



ALMACRAWLER

ALMAC-ITALIA.COM



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P. IVA 02559800350 REA n°292913 Cap. Soc. € 20.000 i.v.

FROM VIADANA THE REST OF THE WORLD IS A CLICK AWAY

**The new "Almac At Home" software allows customers to drive and
test their Aerial Platforms directly from home**



The last few months have fundamentally changed personal and working habits worldwide, and for us here at Almac, with 95% of our turnover coming from abroad, it has been a moment that hastened our decision to take our penchant for innovation to a whole different level in order to maintain maximum operational, commercial and technical availability to our global clientele.

Linked to the launch of the new product, the JIBBI 1670 EVO, which should have originally been presented at the APEX trade show in Maastricht on the 9/10/11 June 2020, Almac chose to bring the "trade show experience" directly to the home of its customers, presenting the machine through three "live" events on the company's social media channels.



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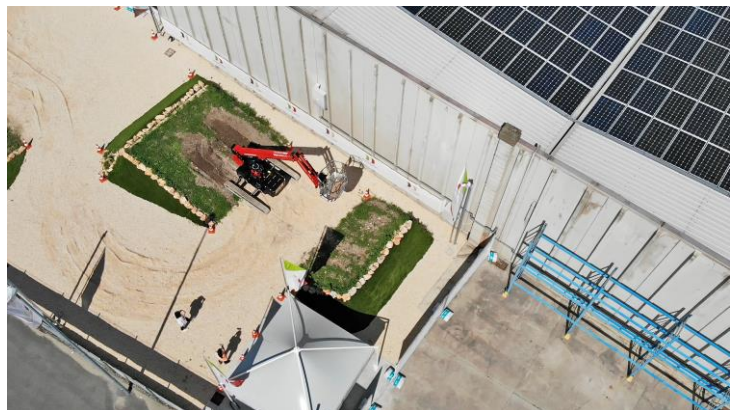
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The JIBBI 1670 EVO, a 16m working height, self-propelled tracked aerial platform with telescopic boom, uses the most advanced levelling technology available on the market and represents the evolution of the JT series in terms of height, versatility of use and innovation.

Nevertheless, this is again a first step towards yet another new revolutionary Almac proposal. Due to the developments necessary for the launch of the JIBBI 1670, the company created and launched ALMAC AT HOME, a new software specifically designed to offer the opportunity to view the machine as a whole and in detail, and more importantly, to carry out a demo – a real driving experience of a real physical machine, in real time, and from anywhere in the world by using a computer and a mouse.

The system consists of a complex network of cameras positioned inside the new "Crawler Park", a demo area created in Almac's Viadana headquarters, with a centralized production control and internally developed bespoke software. The combination of these elements allows the "online operator" to get a real driving experience through a simple and highly intuitive graphical app that faithfully replicates the controllers the machines use.



Once again Almac's dedication to creating innovation, a cornerstone value for the company which ensured successful past ventures, has now allowed it to break down the physical barriers imposed by the current health crisis and create an unprecedented "user experience". The positive reaction has been immediate, both on the side of the company's global sales network of dealers but also the world of multinational rental companies and end users, all of whom welcomed the possibility of interacting with



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products in this new and exciting way by booking their place for an “Almac at Home” demo date – demos that can accommodate up to 100 users at the same time, giving them the possibility to instantly check the real work performance of the machine.

Currently there is a need to increase the support of traditional sales and after-sales practices through added services. Wanting to provide a solution to this need for its international following, Almac has strengthened its position as a leading sector key player by investing in the research and creation of this innovative service, effectively eliminating geographical distance by using uber up-to-date tech and user-experience design principles.