

Good decisions

A SimSam project ensures that decisions are taken more quickly, on the basis of common understanding and broad interdisciplinary expertise

Have all parties in the innovation project been heard? Does everyone understand everyone else's perspectives and needs? Has there been enough focus on alternative solutions and scenarios? SimSam ensures that decisions are made on a solid foundation formed from the ideas and input of the project participants. The laboratory for simulation and interaction, SimSam, enables a completely new form of involvement and co-operation, more efficient and inspiring than ever. With SimSam, the development process is made visible to all those involved, so that everyone works towards the same goal. The large screen (130 m²) makes it possible to display considerable quantities of digital information simultaneously in comparable concepts. And advanced simulation and 3D modelling can reduce the gap between the real and digital world.

The result

- Raises the quality in development, innovation and value creation processes
- Makes interdisciplinary processes possible and ensures a solid decision-making basis
- Facilitates communication in the internal/external value chain
- Extends the opportunities for communication and user focus among participants
- Contributes to efficiency and profitability
- Provides a forum for more creative meetings
- Is a showroom for product launches and profile building



New interactive touch technology ensures effective facilitation in collaborative visualisation.



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Creative interaction

SimSam-lab is an arena for new ideas, productive discussions and well-founded decision-making

Different terminologies, priorities and interpretations are often difficult to put into words. It can be challenging to collaborate in development and implementation projects. With SimSam, thoughts and ideas are made visible almost immediately. SimSam is a high-tech learning arena where intuitive and sense-based experiences replace the danger of "talking at cross purposes". The visualisation and methodology for interaction makes SimSam a powerful tool for cross-professional innovation, where many heads are involved in ensuring the best possible quality and result of a process.



Unique in Europe

The high-tech SimSam laboratory is unique because it is based on human pre-conditions - it is the only laboratory of its kind in Europe.



SimSam

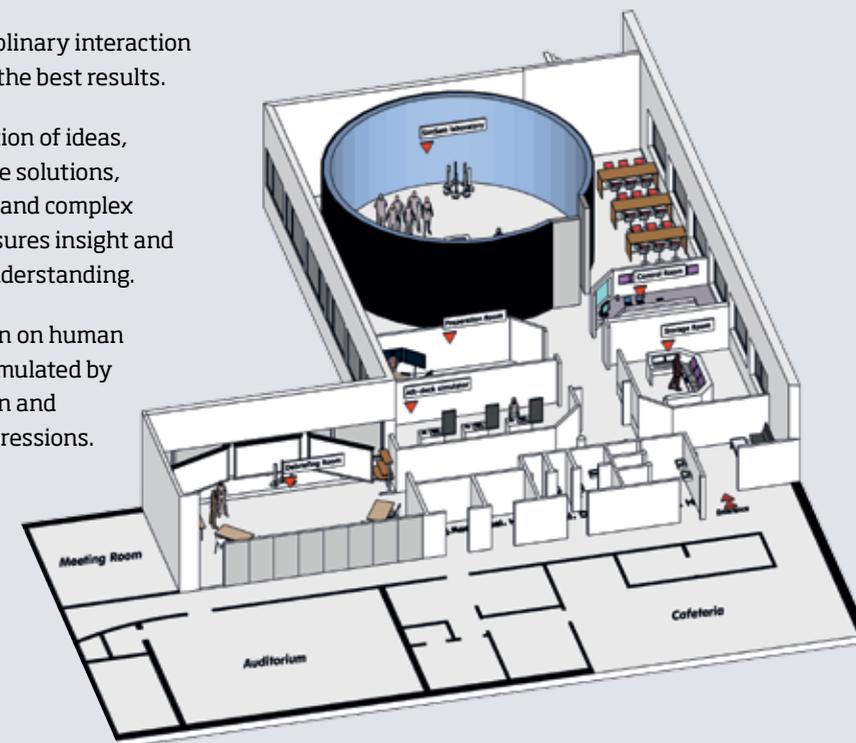
The physical facility

- Built on a 360 degree simulator with integrated ICT technology.
- A 130 m² soft screen (3,75 m high, 11 m diameter).
- 13 440 x 1 200 resolution.
- Seven video projectors for co-ordinated simulations or separate visualisations.
- Can be connected to external interactive nodes via Internet.

The visualisation and methodology incorporated in SimSam raises the quality and makes collaborative projects more creative.

The SimSam philosophy

- Interdisciplinary interaction produces the best results.
- Visualisation of ideas, alternative solutions, scenarios and complex issues ensures insight and shared understanding.
- Interaction on human terms, stimulated by interaction and sense impressions.



Quality assurance

SimSam projects are led by professional facilitators who prepare and control both the technical and methodological aspects of the process.