

RELEASE REF: ISH/2020/060 (Draft)

ISHIDA LAUNCHES VIRTUAL SHOWCASE

The launch of the Ishida Virtual World Experience will enable food manufacturers worldwide to view a comprehensive online product showcase of the company's latest equipment and solutions that deliver smarter and faster approaches to food packaging.

With major exhibitions postponed until early next year at the earliest, the Ishida Virtual World provides an easy overview of the vast Ishida offering. The 3D format enhances the user experience and provides access to a wide variety of additional information, including machine specifications, features and benefits, along with links to video demonstrations and downloadable brochures and leaflets.

A particular focus of the virtual showcase is how Ishida equipment has been designed to help food manufacturers meet many different challenges on the packing line, with solutions that maximise speed and efficiency while delivering product quality and protecting brand integrity. As part of this, visitors will be able to register for or view on demand webinars from Ishida's *Automate Production, Enhance Productivity* series, which provide an in-depth view of automation's critical role in helping companies achieve these benefits.

The Ishida Virtual World comprises four separate product showcases – weighing, inspection, snack foods and fresh foods – along with individual areas for the company's project management capabilities, after sales service, and advanced software to support the Smart Food Factory and Industry 4.0.

French, German and Russian language versions of the virtual experience will be introduced in the coming weeks. Further enhancements and additions are also planned, including the Ishida auditorium which visitors will be able to enter to view Ishida presentations on a variety of current industry topics.

“The Ishida Virtual World Experience provides the perfect shop window for our extensive equipment ranges and our problem-solving capabilities,” commented Steve Jones, Marketing Director of Ishida Europe.

“We look forward to welcoming back visitors to our exhibition stands in the future but in the meantime hope our online showcase will provide a worthy alternative and indeed, in the future, a complement to our face-to-face activities, demonstrating to both food and non-food companies how we can help them maximise opportunities, effectively plan for the future and reach their full potential.”

The Ishida Virtual World Experience can be viewed at https://www.ishidaeurope.com/en/landing-pages/ishida-virtual-world?utm_campaign=Virtual-World&utm_medium=Online-Advertisement&utm_source=Press-Release