

## Press Release

November 17<sup>th</sup>, 2020

# Digital Twin Showroom Upgraded with New Functions: 360°VIEW”, “TOP VIEW” and “INSIDE VIEW”

DMG MORI CO., LTD. (hereinafter called DMG MORI) has upgraded its Digital Twin Showroom by adding new functions for its first-ever online exhibition “DMG MORI Online Technology Days” to be held from November 16 (Mon).

Ever since the launch of Digital Twin Showroom, a virtual representation of the “Iga Global Solution Center,” in July this year, we have worked on improving the contents and ease of use of the showroom. As one of the highlights of our first online event, we have added useful contents as well as three new functions that cater to customer needs: “360° VIEW,” “TOP VIEW” and “INSIDE VIEW.”

“360° VIEW” and “TOP VIEW” allow visitors to rotate a 3D machine model to check the external view and size of the machine, which helps them learn more about our products before purchase. “INSIDE VIEW” enables them to check inside the machining area and view panoramic images of the machine’s axis configuration, equipment and devices, fixtures and tools.

We have greatly expanded the DMQP (DMG MORI Qualified Products) area, which can be directly linked to our online shop and product information pages. Visitors to the showroom will also find the DMG MORI SAILING TEAM boat currently participating in Vendée Globe 2020, the WRC (World Rally Championship) rally car and the drawings of young artists on display. The attractive features of Digital Twin Showroom include not only displays of machine tools, automation systems and DMQPs, but also links to more than 1,000 contents including product information, special features and related videos.

We will continue to launch and update new functions and contents for Digital Twin Showroom. Please visit us at the exciting virtual space anytime, anywhere.

- ▼ Iga Global Solution Center (English ver.)  
<https://www.dmgmori.co.jp/sp/dtsr/?lng=eng>
- ▼ Newly launched System Solution Center (English ver.)  
[https://www.dmgmori.co.jp/sp/dtsr\\_ss/?lng=eng](https://www.dmgmori.co.jp/sp/dtsr_ss/?lng=eng)

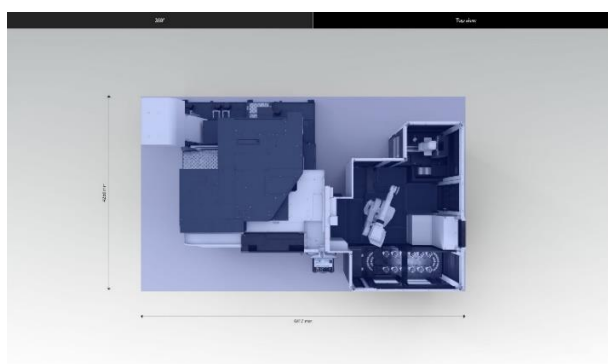
## [Outline of new functions and contents of Digital Twin Showroom]

- New functions “360° VIEW” and “TOP VIEW”:  
Possible to check the external view and size of a machine, and the location of maintenance equipment
- New function “INSIDE VIEW”:  
Possible to check the axis configuration and equipment inside the machining area, tools and fixtures
- DMQP (DMG MORI Qualified Products) Area:  
Greatly expanded display area; new measuring area & tooling room; and a link to DMG MORI online shop.
- Digital Humans:  
DMG MORI staff at the Global Solution Center replicated by Digital Twin technology
- Cutting Dream Contest Area:  
All 55 entries for Cutting Dream Contest 2020 presented by videos
- Sports Marketing Area:  
360-degree view of the inside of DMG MORI SAILING TEAM boat and display of WRC rally car
- Museum Section:  
Drawings of young artists on display in New Product Stage (for a limited period from Nov. 16 - 27)

\*Members-only contents can be viewed by membership registration (free).



New function: 360° VIEW



New function: TOP VIEW



New function: INSIDE VIEW



Sports Marketing Area