



Press release

Large product diversity in one compact space - iiM publishes its new virtual showroom of the brand VisioCablePro®



New virtual showroom of the brand VisioCablePro®

Suhl, August 2020. Products and Services from the brand VisioCablePro® are mainly developed and distributed for the international cable, wire, pipe and tube markets. Due to this enormous coverage, it is not always possible for the team to present products directly to customers or interested parties. Additionally, the current global crisis has reduced the presence at trade fairs and the availability and accessibility of companies.

Hence, VisioCablePro® now offers its client base the opportunity to dive into a “virtual reality” and be informed online about the variety of products.

From now on, customers and interested parties can dive into the virtual world of VisioCablePro® and to experience products interactively via our new online showroom. This is a 360° view that can be visited either via desktop PC or also via mobile device. It is based on the physical showroom for cable measurement technology in the Suhl headquarters of the company iiM AG. All available devices and

solutions from the two processes “Sample preparation and cross section measurement” and “Sample preparation with material tests” can be viewed here.



Welcoming video of the Product Manager from VisioCablePro®, Mr Fabian Henkel

This exhibition is now also available with additional product information and contact options. To welcome and introduce visitors to the showroom, the Product Manager, Mr Henkel and the Sales Manager, Mr Wark, present the virtual showroom within a short video in both German and English. Within the 360° view, the user can be redirected via interactive hotspots to the technical product information, product images and videos or also directly to the product website.



Lightbox with further product information

A 360° view of the devices, the corresponding functionality and operation are displayed via the available product videos, so that customers can easily acquire the proportions and further details and comprehend the operation.

iiM cordially invites you to visit the new virtual showroom online and receive an overview of the product range of VisioCablePro®. Come in and get to know the products during our interactive tour:

www.cable-measurement.com/showroom

About iiM AG

iiM AG measurement + engineering provides high quality and high performance products for Machine Vision. For over 20 years iiM AG has been developing and producing industrial measurement engineering for various industry fields such as the cable, wire, pipe, tube and solar industry and also for the automotive industry. In order to guarantee a high standard of our processes as well as continuous improvement, we annually undergo an inspection of our Quality Management System according to ISO 9001:2015 and are certified by DEKRA Certification GmbH.