

# Digital Twins for Promotion

## Conference Demos Are Expensive & Limited

You've invested thousands to ship your lab instrument to a conference. It arrives late. Or worse—it arrives damaged. You're scrambling, trying to set it up while potential customers walk by. Even when everything works, only a handful of attendees get a true hands-on experience. The rest? They see a static display, flip through brochures, and move on.

## Digital Twins Transform Product Demos

Instead of relying on physical instruments, Digital Twins create interactive, virtual replicas of your lab equipment. Customers can explore every function in a simulated environment—on-screen or in VR—without the limitations of space, shipping, or logistics.

## Benefits of Using Digital Twins for Promotion



**Engage More Attendees** – Let visitors interact with your product instantly—no wait times.



**Reduce Shipping & Setup Costs** – No need to transport heavy, expensive instruments.



**Create a Lasting Impression** – Stand out with an immersive, interactive demo.



**Enable Remote Demonstrations** – Keep showcasing your product long after the event ends.