



How Audax Labs helped  
Hitachi achieve operational  
excellence with Augmented  
Reality.

# *Audax Labs' Augmented Reality-based solution helps Hitachi maintain its industrial printers in an effective manner*

## Case Overview

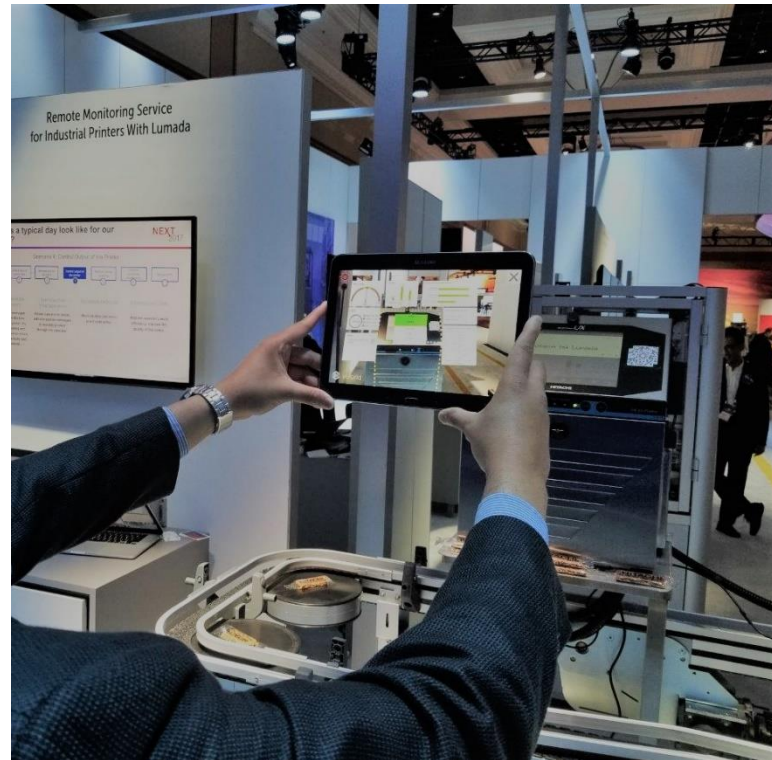
Augmented Reality (AR) is being adopted by various enterprises across the world. These enterprises are using this technology for different purposes like enhancing user experience of a product, professional training and leisure. In that sense, AR is a highly adaptable technology.

Hitachi is a pioneer in the industrial printer manufacturing business. However, just like any other manufacturing concern, it faced issues with maintenance of its equipment. It partnered with Audax Labs to create a solution that could help it in servicing its industrial printers efficiently.

## Client Need

To efficiently service its industrial printers, Hitachi needed a solution for a few critical needs:

- **Monitoring printer usage** – How can a printer usage be monitored at a glance?
- **Faster servicing** – How can a printer be serviced faster than ever?
- **Tablet-based solution** – Can a solution be developed that runs on mobile devices like tablets?



## Our Solution

Audax Labs developed the Lumada Studio AR app that solved Hitachi's above-mentioned needs in following ways:

- **Display for critical information** – The app displays critical information about a printer like ink left, warning messages, viscosity, and more.
- **Marker-based solution** – The app scans for a marker placed on the printer. This helps it show necessary details about a printer only when needed.
- **Preventive Maintenance** – The app connects to Hitachi via cloud. When pointed at a printer, a screen titled Preventive Maintenance also shows up. Hitachi can use this to perform preventive maintenance on the printer.
- **Android Tablet-based solution** – This app is developed for Android-based tablets as they have big screens to display the relevant information about a printer.
- **Provisions for future developments** – A provision has been built into the app to display parts of a printer that can be serviced. The app also has a provision to show the removal of a part in a step-wise manner.
- **Error display** – The Lumada Studio AR app shows an Alert screen to help users determine if a printer is facing any issues after it has been serviced.
- **Analytics** – A screen for Performance Indicators in the app displays key information like printer uptime and downtime, ink usage, total print count, and more to help users know if the printer is being used optimally.

### Contact Audax Labs

Email us at [contact@audaxlabs.com](mailto:contact@audaxlabs.com)  
Visit us at [www.audaxlabs.com](http://www.audaxlabs.com)

## How Hitachi Benefitted

The Lumada Studio AR app provided Hitachi some key benefits:

- **Service Time Reduction** – Since the app shows all the relevant information about a printer, a service technician can take care of multiple issues at a time, reducing the number of visits required to maintain a printer. Also, since the printers are connected to Hitachi via the cloud, technicians can prepare for a service visit without even seeing a printer in person.
- **Connected devices** – The app helps a printer connect to Hitachi via the cloud. Using this app, Hitachi can connect all its printers and help its customers manage all printers they own in one place. It can also provision for enterprises to operate their printers remotely.
- **Upgrade legacy systems** – The marker-based functionality of the app allows legacy printers to be maintained the same way as the new ones. After all, the marker Lumada Studio AR app scans for can be placed on any printer.
- **Bridging the gap** – The app can be used to train new technicians on-the-job, bringing them on par with seasoned technicians.

### About Audax Labs

Audax Labs offers Application Services, Product Engineering, and solutions for transformative digital technologies including Augmented, Virtual and Mixed Reality.