

FOR IMMEDIATE RELEASE

19 February 2015

ALE LAUNCHES FIRST AUGMENTED REALITY APP

ALE has launched their first-ever app on the Android and Apple markets for use on smartphones and tablets.

Developed with the marketing department and Global Design Mainframe an app has been designed that brings the heavylift equipment to life in front of your eyes.

The app is free to download and the experience of viewing the augmented reality model can be enhanced if the bespoke marker is printed from <http://www.aleheavylift.com/wp-content/uploads/2014/07/ALE-Augmented-Reality-App-Marker.pdf>. Users can watch as the animation depicts three different operations being executed live: the build-up of the AL.SK190, tailing of a vessel and the build-up of an FPSO.

Once in use, the user can zoom in and out for details, move the device around for the additional benefit of 360° visibility. More notably, is the possibility to pause the actions and look in detail at the crane at each step during the different operations.

The app can be accessed in 'specification mode', where the benefits of the AL.SK190 crane are highlighted on the crane. Users can also view the product brochure and ALE showreel.

"We are really excited to launch our first ALE app – this is completely new to the heavylift industry and shows how we are leading the way in technology and innovation," said ALE Animation Engineer Joris Ooms.

"One of the most interesting things is that it isn't just animation; the user can view all the way around – which not many apps allow. We are delighted with the feedback we have received so far and may look to create more to showcase other equipment from our Innovation Series."

The app is being utilised by ALE staff at exhibitions and events as an effective demonstrative tool.

To download the app free of charge scan the following QR Code or search 'ALE heavylift' in Google's Play Store / Apple's App Store. It is best viewed with a tablet, considering the amount of detail modeled in the AL.SK190 Crane.

ENDS

Issued by the ALE Press Office. For more information or images, please contact Sarah Maia on 01889 272 545 or email s.maia@ale-heavylift.com

Image 1: QR code to download the app

Images 2 and 3: The app in use

NOTES TO EDITORS

When downloading the app a marker can be printed. Place the marker on your desk and the SK.190 will be built in front of you.

Company history:

Founded in 1983 by Roger Harries, ALE delivers a highly tailored, end-to-end service covering every aspect of the handling, transportation and installation of heavy, indivisible loads, including lifting, transporting, installing, ballasting, jacking and weighing.

ALE delivers strategic heavy-lift services to a wide range of sectors, including civil, oil and gas, energy, nuclear, offshore, renewables, petrochemical, ports, marine, minerals and metals and mining.

In 2008 it launched the AL.SK190, the world's largest land-based crane, which it developed specifically for the lifting and installation of ultra-heavy loads and which is capable of lifting a record-breaking 4,300te and can be relocated on site fully rigged.

In 2011 ALE launched its ground breaking innovation - the Mega Jack system- capable of lifting 60,000te to a height of 25m the Mega Jack was developed to meet increasing demand in the offshore industry.

In 2012 ALE announced the building of the next generation AL.SK350 - the latest world's largest capacity land based crane with a lifting capacity of 5000te.

In 2013 the Mega Jack performed the record breaking lift of the Arkutun Dagi topside in Korea, at 42,780t it is the heaviest load ever jacked.

In 2013 ALE announced its latest innovation to be offered to the heavylift market in the form of the Hydro Deck. With the ability to mitigate the challenges faced when loading-in or out in extreme tidal variations the Hydro Deck changes the way construction is done in these parts of the world.

In 2014 ALE announced its new 'innovation' series brand with the launch of the Mega Jack 800.

ALE is headquartered in the UK and has more than 30 offices across Europe, the Far East, Africa, America, South America, the Middle East and Australia. It is fully compliant with international standards of safety and excellence, including Quality standard ISO 9001:2008, Environmental standard ISO 14001:2004, and Health and Safety Standard OHSAS 18001:2007. ALE is also registered and qualified in the Achilles Norway and Link-up systems, and is a member of both the British Safety Council and the British Standards Institution.

Further information can be found on the ALE website at www.ale-heavylift.com