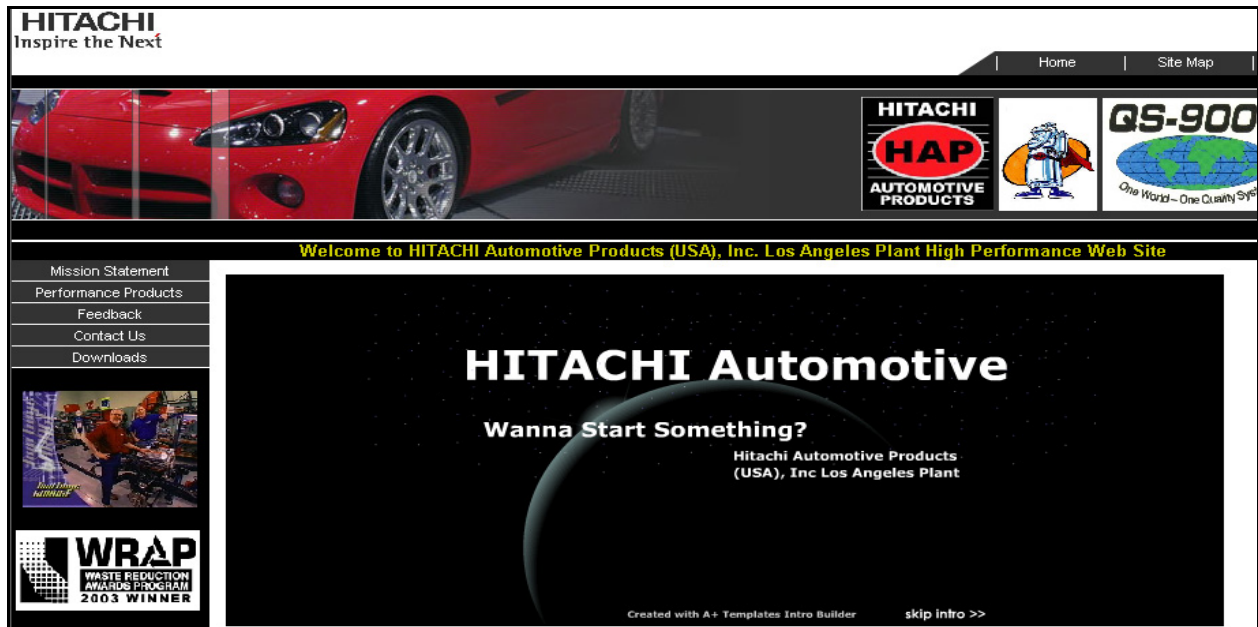


Hitachi Automotive Products – A Case Study



www.hap-la.com

Overview:

Hitachi Automotive Products (USA) Inc. (HAP) was established in Harrodsburg, Kentucky in January 1985, and is a wholly owned subsidiary of Hitachi America, Ltd. In Japan, Hitachi Ltd., after many years of growth, ranks among the 50 largest industrial corporations in the world, producing over 20,000 products. Production of high quality electronic and electrical automotive products began in April 1986.

Hitachi is a combination of two Japanese words, "HI" meaning "THE SUN" and "TACHI" meaning to "RISE OR STAND". The combination of these two words express a vision of man looking



toward the rising sun and planning a better life, a better future, for ALL mankind. From our first generator designed for Japan's fledgling automobile industry in 1930, HAP's philosophy of "Quality, Cost, Development, Delivery, and Speed" continues to guide us in bringing our global customers the best in drive-train components and electronic-control technologies. Coupled with unsurpassed customer service, HAP will continue to provide advancements to automotive industries around the world.

HAP - Los Angeles Plant (HAP-LA) is a unique facility that offers automotive service parts, including remanufactured parts, to the large OEM, Industrial and Aftermarket customers. Just recently, HAP-LA introduced a high performance product line into the Aftermarket industry, expanding their list of products and customer base even more.



The Challenge:

- HAP-LA was looking to add rich interactive media to their website by creating an Online Virtual 3D Showroom that would showcase its electronic and electrical automotive product offerings over the Web. Based in the USA but with a Direct and OEM customer base located worldwide, the challenge was to allow their customers to virtually “see and touch” the product from anywhere in the world.
- In addition, with no current 3D digital media and no internal 3D object graphic creation expertise, they needed to find a software vendor that could provide an easy-to-use content creation as well as a content delivery solution.
- Finally, they needed a solution that would quickly and easily integrate into their existing system architecture.

The Solution:

After reviewing the market for a software vendor that could provide a complete end-to-end solution, HAP-LA selected iseemedia technology to launch their Virtual 3D Showroom. With digital camera in hand, 3D image content was created using iseemedia’s Photovista 3D Objects software to create the high-resolution images in the Flashpix file format. The iseemedia ImageServer was installed on Windows 2000 Advanced Server and the Flashpix images were placed into a flat file system.

The Results:

- Easily integrated solution into existing architecture
- Online customers able to Zoom and interact with high-resolution 3D product images over low bandwidth
- More confident product purchases by customers worldwide
- More qualified customer leads as online visitors have access to interactive and higher quality visual information



Key Technologies Used:

- iseemedia ImageServer Enterprise Edition
- Hardware (2.4GB RAM; Xeon Processor)
- Windows 2000 Advanced Server
- iseemedia Photovista 3D Objects
- iseemedia Zoom 3D Object Viewer

The Bottom Line:

“iseemedia provided us with a complete end-to-end content creation and delivery solution for creating an Online Virtual Showroom to showcase our products to our global customer base. Not only has the customer feedback been extremely positive following the launch of the iseemedia solution, we have also been getting better qualified customer leads who have progressed to the next level of product familiarity by visiting and interacting with our products online. We feel that we are the leader in our field and the iseemedia technology has further improved our position at the top of our market.” **(Sam van den Berg – IT Operations Manager, HAP-LA Plant)**