



Rehau, December 2021

LAMILUX releases virtual showroom for skylights

## LAMILUX World creates unique product experience

**Want to experience products and their advantages at first hand? Nowadays, this is easily done thanks to digital platforms that enable companies to give their customers deep insights into their product world. Like the virtual showroom *LAMILUX World*, which LAMILUX, the manufacturer of skylights, went live with in November. *LAMILUX World* allows visitors to virtually immerse themselves in the diverse product range and explore reference properties and all important product details on individual tours through the virtual terrain.**

The virtual 360° world of LAMILUX is a digital offering for a completely new product experience. This is a virtual platform in which skylights are presented digitally in 3D view via the browser. *LAMILUX World* makes it possible for customers and all interested parties to experience the skylights in various usage and installation scenarios. The virtual showroom also showcases LAMILUX's values as a quality and innovation leader and fourth-generation family-run company.

### **Immerse yourself in the product world of LAMILUX**

On arrival at LAMILUX World, Dr Alexander Strunz, one of the managing partners, welcomes the user to a virtual viewing platform that offers an overview of urban and industrial buildings. As part of the individual customer journey, visitors receive detailed information on virtual reference buildings in which LAMILUX skylights are installed as well as actual references to completed building projects. Visitors can click through the user-friendly product world independently and discover exciting

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information boards featuring technical details, videos of reference properties as well as product and property images in each building.

On LAMILUX Campus, visitors will also find a cinema, a product showroom displaying the entire product portfolio in a virtual showroom with detailed information and links to the BIM configurator as well as all important technical details, and an exhibition of the company history with all milestones from the foundation of the company in 1909 to the present day.

A special highlight of *LAMILUX World* is the built-in augmented reality feature offered by the LAMILUX AR app. Users can scan the respective QR code via a mobile device and have the LAMILUX products projected directly into their office or onto the construction site.

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**[Click here to enter LAMILUX World](#)**

#### **About the LAMILUX Heinrich Strunz Group**

The LAMILUX Heinrich Strunz Group is one of the world's largest producers of high-tech composites made of carbon fibre and glass fibre-reinforced composites and, in Germany and Europe, the Group is one of the leading manufacturers of skylights, glass roof constructions, smoke and heat exhaust ventilation systems (SHEVS) and complex building control systems. In addition to the skylight specialist LAMILUX Heinrich Strunz and the plastics expert LAMILUX Composites, both based in Rehau, other companies are part of the Group: The steel and glass expert MIROTEC from Wetztingen and the SHEV and ventilation system specialists roda/E.M.B. from Langenau, Isernhagen and Emmerich. The internationally active family-run company based in Rehau, Germany, currently employs a workforce of around 1200 people and achieved a turnover of roughly 293 million euros in 2020.

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