AGCO Chooses Christie 4k Projectors for 3D Virtual Reality Powerwall

CYPRESS, California (August 7, 2014) — Agricultural machinery leader AGCO Corporation is using Christie® 4K high frame rate (HFR) projection to light up its 3D virtual reality powerwall at its engineering facilities in Jackson, Minnesota. AGCO installed a Christie-powered VR system at its FENDT Research and Development facility in Germany and, impressed with the system’s results and utility, decided to expand its program to North America. The new powerwall in Jackson utilizes two Christie D4K3560 3-Chip DLP® 4K projectors running at 60Hz, with TechViz‘ 3D visualization software technology and ART tracking system, to display images of agricultural machine models in stereoscopic 3D onto an 8-feet by 16-feet glass screen. Christie performed the site survey and full design, as well as the integration and installation, providing a “one-stop shopping” solution.

One of the largest manufacturers of agricultural machinery in the world, AGCO is committed to investing in state-of-the-art visualization technology to aid in design and development of farming equipment at its facilities. Using TechViz visualization software brought to life by Christie’s high performance projectors, AGCO engineers can view virtual prototypes of the machines on the wall during the design and development process. This allows them to visualize site lines inside and outside the cabs, take off the hood, analyze HVAC airflow, and carry out overall reviews of the machines. Eventually, they’ll use full automations of running machines to see how they respond to different surfaces and textures.

Improving Product Quality, Reducing Costs, and Encouraging Collaboration

The core functions of the system are to achieve optimal product quality and reduce costs by streamlining product development. AGCO also plans to use the powerwall for manufacturing and assembly training purposes, as well as servicing and marketing, attesting to the versatility and value of the solution.

“The powerwall has become an incredibly instrumental and useful part of our engineering process,” said Joseph Black, senior business analyst, AGCO Corporation. “By reviewing the models virtually we are able to catch interferences, perform clearance checks and fix engineering designs ahead of prototyping, allowing us to create fewer prototypes before the final product is ready. Ultimately, we hope the powerwall will not only help us reduce costs, but build the best farming equipment possible.” The TechViz XL software enables the display of virtual prototypes in real time without data conversion, and the use of a wide range of applications.

AGCO’s new powerwall has also succeeded in encouraging collaboration among employees and divisions by supporting communication through visual presentation. In addition to the individual operating the wall, 3D glasses are available for all of the observers in the room. This allows teams to gather and perform group analysis and work together on innovative new ideas. The powerwall screen, made up of a single sheet of durable glass, provides a much clearer image as compared to soft white screens.

Christie Technology and Service Get the Job Done

“3D visualization technology has proven to be an instrumental tool for engineers and developers, as it allows concepts and designs to be viewed and analyzed like never before. For AGCO, it’s critical for the virtual image to be as representative as possible, optimizing their ability to detect and correct any potential design concerns long before production release,” said Jennifer Smith, executive vice president, Global Market Solutions, Christie. “Offering the highest resolution, highest brightness and highest quality image and video displays available today, the Christie D4K3560 projector is the perfect solution. AGCO can be confident that the powerwall is delivering ultra-realistic images to ensure every detail of the object being displayed can be viewed clearly.”

The Christie D4K3560 3-Chip DLP® projector features full 4K resolution and 35,000 center lumens running at a high frame rate of 60Hz. Built on the Christie TruLife™ electronics platform, it delivers superior brightness, smoother video, and vibrant, life-like images.

“We were so impressed with the Christie D4K35 projectors, running at 30Hz used for the FENDT powerwall in Germany, that when it came time to install the system in Jackson, Christie was once again the clear choice. But with the projectors running at the higher frame rate of 60Hz, we can produce an even better image — a feat that we didn’t think was possible. The visuals look absolutely stunning,” added Black. “The Christie service team did it all for us — not just the overall design, floor plan, and configuration of the powerwall, but also the complete installation.”
About TechViz

TechViz is a world leading developer and provider of advanced visualization solutions for 3D applications. TechViz XL – the driver and its options - is the software tool which allows going beyond the desktop workstation, to display virtual prototypes in real time, directly from a 3D application into a virtual environment without data conversion. For more information, visit www.techviz.net

About Christie

Christie Digital Systems USA, Inc. a wholly-owned subsidiary of Ushio Inc., Japan, (JP:6925), designs, sophisticated virtual reality, simulation systems and control room environments including high-resolution power walls, multi-sided immersive environments, curved screen displays, domed simulation and multi-projector arrays. Industries and organizations that rely on Christie range from government agencies to oil and gas, aerospace to entertainment, and manufacturing and design to pharmaceuticals. For more information, visit www.christiedigital.com.

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