



ISP Aquitaine transforms its sales presentations with Augmented Reality

With its multidisciplinary expertise and innovation-focused approach, the ISP AQUITAINE team develops complex systems that precisely meet the unique needs of its industrial and research clients.

ISP Aquitaine's innovative cobot represents the future of aeronautical maintenance. Equipped with artificial intelligence, it visually analyzes engines to optimize interventions, creating a perfect synergy between human expertise and robotic precision.



Challenge

ISP AQUITAINE faces the challenge of effectively demonstrating the technical capabilities and advantages of its cobotic system to its prospects at major professional events such as the **2025 Paris Air Show**.

The engine + cobot system cannot be moved for demonstrations!

How can ISP AQUITAINE's sales teams present this complex device to their potential customers in the aeronautics sector without having to transport a complete installation?

Solution

Based on its standard ARLab application, YZAR developed an augmented reality animation that allows the complete cobot system to be viewed in 3D. The application provides a faithful representation of the disassembly process, including the arrival of the engine, the intervention of the virtual operator, and the visualization of the AI analysis system that identifies the accessible components.

Thanks to this application, ISP AQUITAINE sales representatives now have access to a real sales support tool that allows them to present their cobotic system integrated into the real environment:

- **3D augmented reality representation** of the cobotic system on mobile phones and tablets,
- **Dynamic movement** with the arrival of the motor,
- **Visualization of the AI visual analysis system** identifying the elements that can be unscrewed by the cobot (in green) and those that the cobot cannot handle (in red),
- **Demonstration of human-cobot collaboration:** the cobot works on the "green" screws while the operator takes care of the "red" screws.



The Augmented Reality solution transforms any space into a demonstration workshop.

Prospects can interact with this representation as if the cobotic system were in front of them, moving around it and zooming in to better understand the collaboration mechanisms and technical advantages.

Benefits

The technology has made it possible to present the cobotic device in a more immersive and detailed way, offering numerous benefits:

- **Demonstrations without logistical constraints:** no need to transport the actual cobotic system or the motor!
- **Consistent presentation** of the cobot's features by all sales representatives
- **Objective visualization** of actual dimensions and capabilities
- **Immediate understanding** of human-cobot collaboration
- **Easier projection** onto other applications (aircraft engines, turbines)



"The augmented reality presentation of our cobotic device at the Le Bourget stand was a huge hit with our visitors. This technology enabled us to offer a clear and detailed demonstration of our expertise, while freeing us from the complex logistics involved in transporting a real installation," says **Alain Dongieux**, manager of **ISP Aquitaine**. (Left in the photo)

This technological innovation strengthens ISP AQUITAINE's position as an innovative player in industrial cobotics and facilitates expansion into new markets in the aerospace sector and beyond.