



The ESA Business Incubation Centre in Bavaria, Germany, was founded in 2009 and is managed by Anwendungszentrum GmbH Oberpfaffenhofen (AZO). Together with its partners the centre offers business start-up support as well as technical expertise in m

EULA IT

Enabling the massification of personalized customer relationships and customized products



Website

Founded in 2015 by

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Incubation period

14-09-2015 to 15-09-2017



space solutions

About EULA IT

As a competent supplier of system solutions and services for the era of mass customization (MC), EULA IT is the first choice partner for companies, who are planning the introduction and optimization of MC strategies.

EULA IT employed diverse space technologies, like hybrid positioning system, time-of-flight cameras, and wireless communication, to develop software and hardware solutions for MC productions.

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The challenge

“Mass customization (MC) is the new frontier in business for both manufacturing and service industries. At its core is a tremendous increase in variety and customization without a corresponding increase in costs. At its limit, it is the mass production of individually customized goods and services. At its best, it provides strategic advantage and economic value.”

The MC strategy offers many outstanding benefits for everyone involved, but requires a high flexible and just-in-time production.

Therefore, in the factory of the future software will be everywhere to support the manufacturing process. Customers will be able to track virtually the manufacture of their products and the source of every of its components.

A comprehensive software platform will bring down existing barriers between the industry and the final consumer, will generate synergy and enable co-creation.

The solution

Personalized products are unique. Only an effective tracking of material and products throughout the production can allow an effective and automated support. Moreover the new intelligent factory is fully digitalized and networked; it is not feasible to connect by wire every existing embedded software and sensor.

EULA IT employed diverse space technologies, like hybrid positioning system, time-of-flight cameras, and wireless communication, to develop software and hardware solutions for MC productions. At the core of these solutions, a middleware allow a smoothly system integration in a highly heterogeneous software environment.

