

FJORDS PROCESSING: LEADING OIL AND GAS COMPANY LAUNCHES GLOBAL AUGMENTED REALITY CAMPAIGN

An oil and gas wellstream processing company with a reputation for technological innovation has launched the first phase of a global 'augmented reality' campaign. It will deliver marketing, information and instructional benefits to the staff and customers of Fjords Processing.

Visitors to the Fjords Processing stand at FPSO Congress 2016 in Singapore (19th-22nd September) can simply point a mobile device to the company's logo to view an on-screen video of its Streamlined Performance philosophy and capabilities.

And the Pokémon Go-style process will also work with any Fjords Processing logo, anywhere in the world, using a free recognition software 'app' to trigger the video. It can work with signs, buildings and printed materials – anywhere the logo is featured. This means the company's logo acts as a video screen for its messages, across its global operations. The intention is to even include famous landmarks around the world in the campaign.

The high-tech innovation at FPSO follows Fjords Processing's use of virtual reality tours at this year's ONS industry exhibition in Norway. There, visitors were given 3D headsets to 'step inside' some of its oil, gas and water processing technologies in use by operators including Petronas, Premier Oil and Statoil.

"We are offering the new augmented reality experience this week as an extra enjoyable aspect to visiting our FPSO stand but we are also looking at more serious applications for it, to help improve our customers' operations," said Kjetil Ulving-Tufte, SVP Business Development and Communications.

"This could include the possibility of enabling hand-held device recognition of our technologies and equipment parts, so that the app could then display relevant operation, maintenance, trouble-shooting or other operator guidance information."

The app, called Layar, can be downloaded free to IOS or Android devices.

The Norwegian-based multinational provides custom solutions and upgrades for separation and treatment of oil, gas, produced water and seawater. It has specifically shaped itself to enable oil and gas field operators to release precious production revenue in tough economic conditions.

The company has combined its advanced scientific and engineering know-how, a tight focus on operations and costs, along with a passion to resolve and add value to complex wellstream challenges, to create a fresh 'brand promise': Fjords Processing – Streamlined Performance.

With some 500 employees across 15 countries on five continents, Fjords Processing's customer base takes in independent FPSO operators, multinationals such as Chevron, Statoil and BP, and engineering, procurement and construction (EPC) companies.

About Fjords Processing

www.fjordsprocessing.com

Website

<http://www.fjordsprocessing.com>

Twitter

<https://twitter.com/fjordsprocess>

Facebook

<https://www.facebook.com/FjordsProcessing/>

Augmented Reality App

<https://www.layar.com>

For more information, contact

Fjords Processing; Ingjerd Jensen
Communication /Marketing Coordinator

+47 67 5135 11/ +47 469 24 713

ingjerd.Jensen@fjordsprocessing.com



▣