



# **Virtofy Business Case:** The virtual reality visualization of a challenging environment and the demonstration of processes that are difficult to visualize

## **Executive Summary**

Thanks to the use of Virtofy as an efficient software solution in the field of virtual reality (VR), industrial companies can engage with customers in a completely new way - by simulating environments that are otherwise difficult to present. **This solution saves time and costs** associated with real-world visits, especially in special environments, such as cleanrooms. It also **overcomes physical limitations** by enabling the demonstration of processes and locations that cannot be observed in reality, either because real walk-throughs are too dangerous or simply not possible.

## **Vetter Pharma's challenge**

Vetter Pharma, one of the world's leading supplier of prefilled drug delivery systems, faced a major challenge when presenting its sterile manufacturing processes. A good understanding of the spatial and technical conditions of cleanrooms is essential for both training and customer acquisition. However, tours of real cleanrooms usually require extensive preparation, incur high costs and present logistical hurdles. Furthermore, careless misconduct during a tour can not only disrupt the production process, but also puts visitors at risk. In addition, certain aspects of the processes cannot be physically demonstrated to customers, such as the inner workings of the air filtration systems.



## The solution: Virtofy

In response to this challenge, a VR tour through a virtual cleanroom scenario was developed for Vetter Pharma using the VR software solution: Virtofy. This VR experience includes detailed simulations of the cleanroom environment and enables interactive exploration of areas and processes that are normally inaccessible, such as observing how an air filter works from the inside.

## Implementation

The implementation process included the following steps:

- 1. In-depth consultation with Vetter Pharma experts:** To ensure that the virtual environment was an accurate representation, close collaboration with Vetter Pharma specialists took place.
- 2. Use of existing 3D resources:** Original 3D design data was imported and used to create the VR scenario.
- 3. Creation of a customized environment:** A detailed and impressive VR cleanroom

with interactive elements was developed from the 3D data and additional image and video content to inspire users.

**4. Integration into Virtofy:** The customized cleanroom environment was integrated into Virtofy for easy access and navigation.

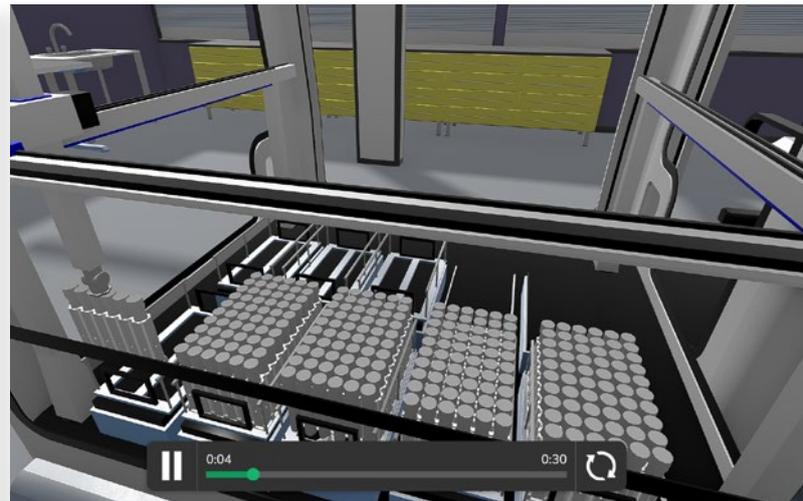
**5. Staff training:** Thanks to Virtofy's ease of use, it only took a short training session for Vetter Pharma staff to ensure they could effectively guide visitors through the virtual cleanroom.

## Benefits

**Cost and time efficiency:** The VR solution significantly reduced the resources required for cleanroom tours.

**Improved demonstration capabilities:** It enabled the visualization of processes and areas that are not accessible in the real world, such as the inside of an air filtration system.

**Increased engagement:** Customers received an engaging and educational



experience that deepened their understanding of Vetter Pharma's capabilities.

**Sales support:** Virtofy helped sales representatives showcase Vetter Pharma's cutting-edge technology and stringent quality control measures.

## Conclusion

Using Virtofy gave Vetter Pharma a valuable tool to demonstrate its state-of-the-art cleanroom facilities and complex pharmaceutical processes. The virtual tours not only saved time and costs, but also provided a unique and immersive customer experience. This business case shows how VR technology can be used to overcome practical limitations in the pharmaceutical industry, creating a competitive advantage in customer engagement.

**„For the first time, our complex production processes can be visualized much more easily and made accessible to a larger group of customers.“**

ULI KUCHENBROD,  
Director Product Development & Design,  
Vetter Pharma GmbH & Co. KG

## Contact for questions & further information

[sales@eachtick.com](mailto:sales@eachtick.com)

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