

Fisher & Paykel reduces time to create technical illustrations by over 50% by using Right Hemisphere's Deep Exploration!

About Fisher & Paykel

Fisher & Paykel Appliances designs, manufactures and markets a range of innovative household appliances developed with a commitment to technology, design, user friendliness and environmental awareness. The company has manufacturing sites located in New Zealand, Italy, Thailand and Mexico.

Fisher & Paykel

The Challenge:

To make their instructions more accessible and easily understandable for the end user as well as optimize their processes and increase speed to market for new products, Fisher & Paykel needed to reduce the time required to create technical illustrations for documents such as user guides, and installation and service manuals. Lindsay Parker, Graphic Designer at F&P, explains:

“creating technical illustrations used to be a very manual and time consuming process“

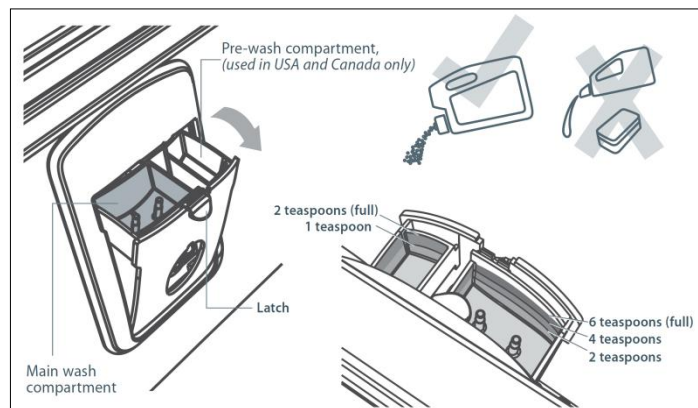
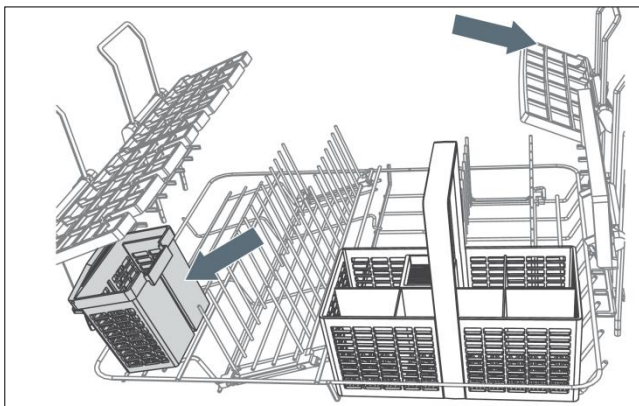
“creating technical illustrations used to be a very manual and time consuming process as in many situations we actually had to either trace over photographs of the product or take over an engineer's time and resources in order for us to get a suitable view of the procedure we were trying to explain.“

The Solution:

Using Right Hemisphere's Visual Communication software Deep Exploration, designers at F&P can now create the illustrations they need directly from the product's CAD data even before the product has been fully realised and without the need for extensive CAD knowledge. The software allows the designers to extract as much detail from the Engineers' model as they need, right down to sub-assembly information. According to Lindsay, all this plus the integration with Adobe Creative Suite means that:

“Deep Exploration makes creating technical illustrations quick and simple“

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“We were able to reduce the time required to create technical illustrations by at least 50%”

The Value:

Fisher & Paykel is using Deep Exploration for more than 2 years and have been able to achieve significant time and cost savings. Lindsay points out that they:

“were able to reduce the time required to create technical illustrations by at least 50%”

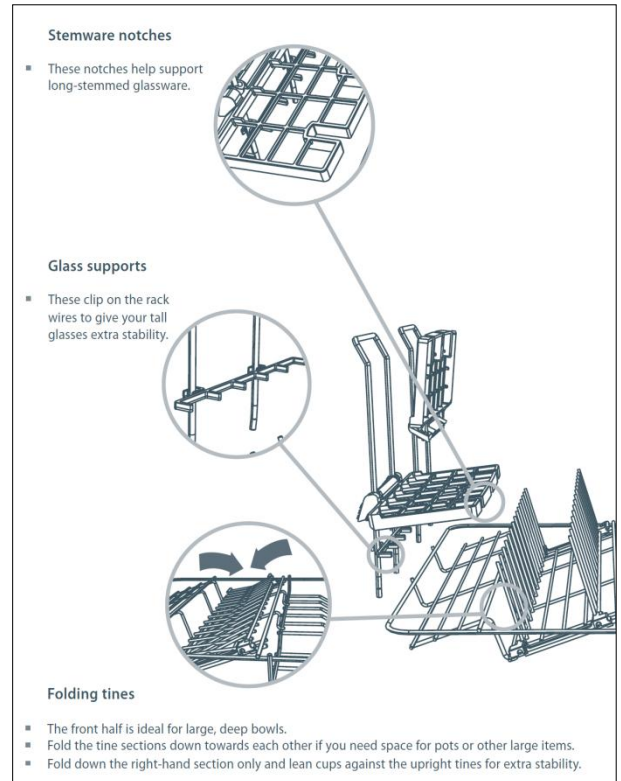
And further explains:

“what used to take 2 or 3 people half a day can now be done by one person in 5-10 minutes”

This has also resulted in significant cost savings as less people are required to do the job. Having in mind F&P’s wide product range it is hard to convert that into a monetary figure but it is likely to be significant. According to Lindsay, implementing Deep Exploration has changed the way Fisher & Paykel is operating and has increased efficiency of the technical publications department immensely.

Lindsay adds:

“Deep Exploration is a great piece of software that is invaluable to us”



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