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Jaguar chooses Semcon to deliver interactive instructions

Semcon has been given the assignment to deliver interactive workshop instructions to the prestigious automotive brand, Jaguar. The assignment has been initiated through Nike Hydraulics and comprises production of an interactive manual related to a lift device. This device is specially adapted to the needs of Jaguar and the end-users are service technicians in Jaguar's service workshops scattered all-over the world.

The interactive manual contains both 3D and video sequences in order to explain how the lift device should be used and information on spare parts. This is the first step developing and designing comprehensive and user-friendly interactive information material, also reducing the costs related to translations etc. as a direct consequence. Within Jaguar, this interactive information is being used as a strategically important example of how all workshop information would possibly be re-designed and delivered as interactive sequences in the future.

Semcon has been managing similar projects before, whereof the most well known is the interactive driver's information belonging to Volvo V70, V70XC and S60 plus intrinsic information related to Volvo's new system referred to as Volvo on Call.

Nike Hydraulics develops, manufacture and market hydraulic tools. Their customers are automotive manufacturers within Europe. Jaguar included. The Headquarters of Nike Hydraulics is located in the Swedish City of Eskilstuna.

- For Nike Hydraulics, the offered interactive information is being regarded a nice tool and an important competitive advantage in terms of sales efforts directed towards other automotive corporations, says Mr Jan Jansson, Nike Hydraulics.
- This assignment is a strategically important step towards our vision to become the world leader within interactive technical information, says Mr Lars-Inge Sjöquist, business area manager at Semcon. Through this assignment, we reinforce our position and anticipate increased possibilities becoming system suppliers to a number of corporations within the automotive area.

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Semcon is one of Scandinavia's leading design and high tech consulting businesses with more than 1600 employees and over SEK 1000 million in sales. Semcon develops products, processes and human resources in partnership with Sweden's leading industrial companies.

The combination of profitability over the past twenty years and Semcon's long relationships with leading industrial companies forms the basis for continued success.

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