



th3rd coast
DIGITAL SOLUTIONS

Digital Transformation Wave – The Future is Now

As the manufacturing sector experiences the pangs of a forecasted recession, industry leaders can prepare in one of two ways: 1) reduce costs by laying off valuable employees, or 2) find new efficiencies via technology and training programs that make employees safer and more effective.

Th3rd Coast Digital Solutions believes in the latter approach. By developing customizable software solutions leveraging Augmented Reality (AR), Virtual Reality (VR), and Internet of Things (IoT) technology, smart companies are utilizing digital transformation tools that turn recession effects into growth opportunities.

“When we founded Th3rd Coast, we positioned ourselves as a solutions company because we seek out practical applications for emerging tech,” said Joseph Van Harken, Co-Founder, and Technology & Business development lead. “AR and VR have untapped potential, so we collaborate with our clients to discover the best ways to increase their bottom lines.”

One such client is Emergent BioSolutions, a global life sciences company whose products combat accidental, deliberate, and naturally-occurring public health threats. Together, they developed a VR aseptic gowning safety solution. Users are guided through Emergent’s standard operating procedure to don a hazmat suit in a safe, virtual environment. Employees can practice without the fear of wasting real-world suits or contaminating vaccines, simultaneously saving employees’ lives and countless dollars in waste.

By realizing needs for scalable solutions, Th3rd Coast became a Preferred Partner of PTC®, a scalable enterprise software company. From this relationship, Th3rd Coast worked with Magna-Cosma International, a major automotive parts supplier, to improve quality assurance, efficiency, and knowledge transfer via its *Inspect & Collect* AR application. Th3rd Coast’s tool empowers employees to scan parts, follow AR

markers to inspect quality, and collect and archive pass/fail data. The solution standardizes workflows, allowing predictive analytics to impact overall near-term ROI.

“We’re seeing more case studies every day from our customers who require these types of solutions,” said Jeff Joannis, Co-founder, Creative Director, and Executive Producer. “From AR to VR to IoT, the talent is here in West Michigan to become a mecca for technology development. It’s an exciting time to be a digital solutions provider.”

Inspect and Collect Video

<https://vimeo.com/359663979/dcd3bed570>

