. *"In fact,"* Neil Saunders Bürkert UK GM adds, *"we've had to order more VR headsets because they are so popular."*

"We realise it's just another marketing tool, but right now the immersive nature of the VR is a genuinely new experience for many users, and we feel it will play an ever-growing part of our working lives. Plus, our sales team can't fit 1000's of products in their cars, so being able to see an explore the entire product range from the comfort of an office chair has real practical advantages."

To visit the web version go to www.burkertve.co.uk and for the VR experience, please call the Bürkert sales team on +44 (0)1285 64 87 20 or email sales.uk@burkert.com

Image Captions:

Image 1: Bürkert UK has launched a new interactive virtual exhibition stand, visitors will experience a new stand with fresh content and navigation.

Image 2-3: Visitors can walk through each of the company's main technology sectors including water and gas.

About BURKERT

Burkert Fluid Control Systems is one of the leading manufacturers of control and measuring systems for fluids and gases. The products have a wide variety of applications and are used by breweries and laboratories as well as in medical engineering and space technology. The company employs over 2,500 people and has a comprehensive network of branches in 36 countries world-wide.

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