Using GPU-Based RealityServer for an Online Laboratory Instrument Configurator

Session: S4630

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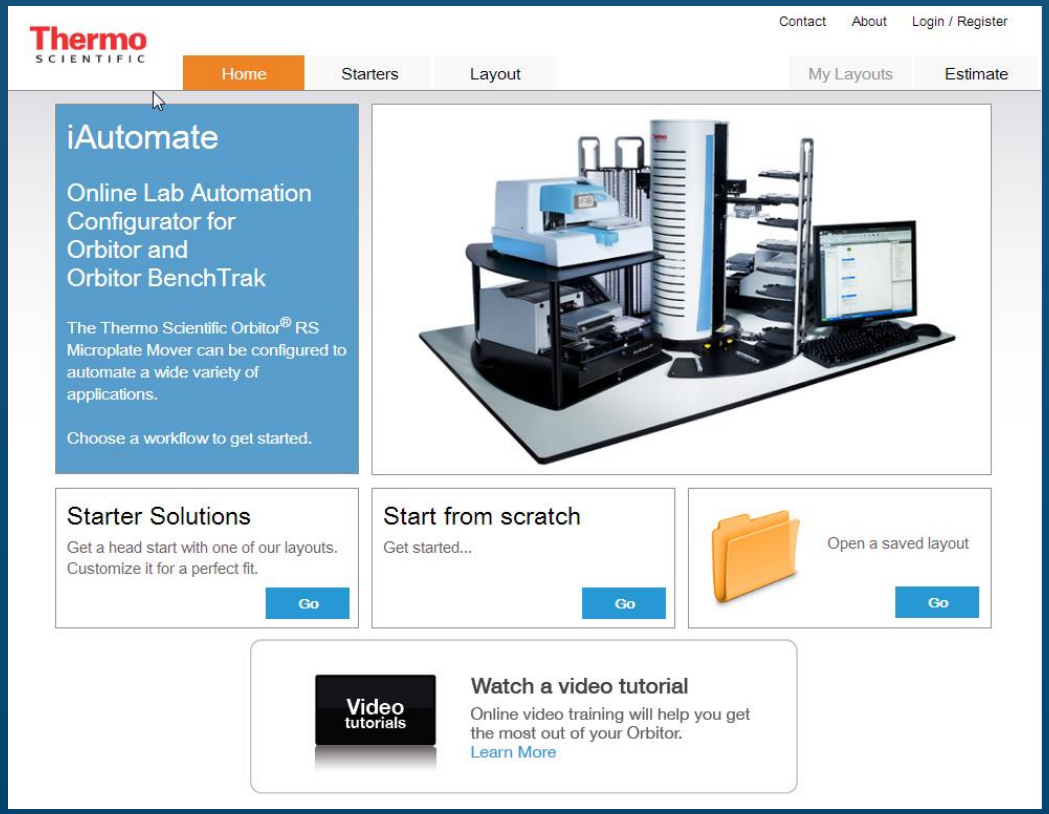

http://thermo.technicon.com/iautomate/

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The Business Challenge

- Thermo has a large sales force but they also have a very broad/complex product line.
  - How do you engage sales?
  - How do you make the automation products easy to quote?
- Growth is in BRICs (Brazil, Russia, India and China) and small labs.
  - How do you directly engage lab managers overseas?

Make quotes as easy as a video game

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The Technical Challenge

- Graphics
  - "We have to use the existing Sketch-up and AutoCad models."
- Online guided sales systems

  ≠ "configurator"

  ≠ rendering or graphics
- How do the products really work?

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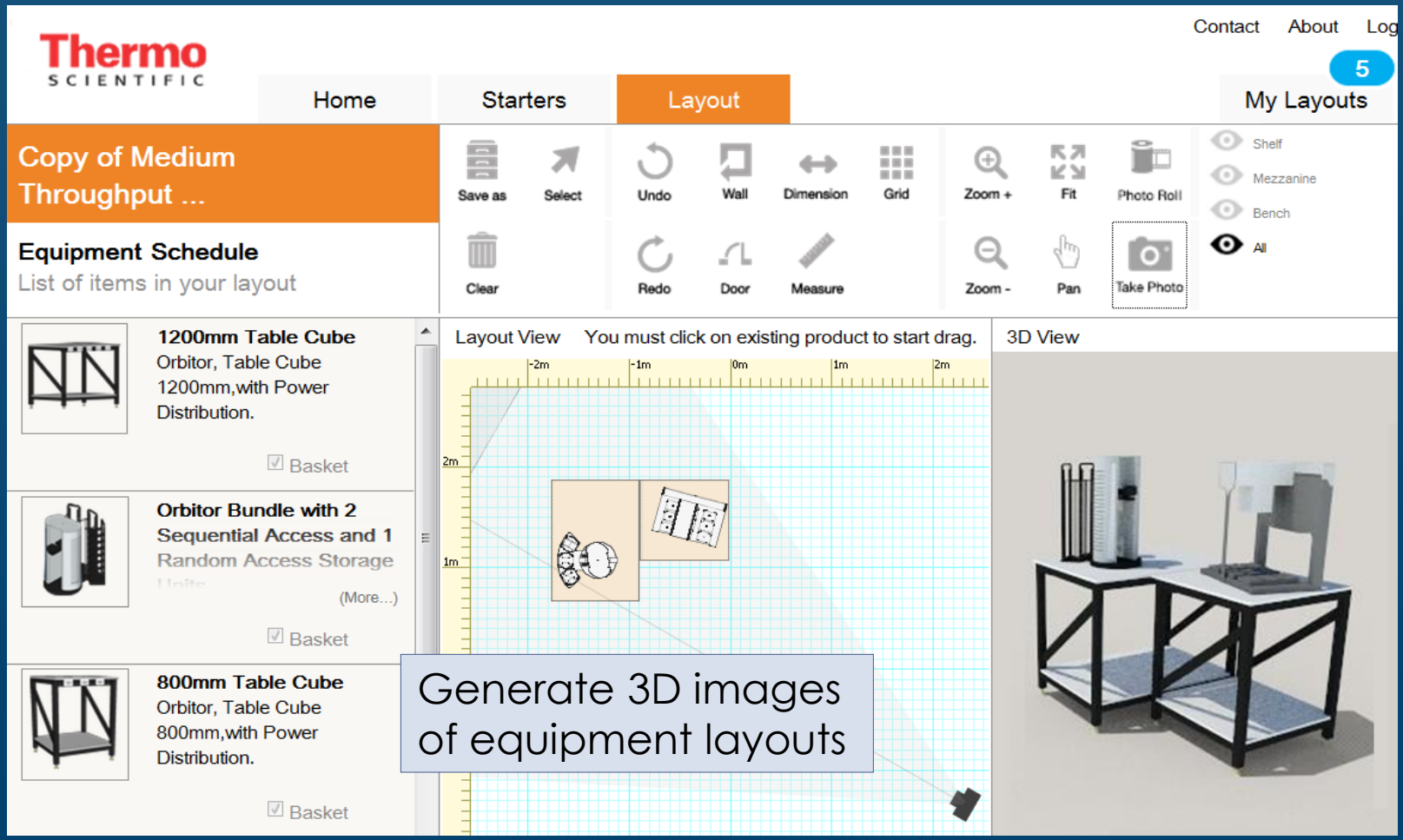

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Key ingredients

CustomCommerce
- Industry-leading guided sales for complex products
- Catalog, assembly and configuration, quotes etc…

ContentStudio
- Business users manage product data and configuration rules
- Pipeline for graphics and rules data

VisNet
- Online 2D layout and game like interface

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Key ingredients

migenius

- NVIDIA partner for Iray® licensing and integration
- Products and services for NVIDIA Iray®
- RealityServer for online Iray® services

Booth #933

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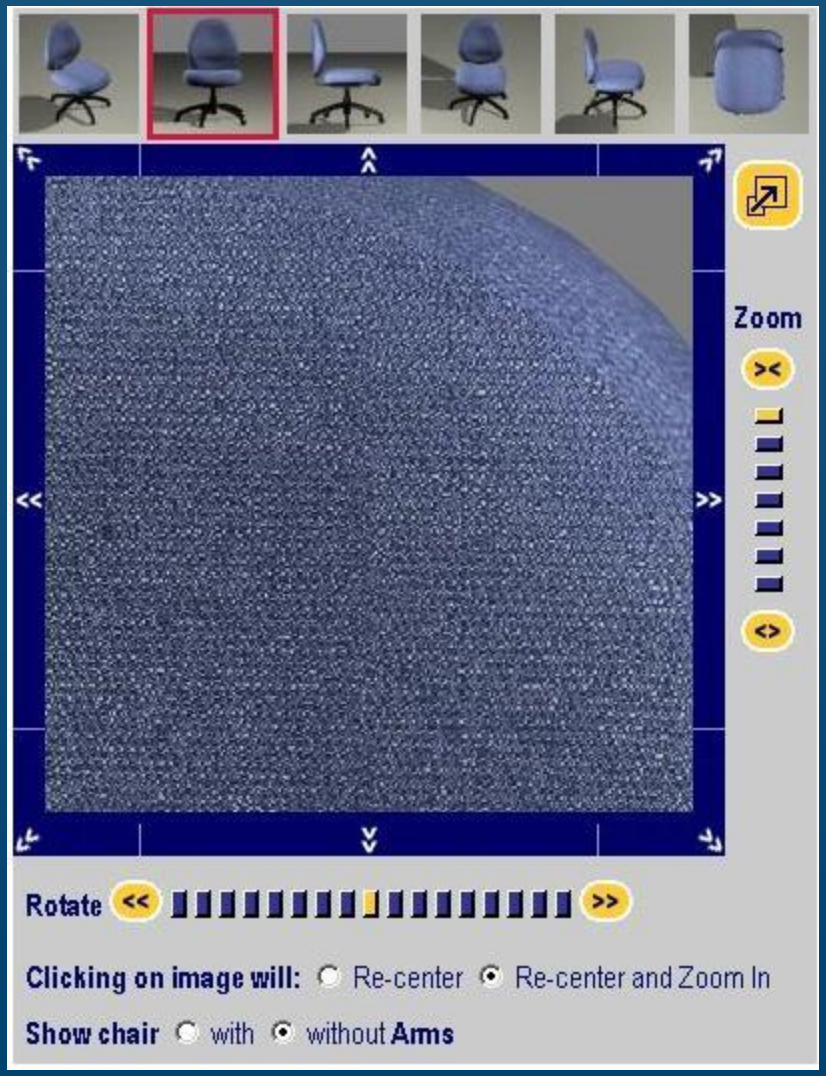

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Customers

- A track record of deploying breakthrough, easy-to-use systems for leaders in industries representing:
  - Architectural & Building Products
  - Lighting
  - Electronics and controls
  - Industrial Parts
  - Contract Furniture

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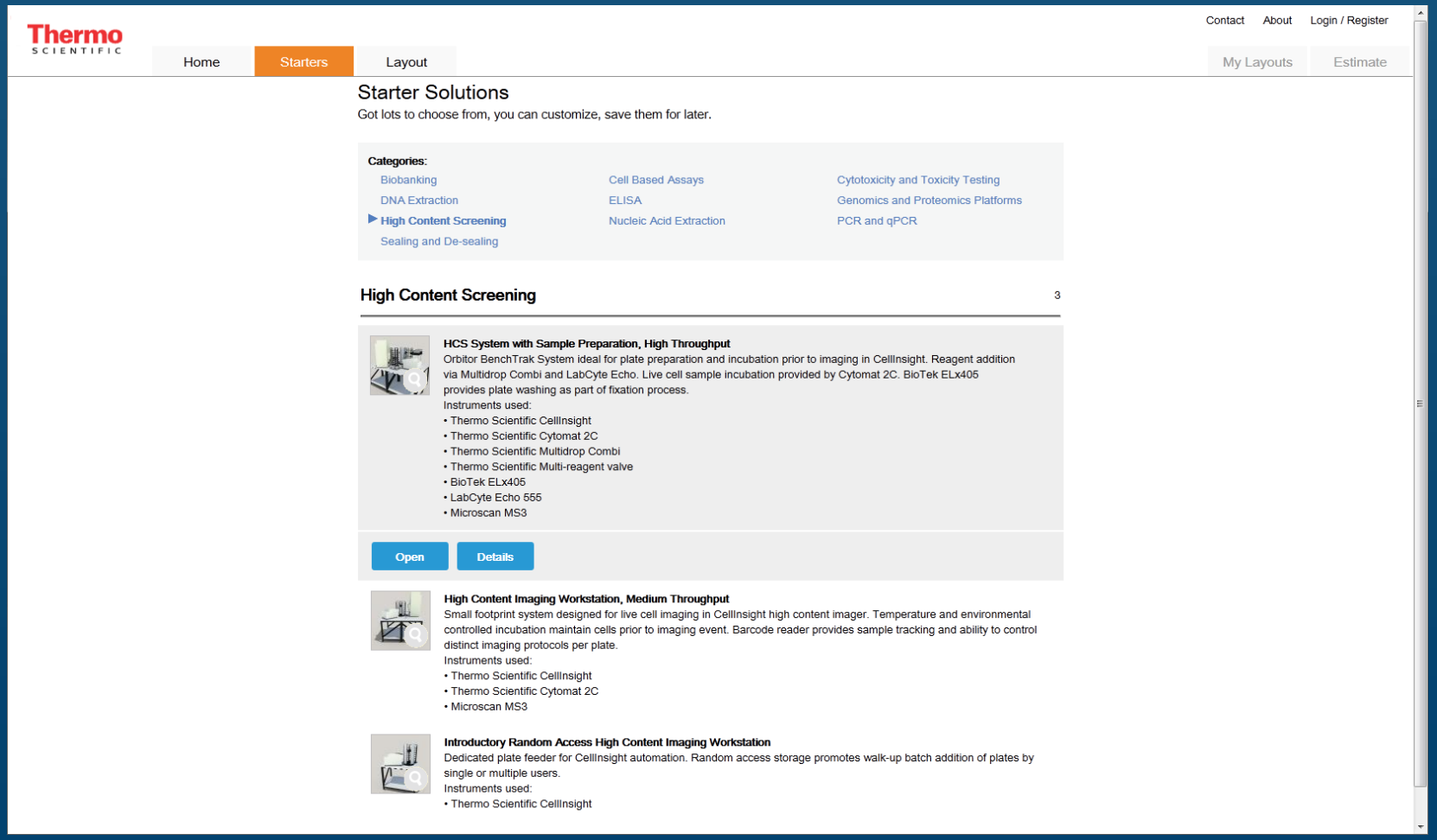

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HCS System with Sample Preparation, High Throughput

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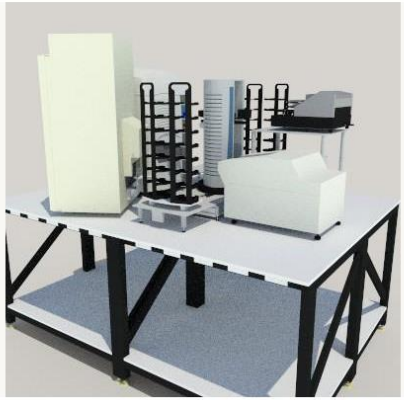

Orbitor BenchTrak System ideal for plate preparation and incubation prior to imaging in CellInsight. Reagent addition via Multidrop Combi and LabCyte Echo. Live cell sample incubation provided by Cytomat 2C. BioTek ELx405 provides plate washing as part of fixation process. Instruments used: • Thermo Scientific CellInsight • Thermo Scientific Cytomat 2C • Thermo Scientific Multidrop Combi • Thermo Scientific Multi-reagent valve • BioTek ELx405 • LabCyte Echo 555 • Microscan MS3

Open

Equipment
Orbitor 800mm BenchTrak Bundle with 4 Storage Units
Add-on Storage, 2 Random Access Hotels and Storage Platform
Add-on Storage, 2 Random Access Hotels and Storage Platform
Cyctomat 2C
Echo555
Cell Insight
1200mm Table Cube
1200mm Table Cube
1200mm Table Cube
1200mm Table Cube

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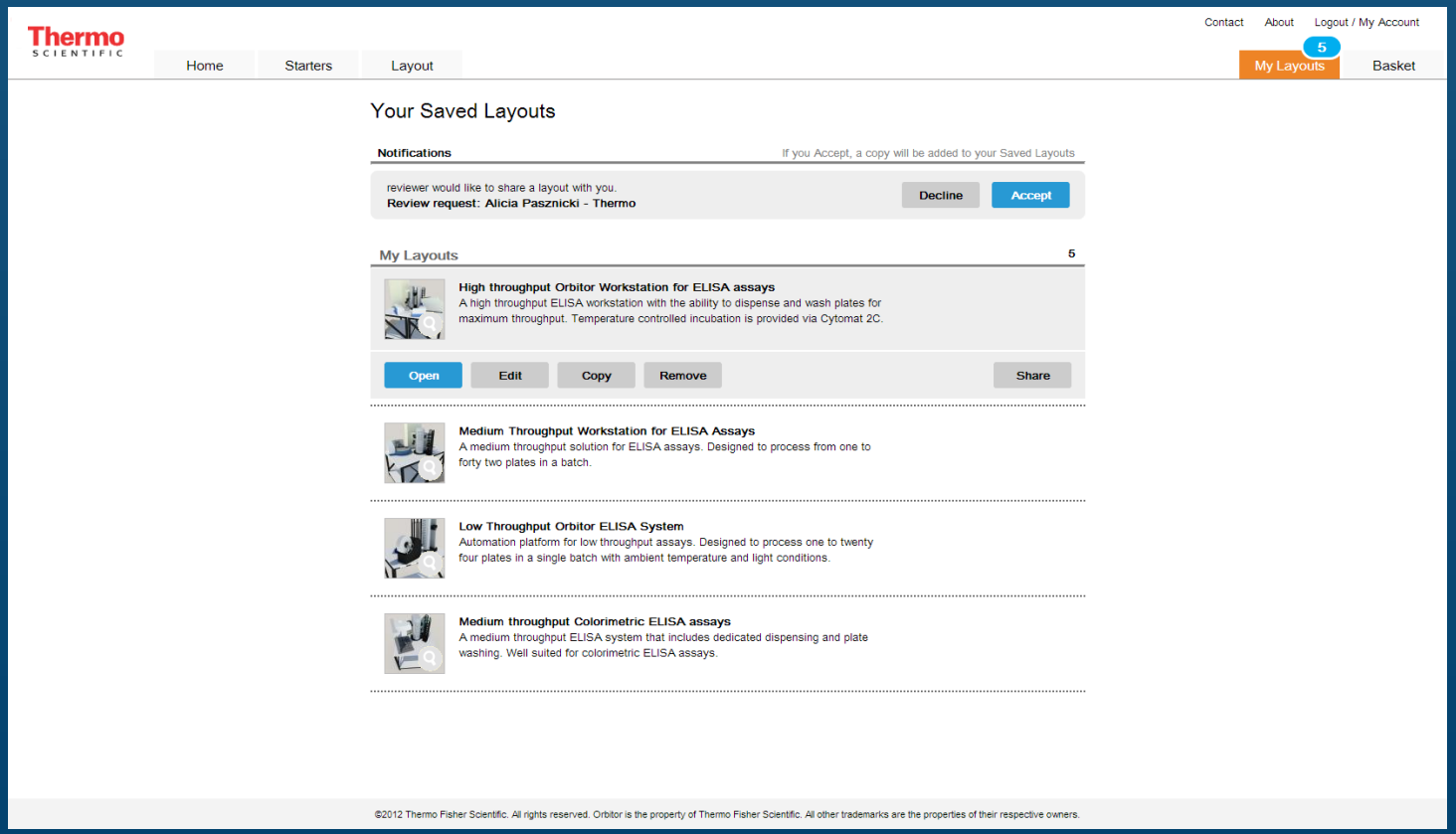

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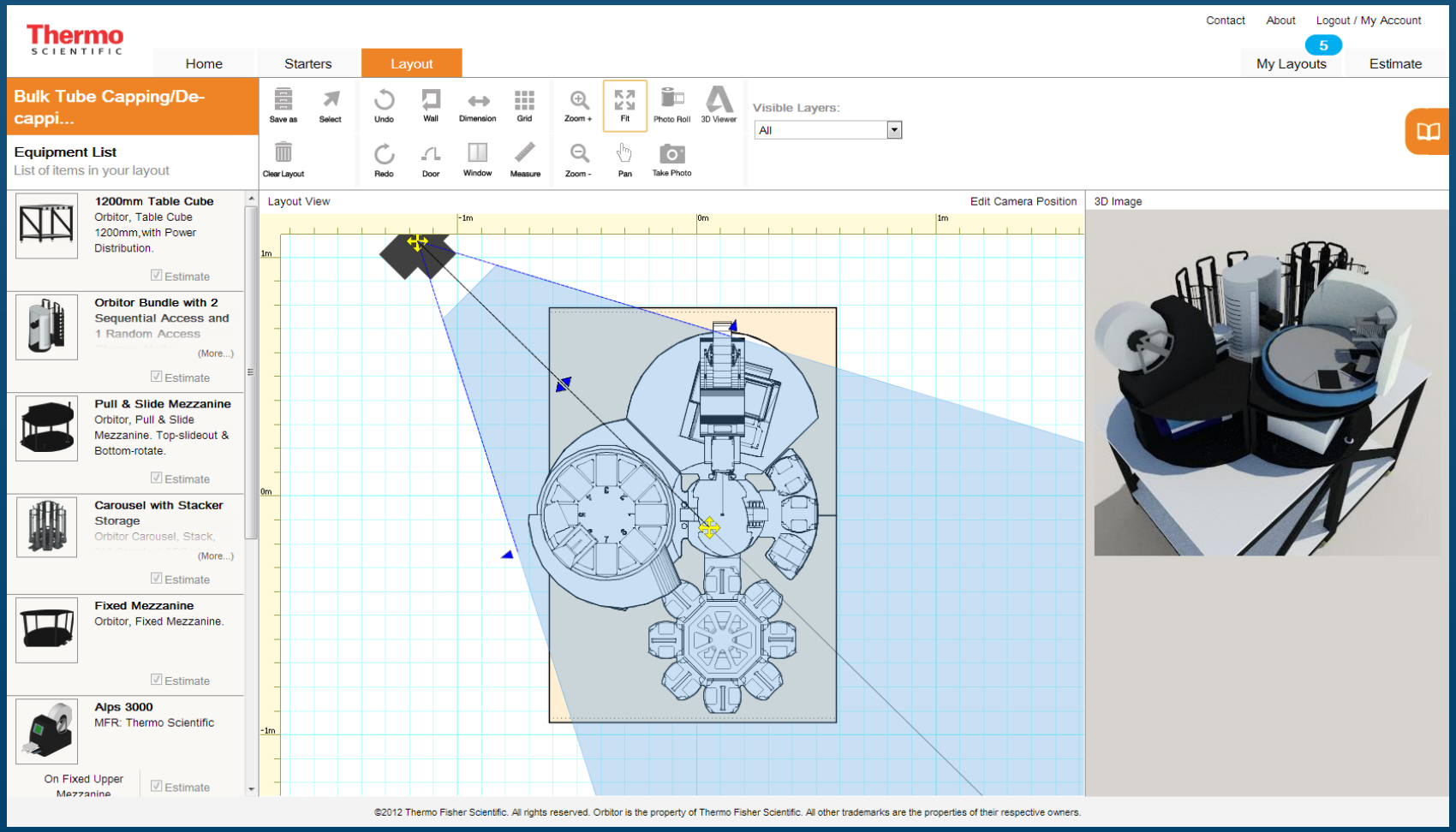

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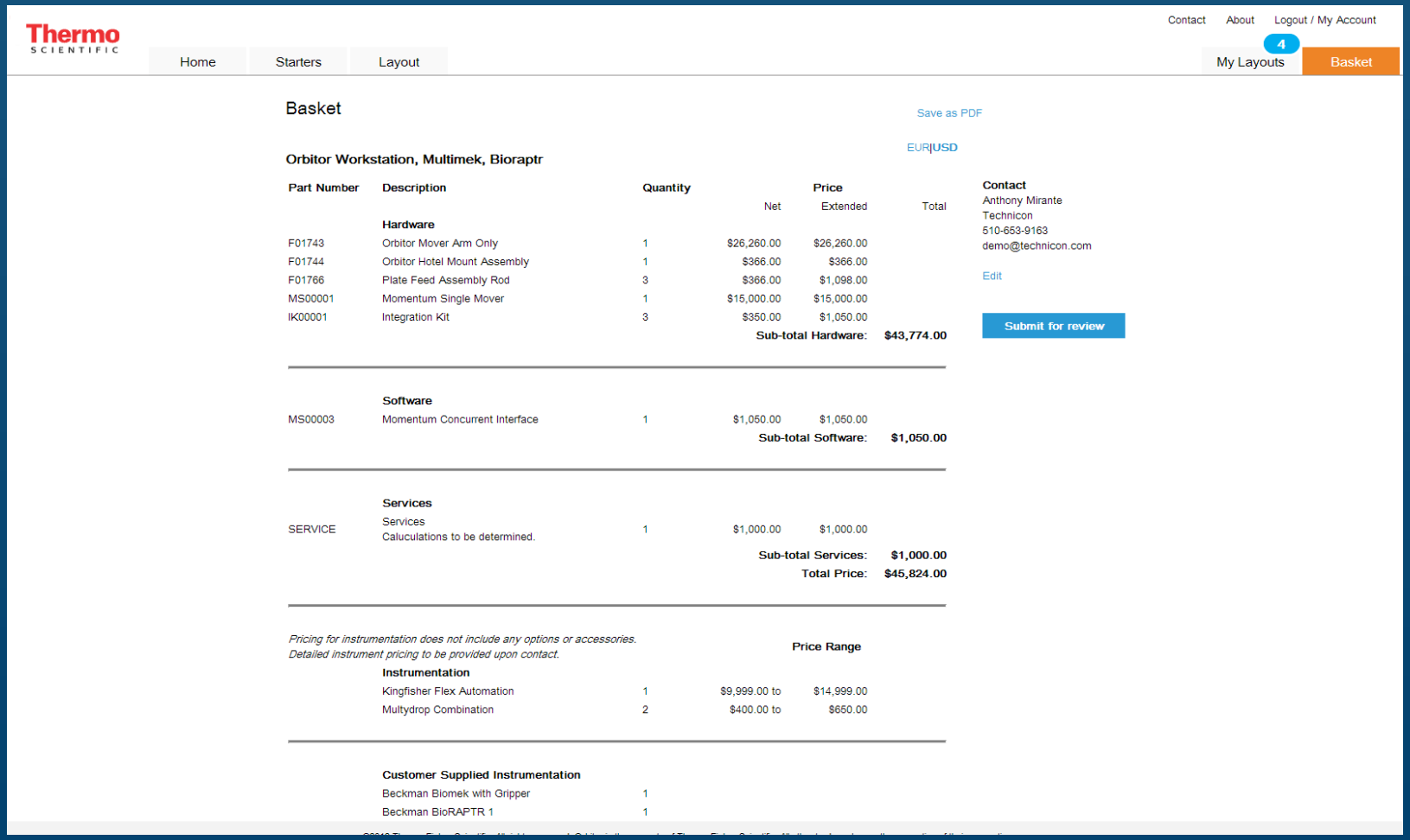

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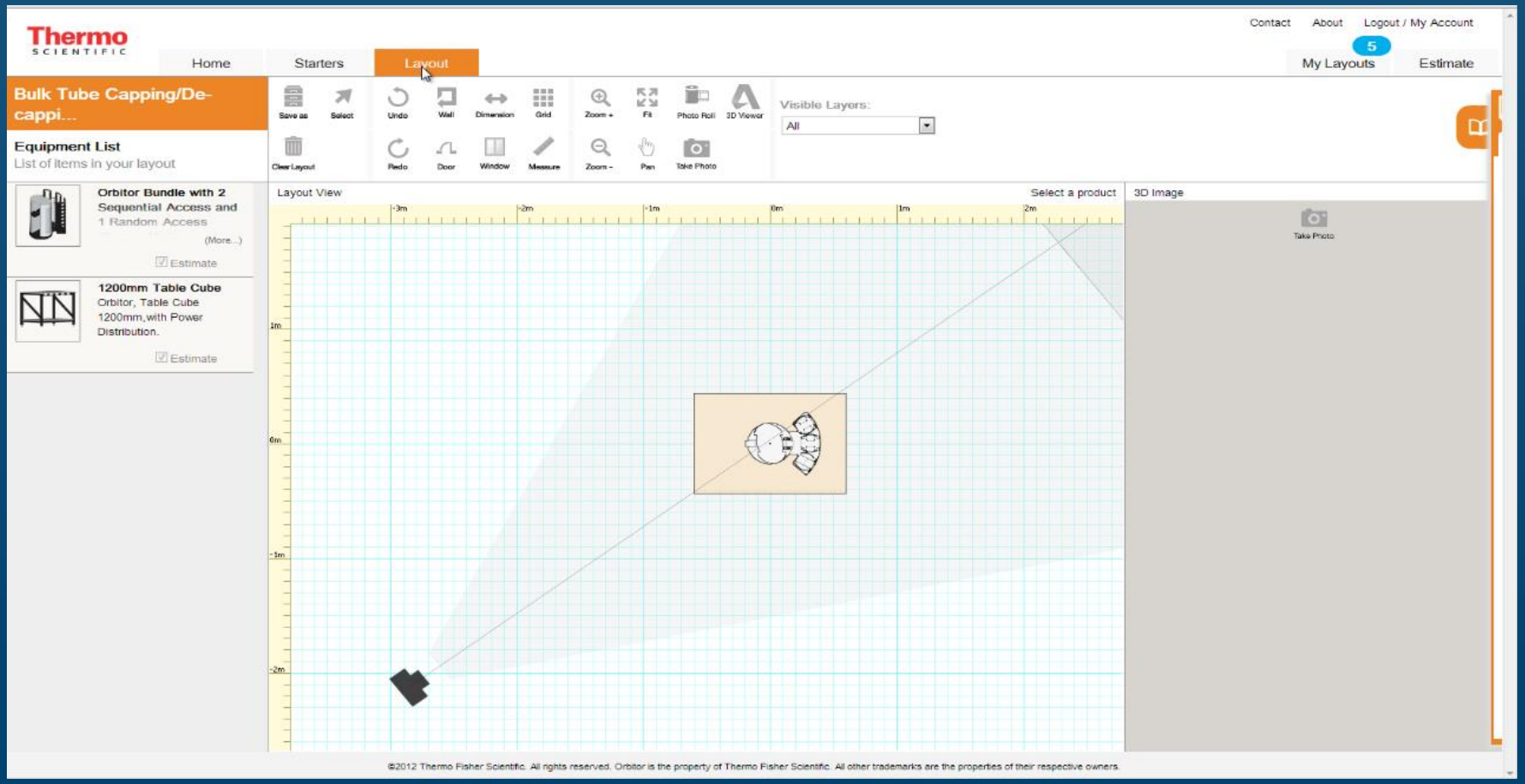

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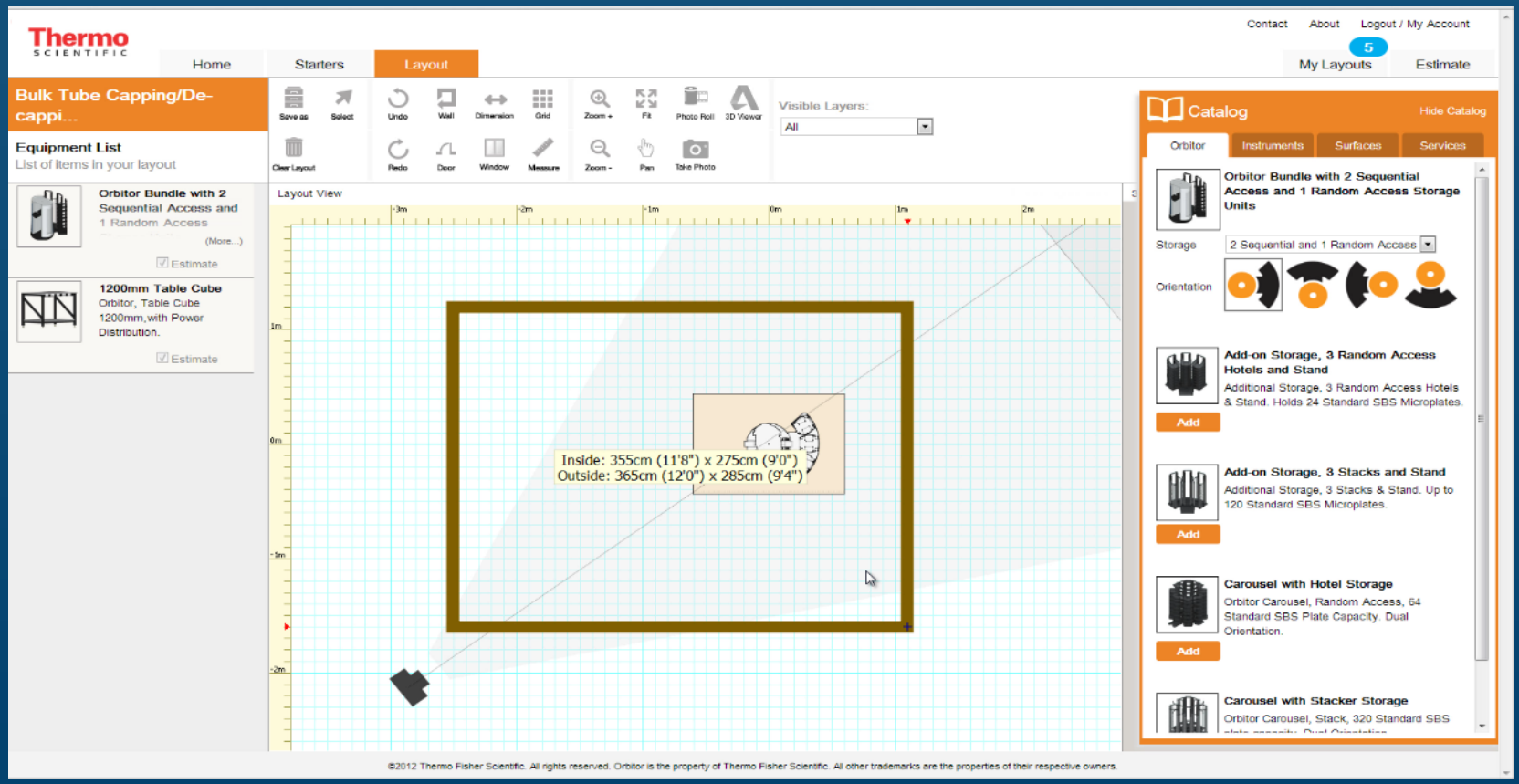

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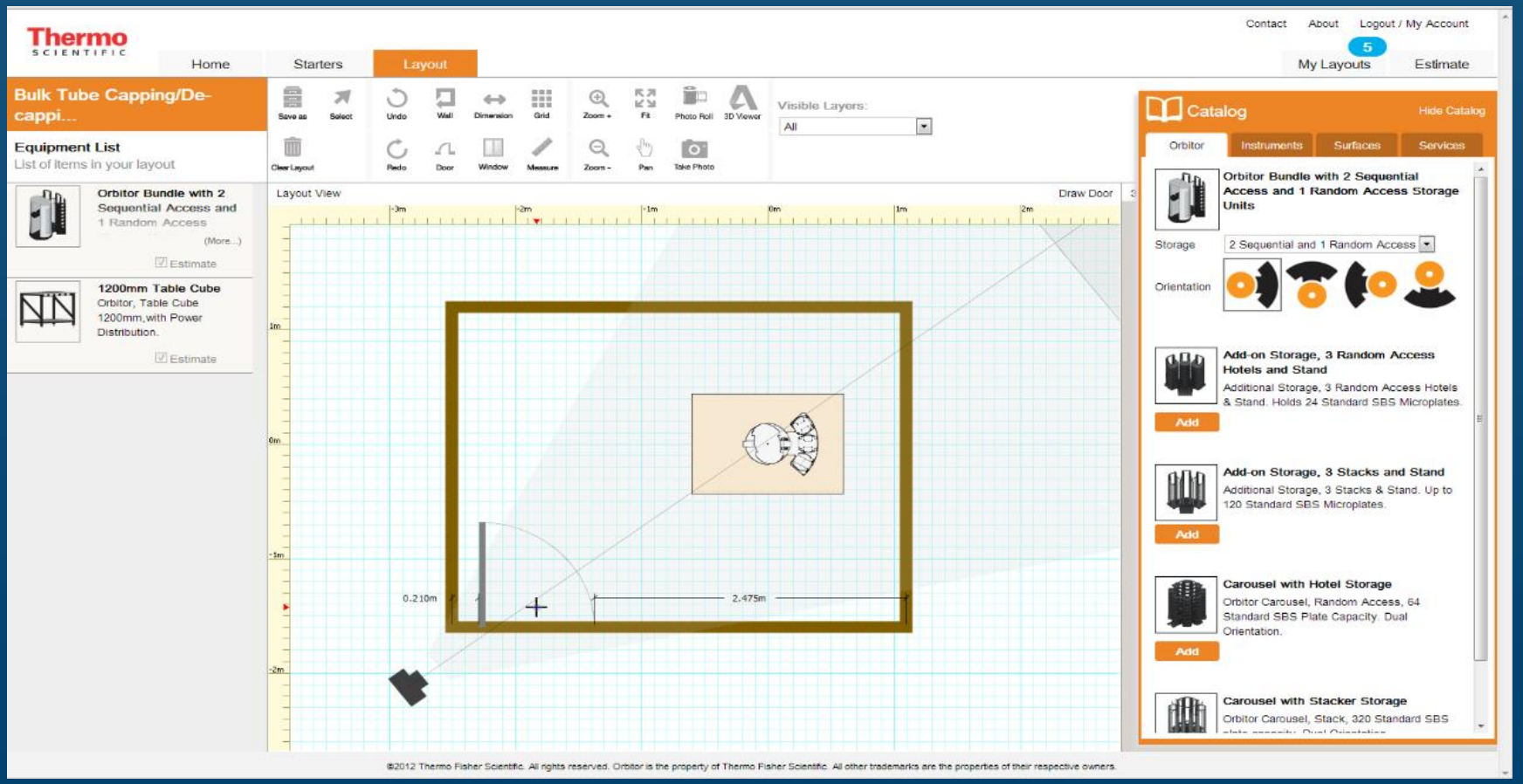

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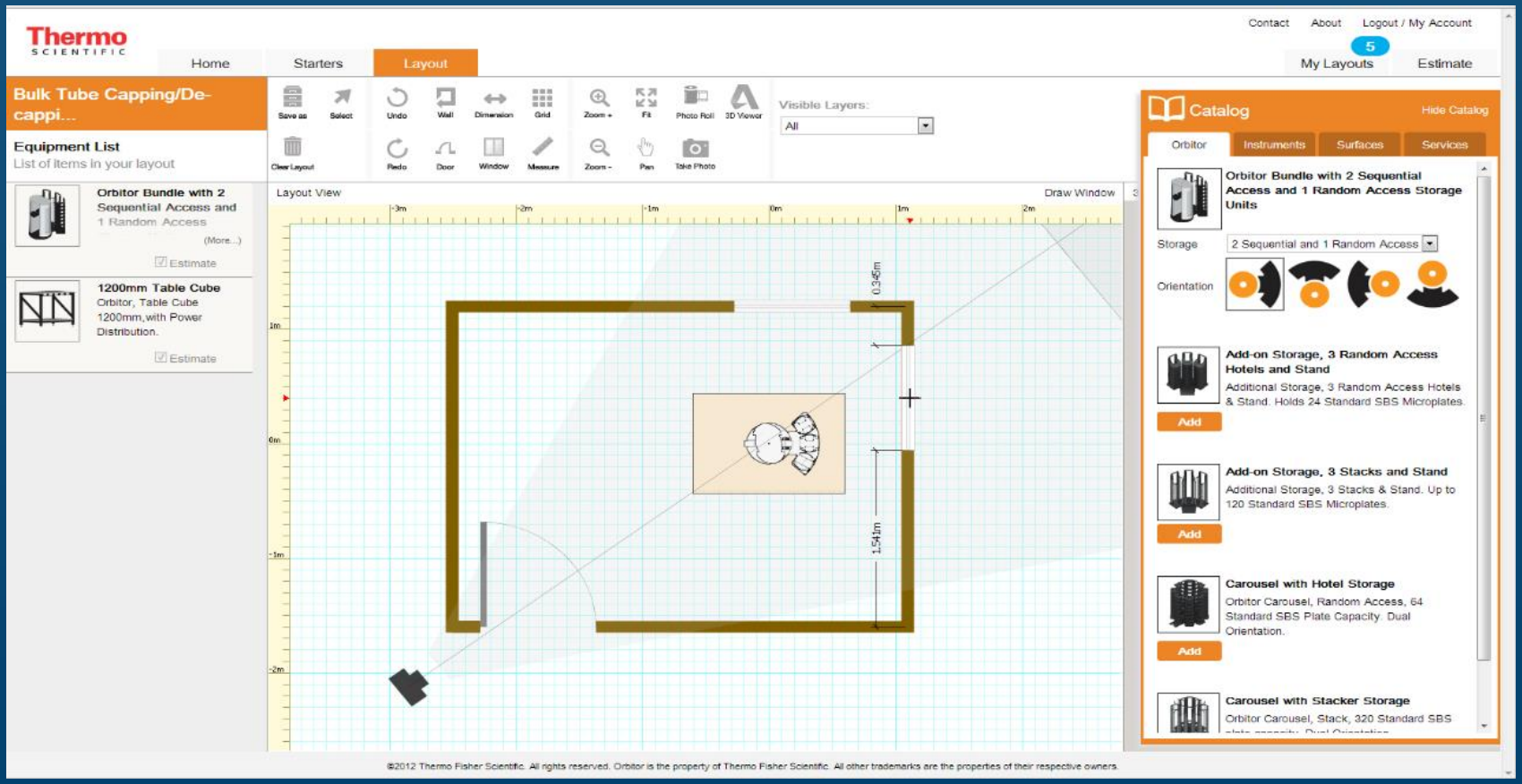

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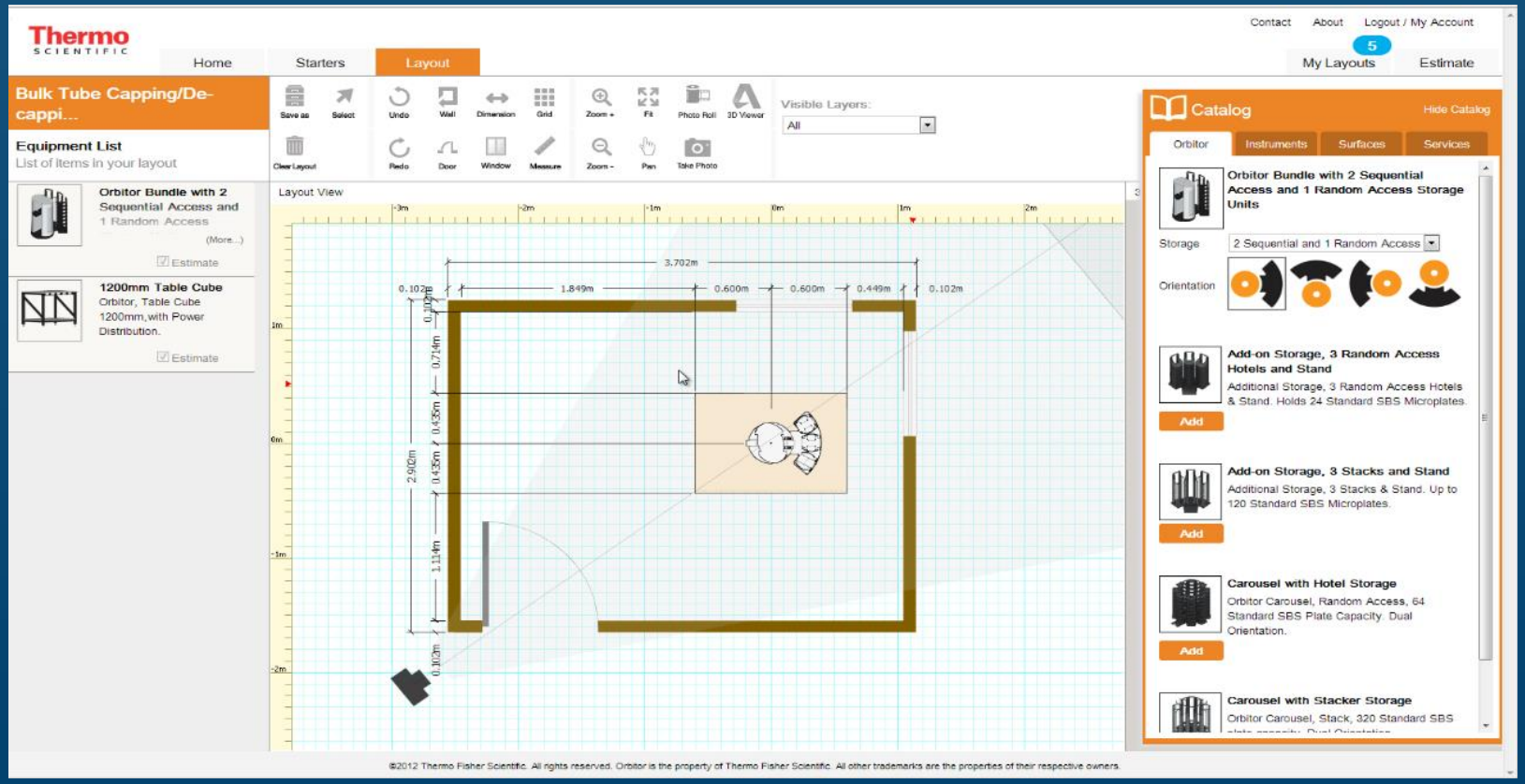

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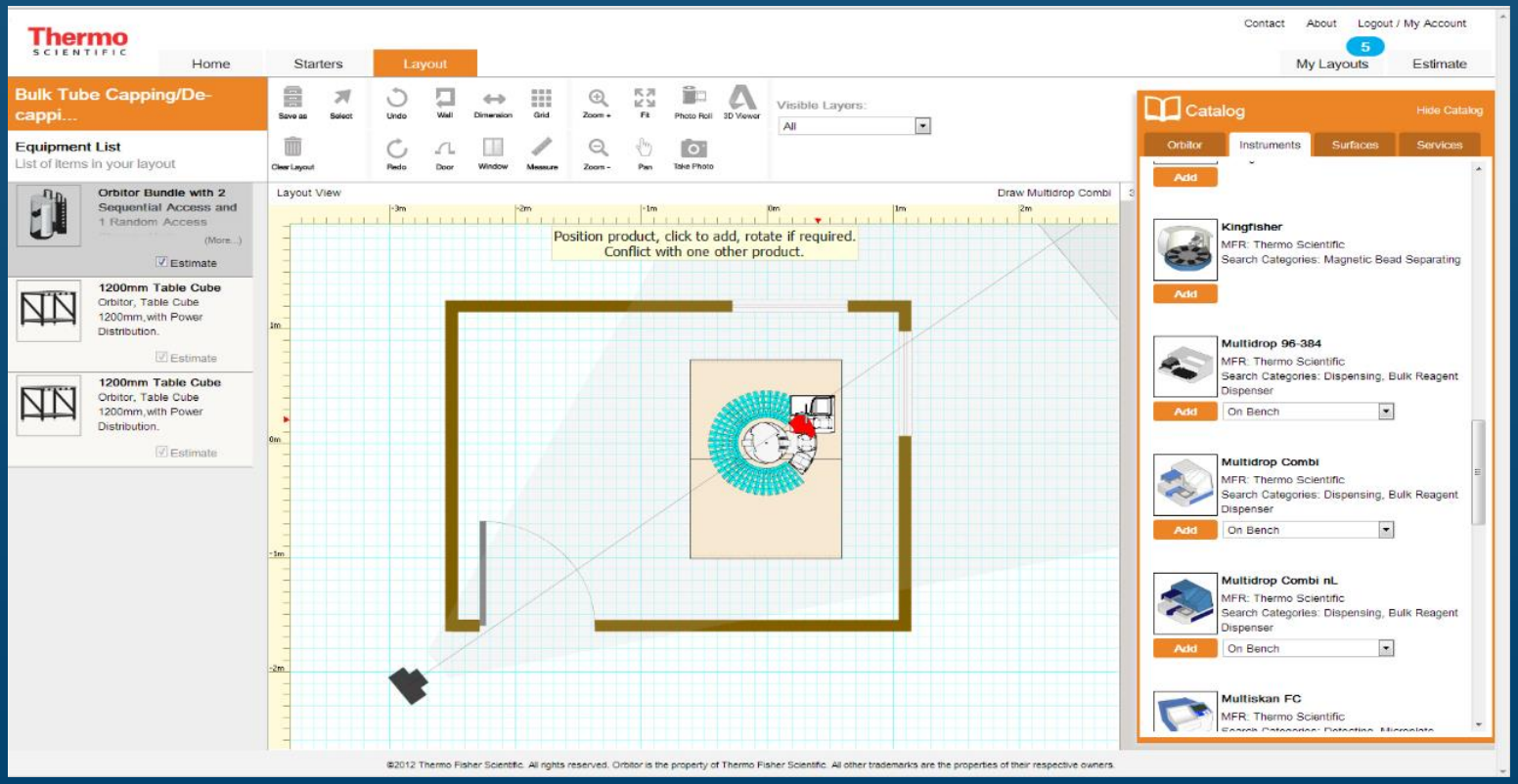

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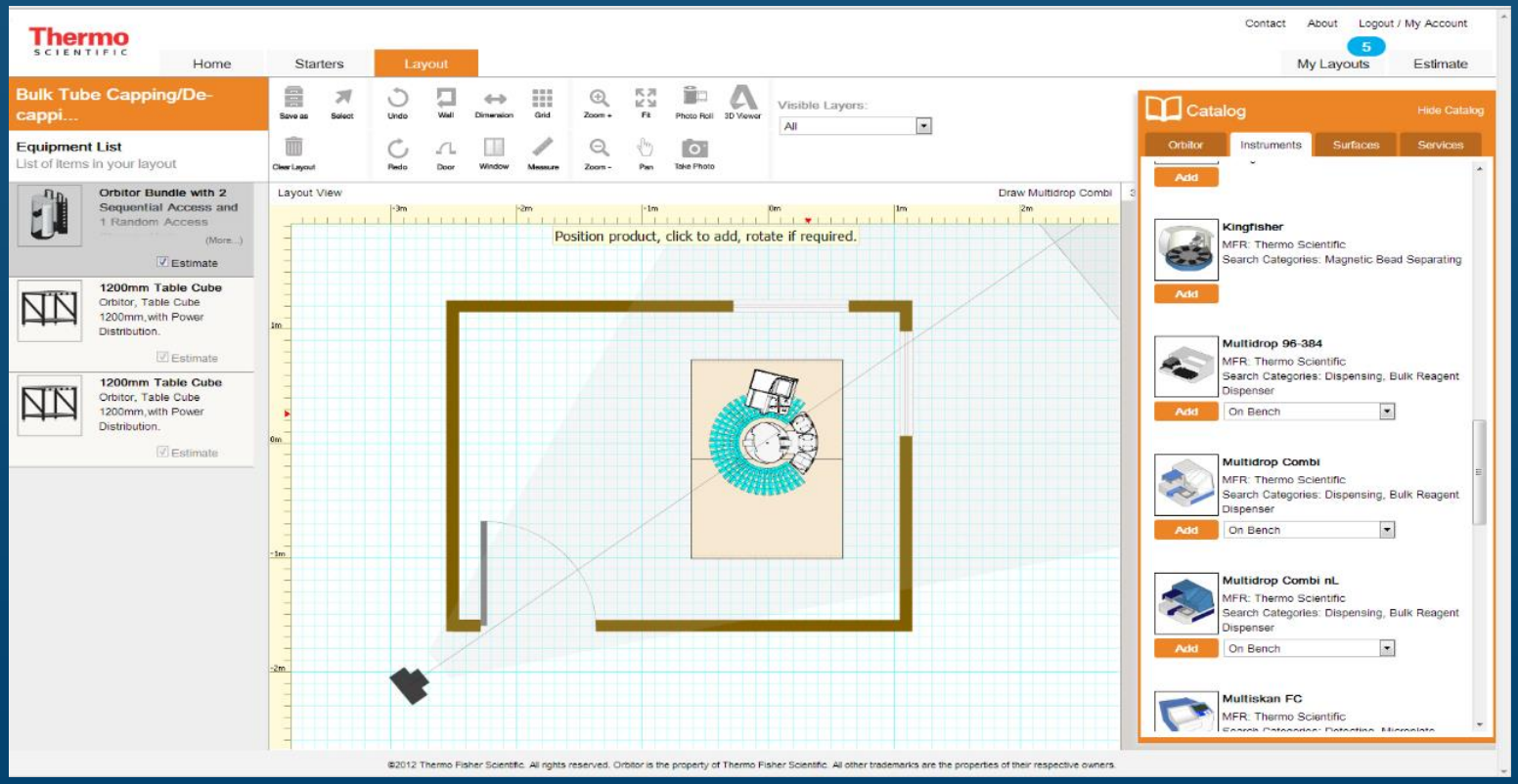

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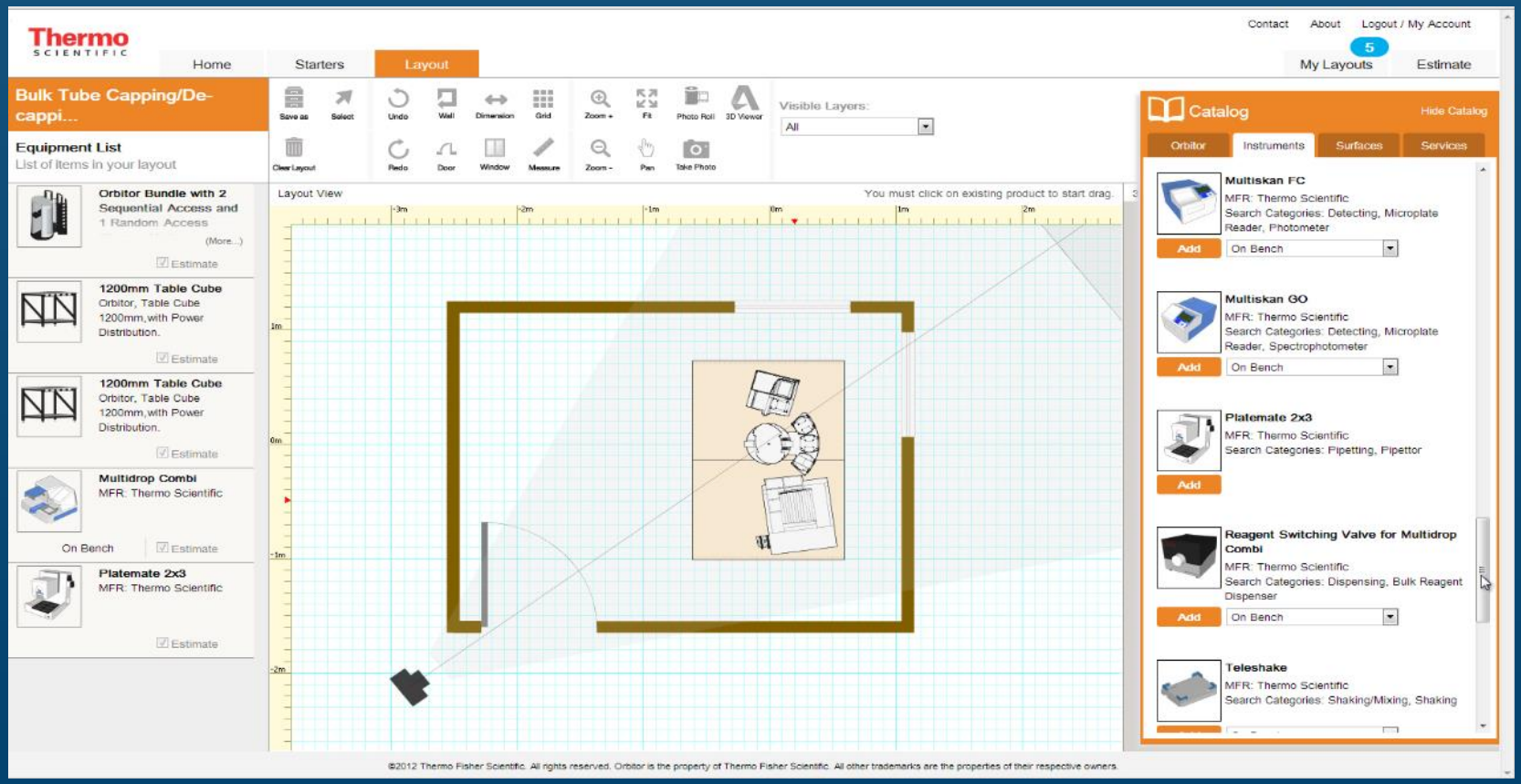

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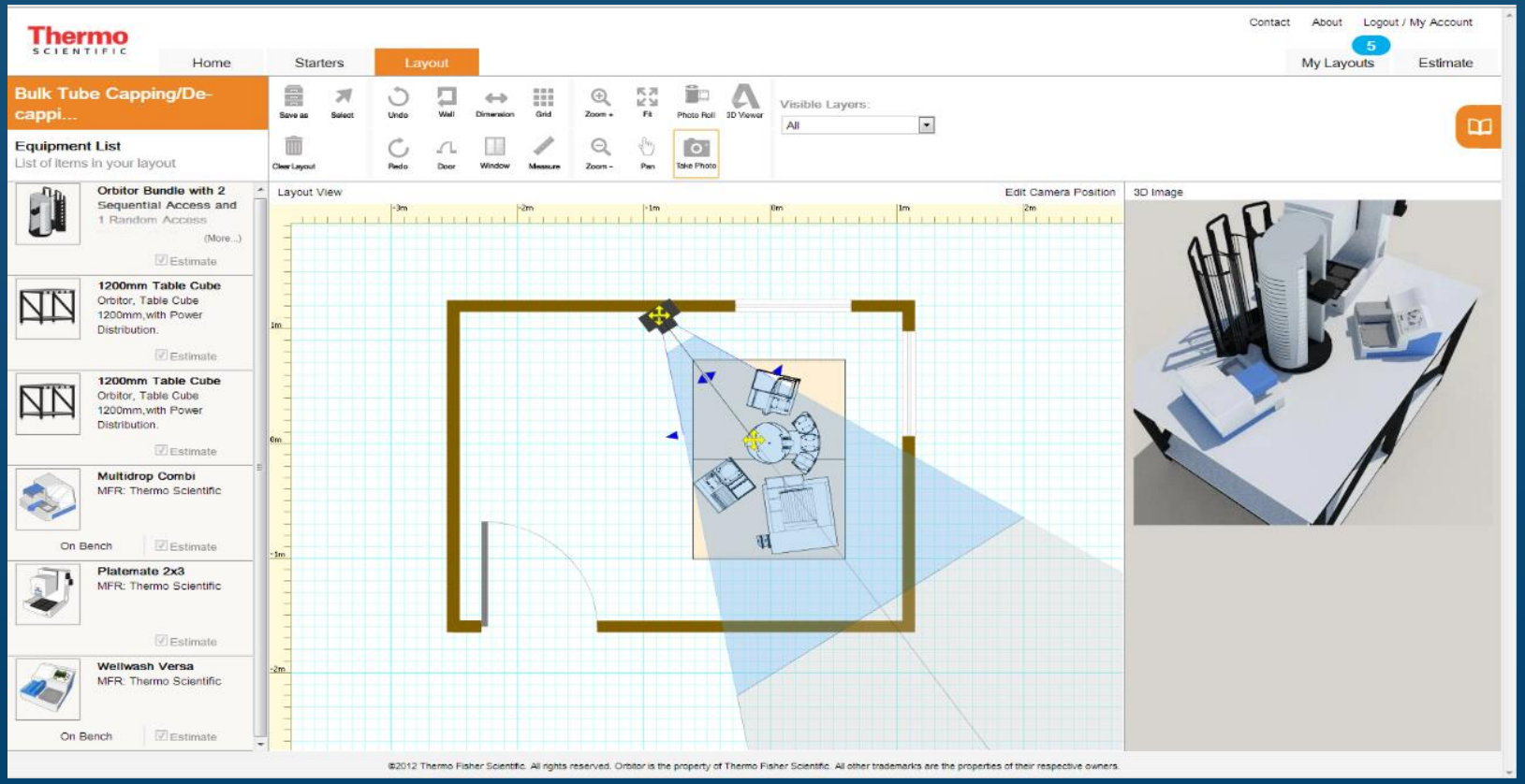

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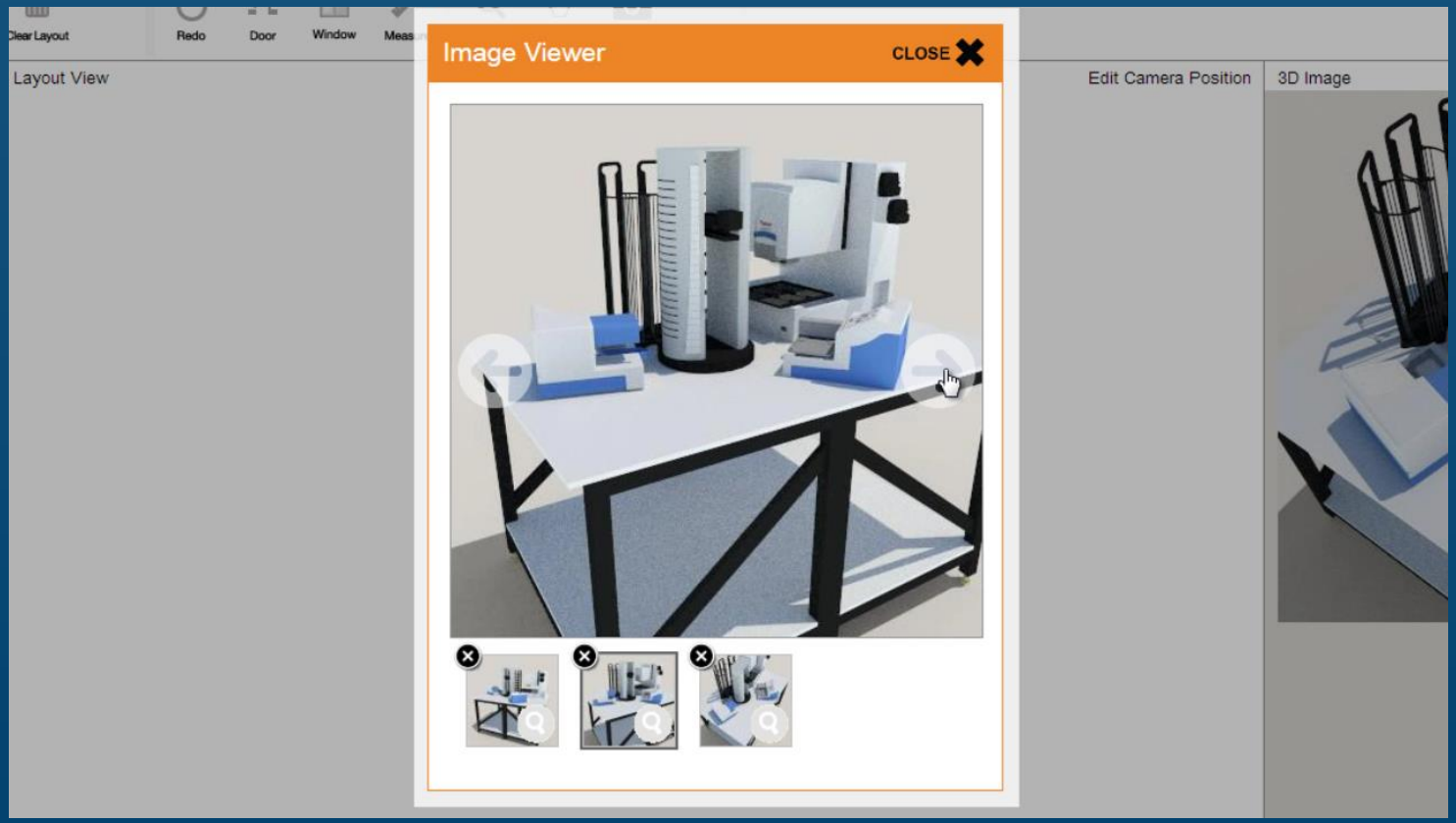

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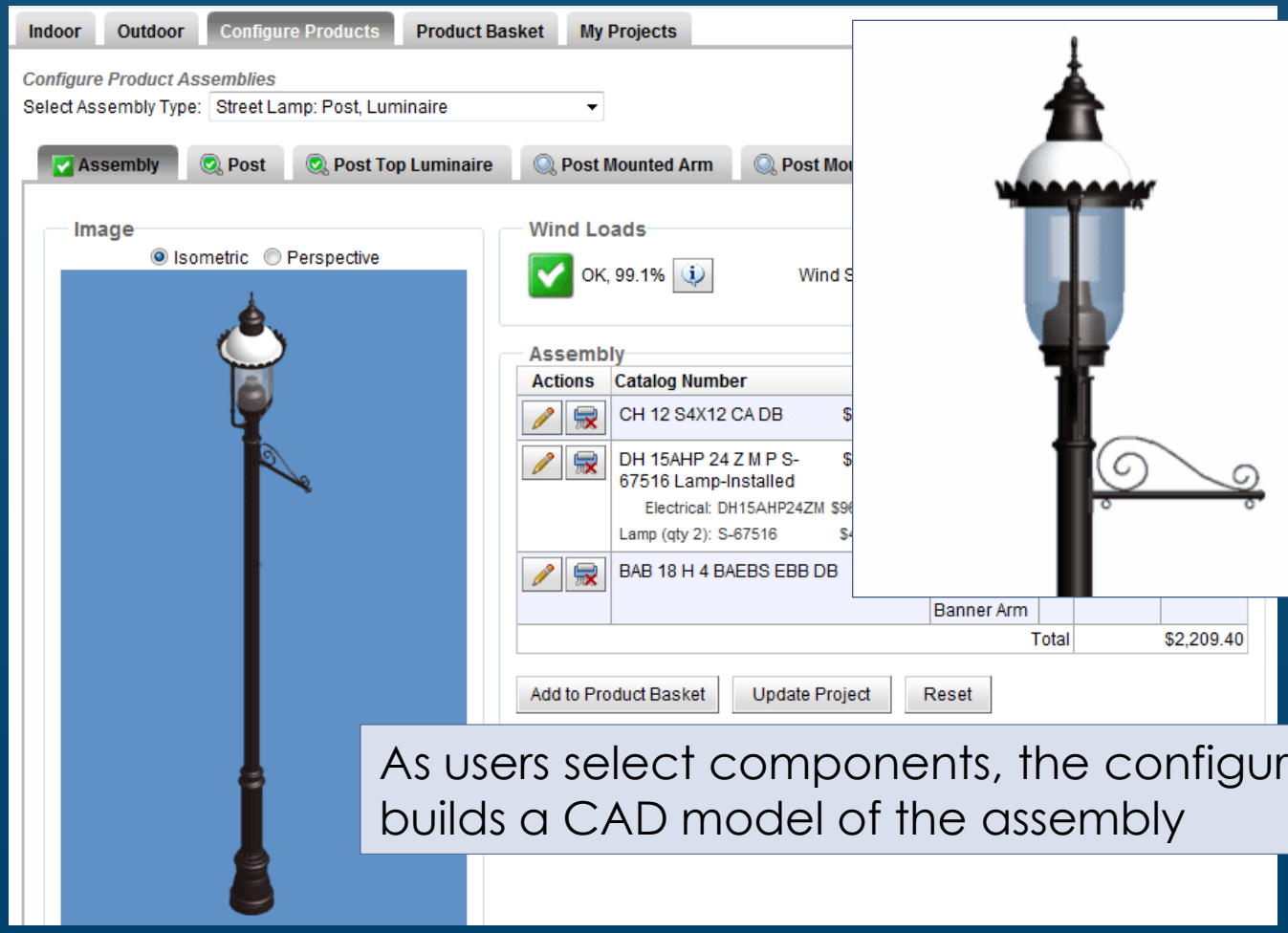
Acuity



As users select components, the configurator builds a CAD model of the assembly

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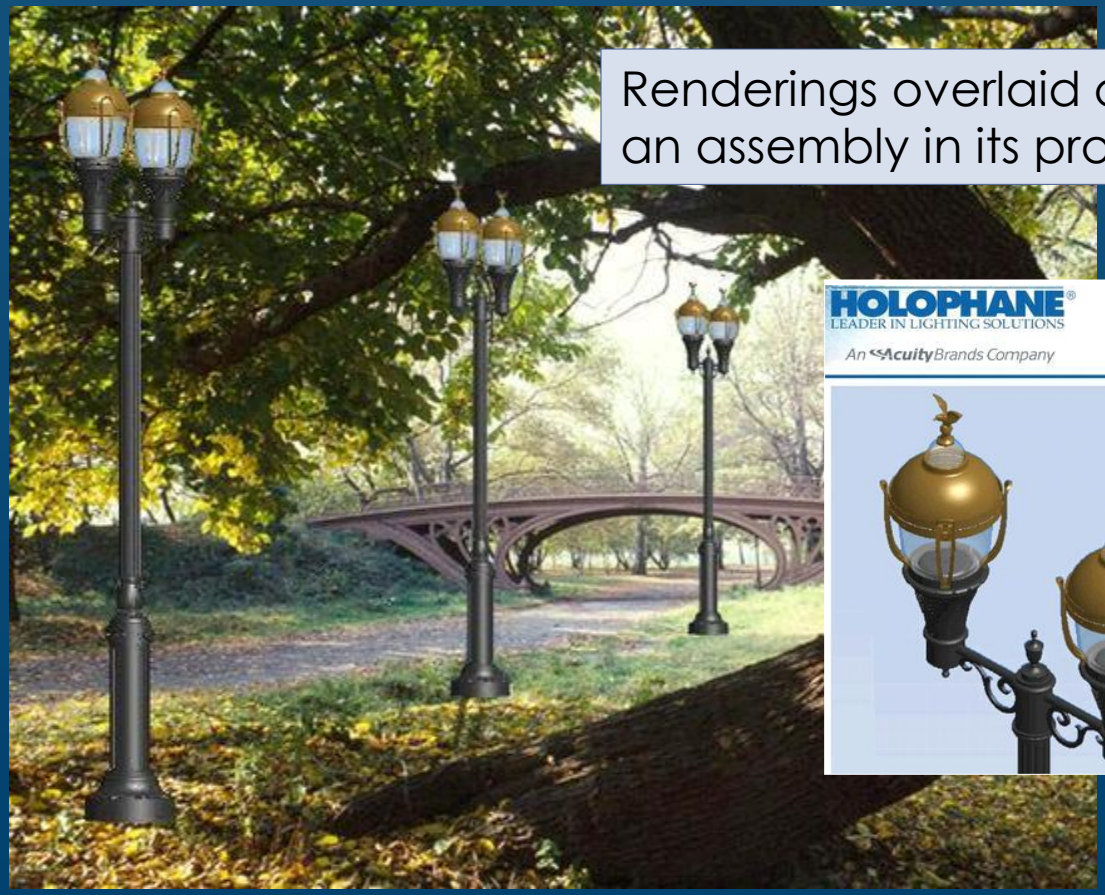
Acuity: Renderings

Renderings overlaid on images present an assembly in its proposed location



HOLOPHANE®
LEADER IN LIGHTING SOLUTIONS
An AcuityBrands Company

Syracuse
LUMINAIRE

The classic elegance of acorn street lamps adorned metropolitan avenues, residential streets, and plazas during the early 20th Century. The GranVille series captures the essence of this bygone era while incorporating the most advanced technology available today.

Features of GranVille® Series:

- *Pedestrian-scale*
- *Permanent, durable borosilicate glass*
- *Prismatic light control*
- *Four lighting distributions*
- *Lunar Optics™ option (IESNA Cutoff)*
- *Five decorative housing choices*
- *Decorative trim variety*

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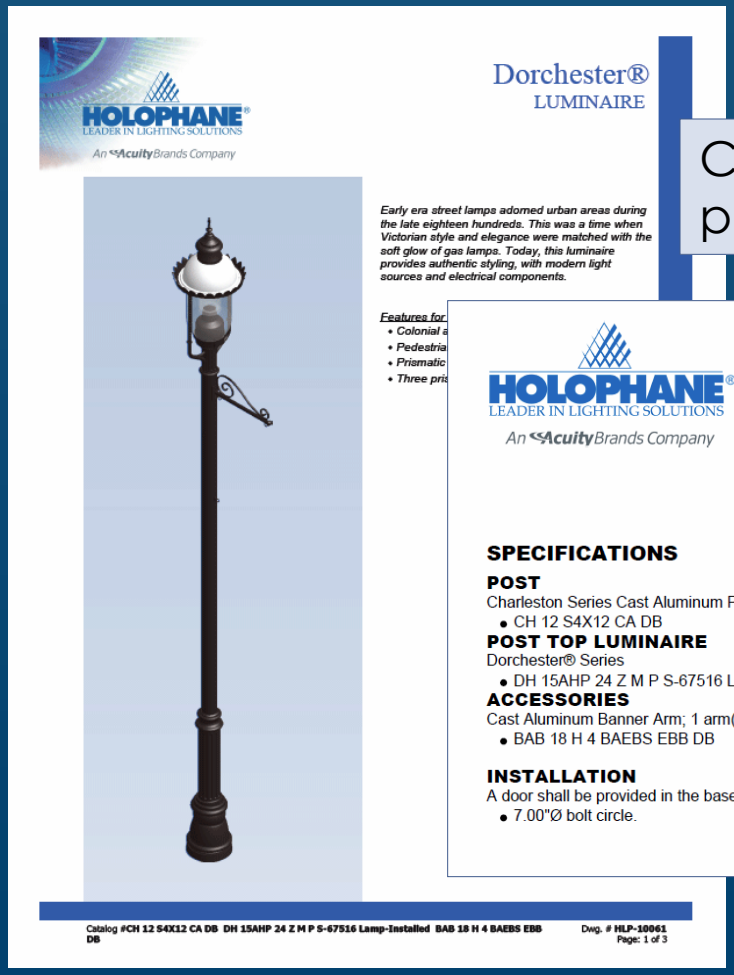
Acuity: Cut Sheets


HOLOPHANE
LEADER IN LIGHTING SOLUTIONS
An AcuityBrands Company

Dorchester®
LUMINAIRE

Early era street lamps adorned urban areas during the late eighteen hundreds. This was a time when Victorian style and elegance were matched with the soft glow of gas lamps. Today, this luminaire provides authentic styling, with modern light sources and electrical components.

Features for
- *Colonial a*
- *Pedestria*
- *Prismatic*
- *Three pri*

Catalog #CH 12 S4X12 CA DB DH 15AHP 24 Z M P S-67516 Lamp-Installed BAB 18 H 4 BAEBS EBB DB — Dwg. # HLP-10061 Page: 1 of 3

HOLOPHANE
LEADER IN LIGHTING SOLUTIONS
An AcuityBrands Company

Catalog Number CH 12 S4X12 CA DB DH 15AHP 24 Z M P S-67516 Lamp-Installed BAB 18 H 4 BAEBS EBB DB	
Notes	Type

SPECIFICATIONS

POST
Charleston Series Cast Aluminum Post 12" Dia. Base, Extruded Shaft
- CH 12 S4X12 CA DB

POST TOP LUMINAIRE
Dorchester® Series
- DH 15AHP 24 Z M P S-67516 Lamp-Installed

ACCESSORIES
Cast Aluminum Banner Arm; 1 arm(s), height 6" from top. Banner arm oriented at 0 degrees.
- BAB 18 H 4 BAEBS EBB DB

INSTALLATION
A door shall be provided in the base for anchorage and/or wiring access.
- 7.00"Ø bolt circle.

DORCHESTER®
CHARLESTON

Custom cut sheets can be published for an assembly

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SMC

- 10,000 base products with millions of variations
- Find and configure products
- Dynamically generate CAD models

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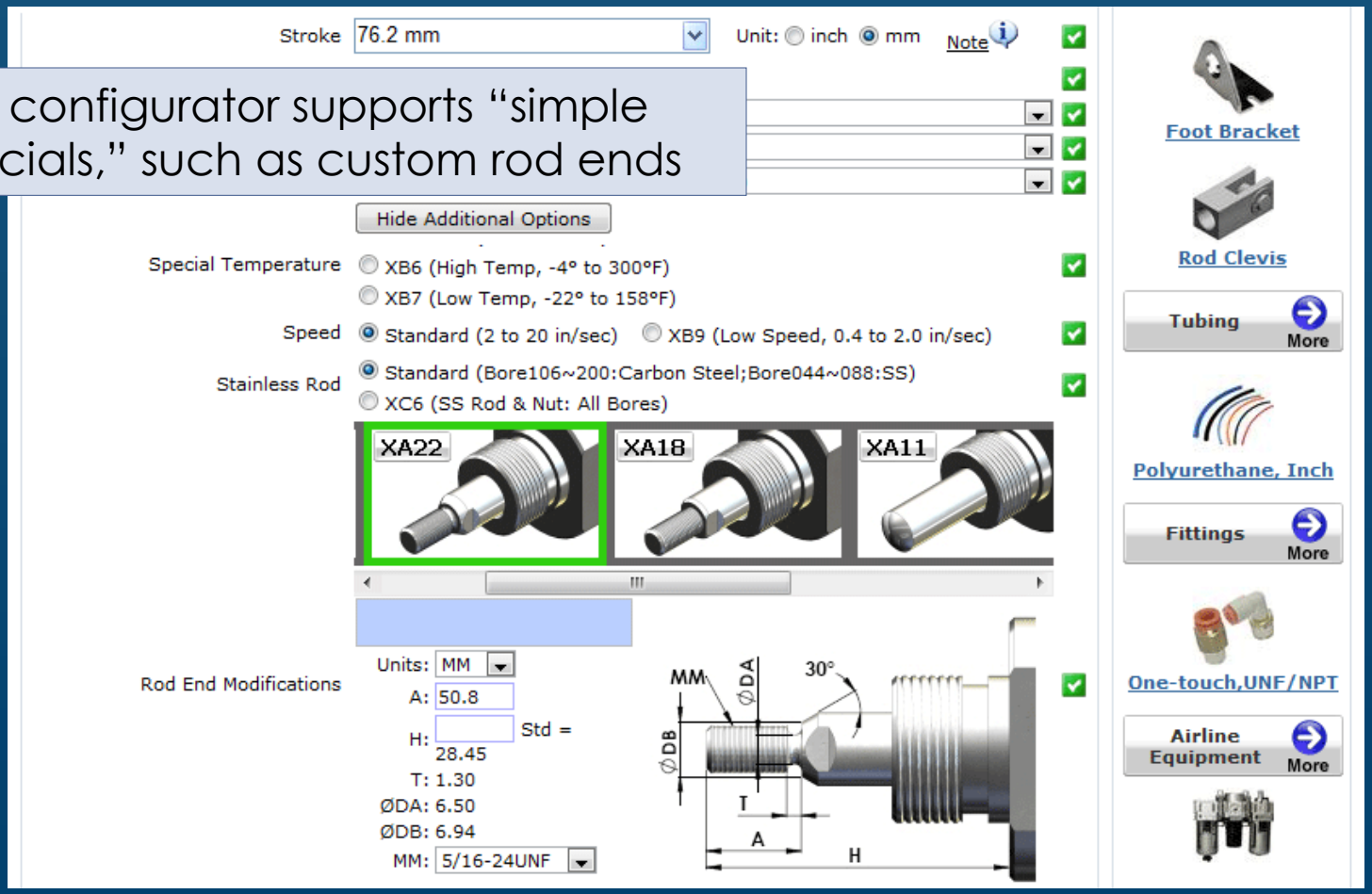
SMC: Simple Specials

The configurator supports "simple specials," such as custom rod ends



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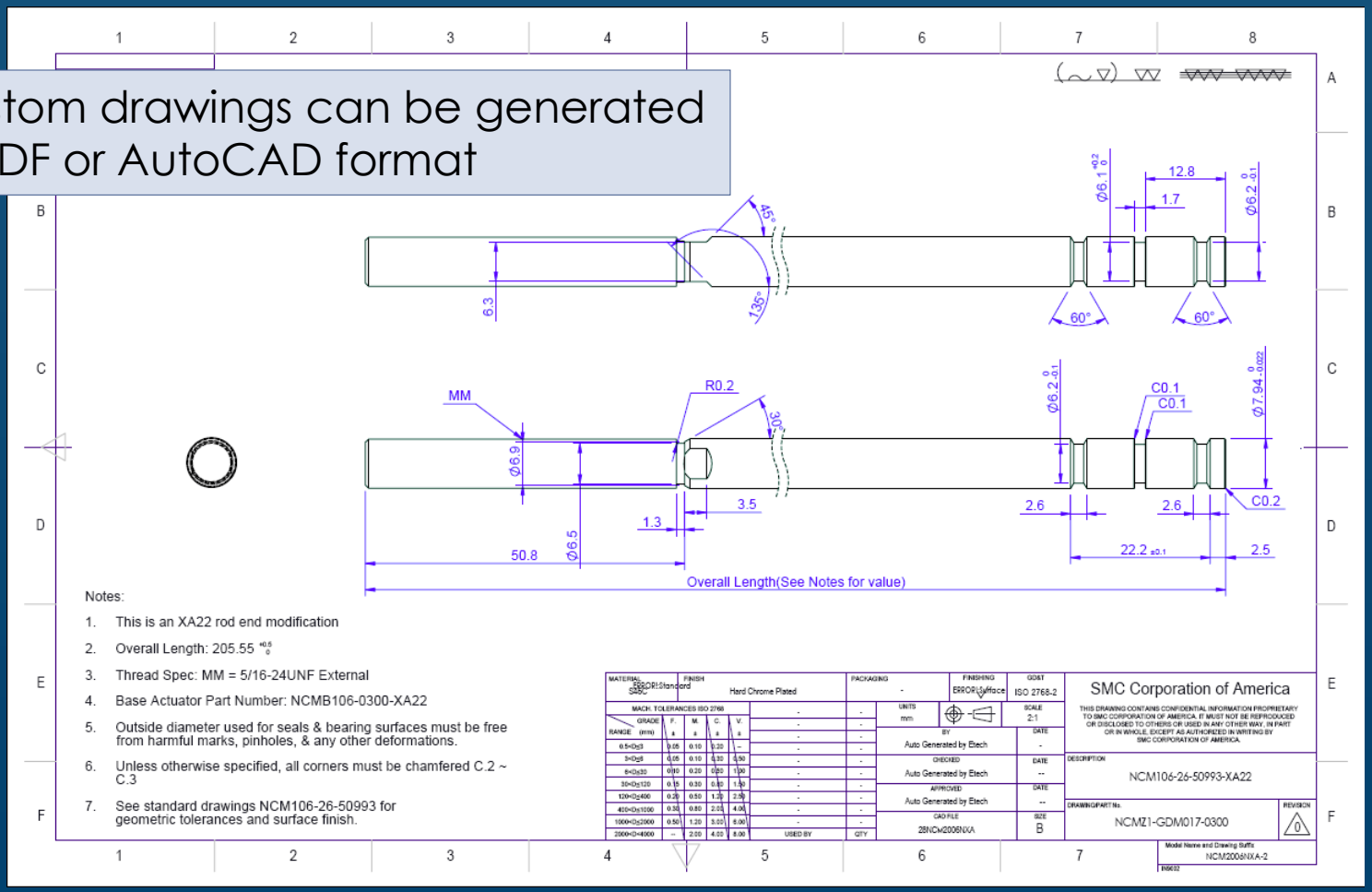
SMC: Simple Specials

Custom drawings can be generated in PDF or AutoCAD format



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- Selling products any time, any place

A Flexible and Modular Set of Products

CustomCommerce

Industry-leading guided sales for complex products

ContentStudio

Business users manage product data and configuration rules

VisNet

Online product layout and dynamic 3D product visualization

DesignCenter

Generate quotes and proposals for B2B sales

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The Ingredients

- Application
  - Fully web-based
  - Built-in diagramming, content management, demand-shaping, collaboration and tracking
  - Native 2D interaction and rendering support
- Experience
  - Track record with industry with years of experience
  - Proven, dependable deployment methodology
- Lower costs
  - Fully developed system
  - Low ongoing cost of ownership
- Speed
  - System go-live in 3 to 6 months

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Benefits

- Lower costs
  - Guided sales systems eliminate expensive sales calls
  - Rules-based configurators and up-to-date data eliminate order errors and returns
  - On-demand documents reduce print costs
  - Integrated systems streamline order processing
- Detailed proposals lock the design
  - CAD, drawings, and one-line diagrams
  - Custom specifications
  - Sizing and environmental system validation
- Increased sales
  - Highly interactive, easy-to-use systems build customer loyalty
  - You become the easiest company to do business with

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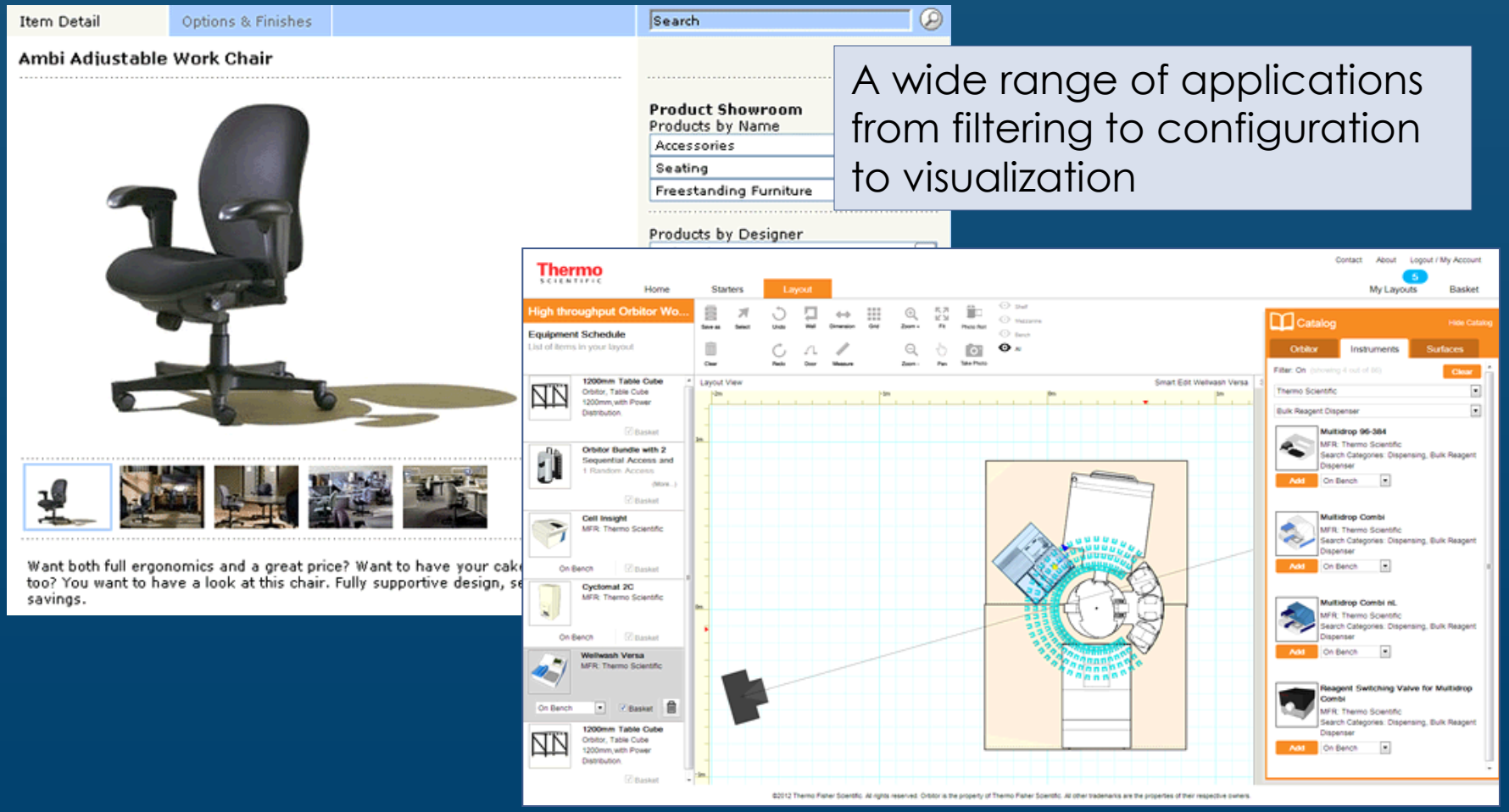
CustomCommerce



A wide range of applications from filtering to configuration to visualization

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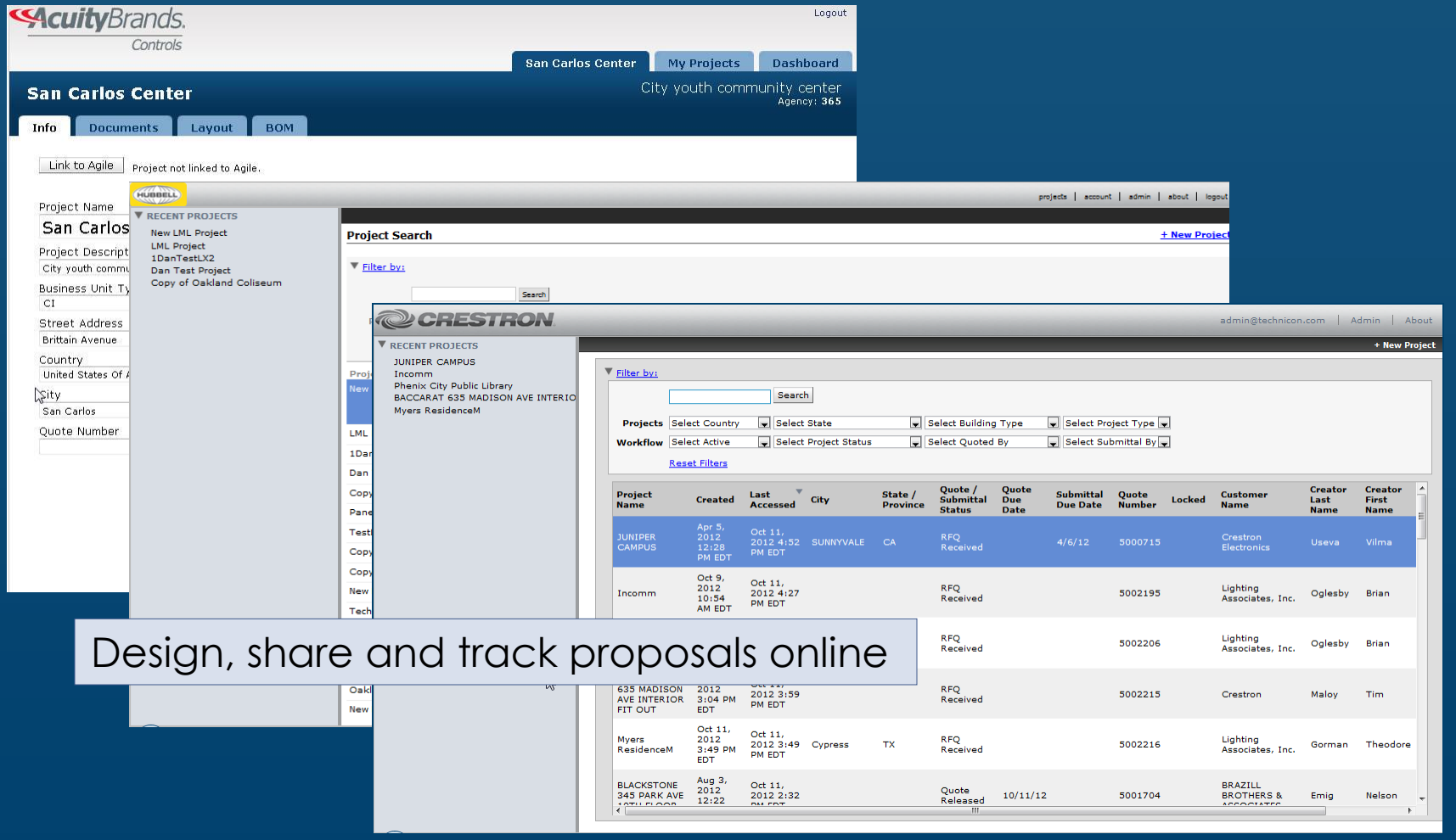
B2B: Online Design Centers



Design, share and track proposals online

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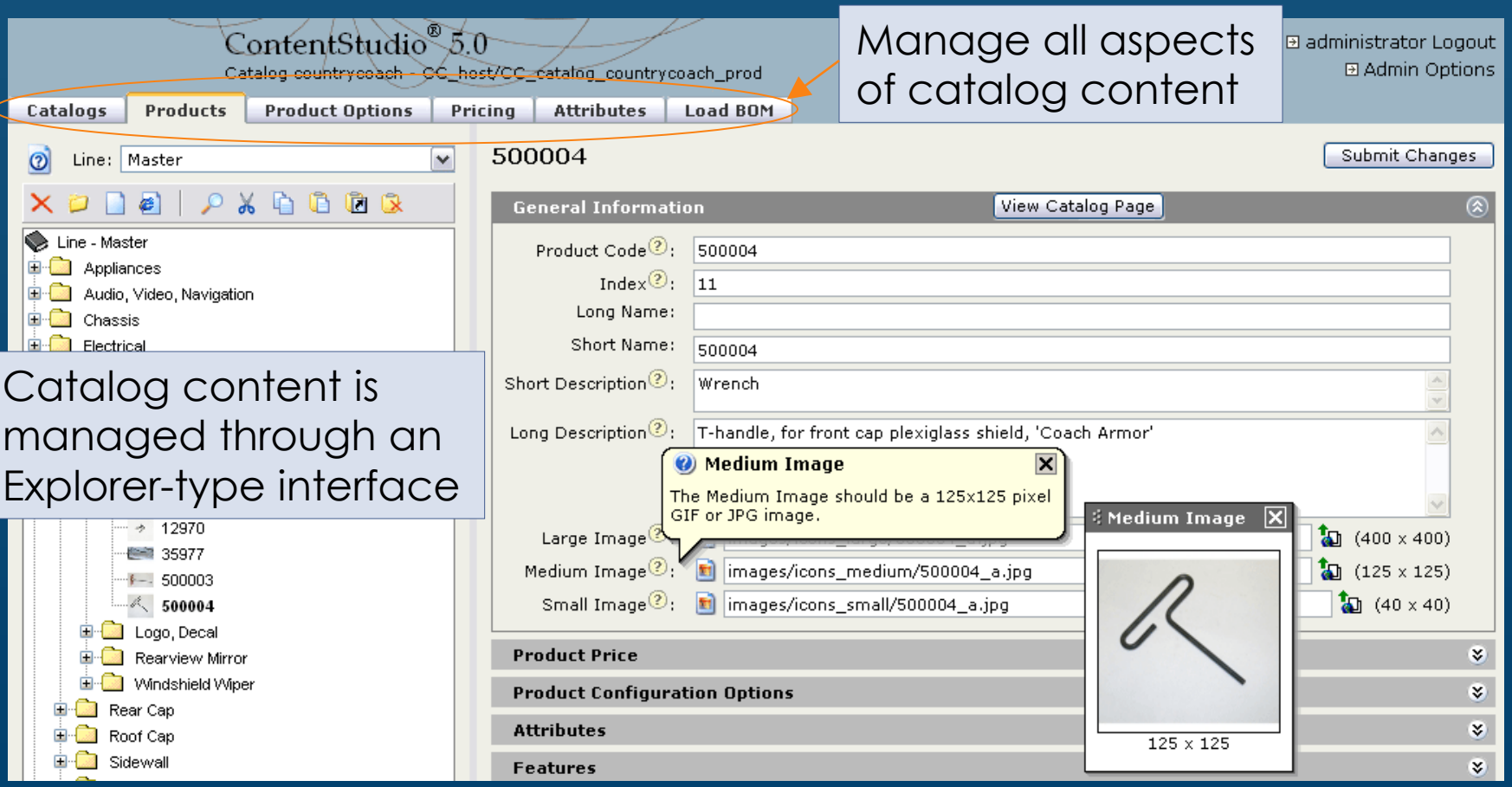
PIM: ContentStudio



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