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## Sensitron Embraces Innovation: Communication with Augmented Reality and Metaverse

Sensitron, an Italian manufacturer of gas detection systems and part of the Halma Group, announces its commitment to the evolution of corporate communications through the adoption of cutting-edge digital technologies, including augmented reality and the metaverse.

With more than 35 years of experience in the gas detection industry nationally and internationally, Sensitron has distinguished itself by its commitment to promoting safety and people and environments. Now, the company also carries forward its pioneering spirit into the sphere of communication.

The use of augmented reality (AR) and the metaverse (VR) is enabling Sensitron to transform corporate communications, providing an engaging and interactive experience for customers and stakeholders.

The use of augmented reality aims to enhance our customers' experience. *"We adopted AR to offer an immersive three-dimensional view of our products, allowing customers to explore them in detail from every angle. Sensitron is leveraging augmented reality (AR) and the metaverse to revolutionize its corporate communications, offering a captivating and interactive journey for customers and stakeholders. Beyond the product, information and technical data are also showcased using infographics."* says Riccardo Montano, System Engineer at Sensitron.



With the metaverse, Sensitron is diving into the digital future through the creation of virtual spaces. In the metaverse, you will find the "Sensitron Hub," a comprehensive virtual environment with all the information about who Sensitron is and what it does. Here, visitors can explore product information, certifications and gas detection details. It is a comprehensive and interactive information hub that represents Sensitron's commitment to transparency and knowledge sharing.

But they didn't stop there. *"We aimed to design virtual spaces that illustrate the applications of our gas detectors. Gas is a versatile element, with applications spanning industrial, commercial, marine, building sectors, and more. In these virtual environments, we've recreated real-world scenarios, such as a parking lot and a pharmaceutical chemical setting. These spaces are ready for exploration and provide detailed insights into how our products are utilized."* says Valentina Lombardo, Marketing Manager.

Sensitron is determined to stay on top of the digital evolution and take full advantage of the opportunities offered by augmented reality and the metaverse to improve communication with customers, partners, and stakeholders. These new technologies complement all the ways we have communicated with customers over the past 35 years.

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