

SIEMENS MOBILITY SUPPLIER CASE STUDY

Clay10 Creative

Augmented reality brings future of rail manufacturing to life

An East Yorkshire-based creative digital agency is using state-of-the-art technology to bring Siemens Mobility's pioneering Goole rail manufacturing facility to life.

Siemens Mobility has enlisted Clay10 Creative as part of its commitment to supporting local and regional suppliers as it moves forward with its investment of up to £200 million in Goole, which will create up to 700 skilled jobs as well as 250 in the construction phase.

Clay10 has created a fully-immersive 3D environment, enabling visitors to visualise and explore the facility three years before it opens. This has been used in a video promoting the development.

The technology employs augmented reality to allow people to experience a development that will set a new benchmark for UK rail manufacturing.

The team, based at the ergo business centre in Hesse, is also capturing evolving drone "hyperlapse" footage of the development on a monthly basis, with the aim of tracking every step of progress on site, as well as high resolution still and digital images for the company to use in print and online.



It is hoped the augmented reality technology will also be used to help to envisage and shape the internal layout of the buildings on site as the develop-

ment progresses. This will help to ensure the safe and optimal positioning of equipment within the available space.

Clay10 Creative Director, Luc Clayton, said: "This technology brings the architects' drawings to life and enables people to visualise what the future will be.



"You can stand on site, view the whole area at true scale through a smartphone or a tablet and see how it will look in future. The technology enables you to switch between the different phases of the development and, because it is linked to GPS, wherever you're standing on the site, you can see all the buildings related to that specific area.

"It gives perspective and scale of the buildings and helps Siemens Mobility to make changes as the project moves forward."

The relationship with Clay10 Creative began when Siemens Mobility's project team were also based at ergo prior to relocating to offices on site at Goole.

Luc added: "The opportunity to work with Siemens Mobility on a project like this is great, particularly from a skills development perspective. We want to support the growth of the region and it's fantastic to be involved in such a huge and significant development.

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“Working with Siemens Mobility has increased our profile and assisted our continual growth as a business overall. We’ve hired a couple more people recently, including a Head of Creative and a Junior Animator.”

Established in September 2016, Clay10 has now grown to become an innovative team of eight. It provides personalised, interactive video and animation, games, apps, websites, marketing and design, as well as augmented reality technology, with engaging, technical design techniques.

For more information on Clay10, its services and client projects, please visit: www.clay10.co.uk.