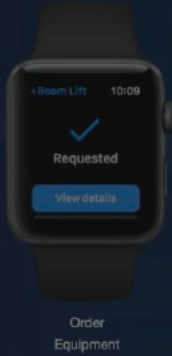
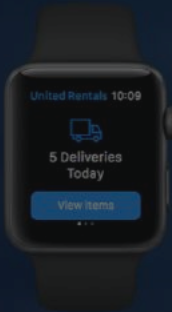
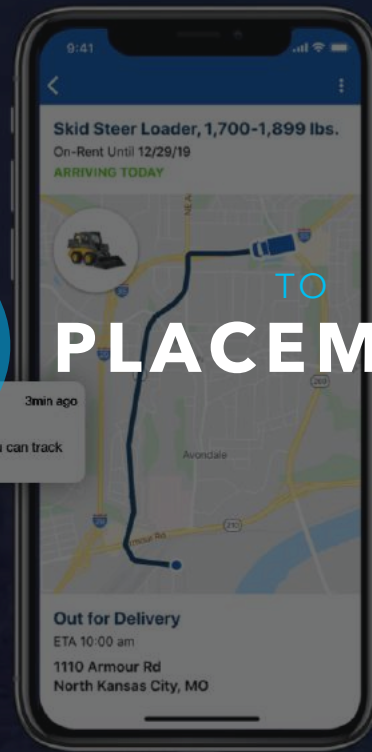




FROM MEASUREMENT TO PLACEMENT

TATE



Equipment Tracking and Status

CONSTRUCTION:UNITED RENTALS

IT'S A BILLION-DOLLAR PROBLEM AND THERE WASN'T A TOOL POWERFUL ENOUGH TO FIX IT

PROBLEM:

Depending on the dimensions of a job site, users could be renting equipment that overreaches or is too big for the work area.

INSIGHT:

By allowing a user to measure an area and place a representation of the equipment in the space, we build customer knowledge and loyalty by saving them money.

SOLUTION:

VMLY&R created an augmented reality solution that targets a plane and measures the area. Then the user has the option to place a piece of equipment into the space to understand how, for example, a scissor lift can reach and fit into the space.

