

## Ocrim S.p.A. Takes Home Best of Show



Ocrim's interactive 3D Virtual Reality in Flour Milling presentation was popular among the expo attendees.

The second year of the IAOM Annual Conference Best of Show award built on the success of the award's launch in 2017 with a record number of applications and participation by conference attendees.

This year's honor was presented to Ocrim S.p.A. for its Product Showcase presentation on the company's 3D virtual reality in flour milling: the next generation in mill maintenance and training of personnel. The presenter, Matteo Codella, received the most votes cast by those attending all six of the Product Showcase presentations over two days. The winner was announced on the expo floor during the final day's ice cream break and floor drawing and raffles event.

"The Ocrim team feels honored for receiving the IAOM 2018 Best Product Showcase Award and, thanks to our efforts, we feel we deserved it," says Codella. "The Immersive Reality project of Ocrim will improve and strengthen the techniques and dynamics of the milling sector, and we have enthusiastically demonstrated this in the important context of the IAOM 2018 exhibition."

Discussions began early in 2016 within the IAOM Technical Committee about bringing greater emphasis to the Product Showcase as it grew in popularity with

both the exhibitors and attendees. As competition for the slots grew, the Best of Show addition was intended to help bring even greater quality and attention to the products and quality of the presentations. Applications more than doubled for the six slots in this year's conference program.

The competition began in August when equipment manufacturers and service providers from around the world submitted presentation applications to the IAOM conference program committee for review. Over more than 20 applications were filed for the 6 slots in the program. The Product Showcase allows a company to provide information about a new or innovative product they have during a short presentation from the expo booth location during the conference.

This year, applications from Bühler, FAWEMA, Haver & Boecker USA, Inc., Ocrim S.p.A., Kice Industries, and Satake USA Inc. made the final cut. Presentations were spread across two days of the technical conference, providing expo attendees ample time to follow up with questions after the event.

Large groups gathered at the start of each Product Showcase activity, giving the company a targeted audience on the floor for a specified time. These presenta-

tions also enable a company to reach millers who might not stop by their booth to ask questions. In order to cast a vote in the Best of Show competition, millers had to attend all six showcases.

Criteria for voting included an assessment of the value of the product to attendees as well as the effort and preparation that went into the presentation. Voters cast ballots based on four criteria: how innovative/new the product is; how relevant and valuable the product or service is; how engaging the speaker and presentation were; and the quality of the visual aids used during the presentation.

Ocrim said that it has always believed that investing in research and development is a crucial choice to become a benchmark in terms of quality and competence in the milling sector.

In 2017, Ocrim decided to invest in the first experience of immersive and interactive Virtual Reality on rollstand RMI-S2. The 3D model provided by Ocrim was created to simulate realism. The setting is a "futuristic lab," where Ocrim intends to undertake further development to ensure that the Virtual Reality becomes a means of support for the daily activity of maintenance and training with a view to extend this experience to whole milling process.