

DigiEye GO! – Distributors Conference 2016

DigiEye Go! ran from the 13th – 15th September and was a great opportunity to get all the DigiEye distributors from across the globe together underneath one roof. Attendees travelled from as far as Hong Kong, Thailand, Germany, USA, Italy, Spain etc. The conference was held at the King Power Stadium, Leicester City Football Club.

We decided to hold this conference, as the distributors had never met one another face to face before and it was decided that an opportunity needed to be created where they could share experiences, best practises and successes, get to know what the marketplace was like in other countries and industries and to have a hands-on approach to learning about software developments.

Day 1

After an initial welcome and a morning coffee, we delved into the future plans for DigiEye and what new objectives had been put into place. Then after a coffee break to meet one another and the team, attendees received a demonstration of one of our latest products DigiEye View 3.0, which we will be showcasing at ITMA Asia + CITME 2016. After lunch, attendees had the opportunity to share case studies and there was another demonstration of another product, the DigiEye 1300mm cube.

Day 2

In the morning attendees learnt about the technical aspects of the DigiEye 1300mm cube, including service and support contracts, components of the cube, cube factory settings etc. Just before lunch, another case study was shared and one of the VeriVide team demonstrated how to setup LED for 'whiteness'. The afternoon focused on more technical aspects of DigiEye products and finished with a tour of the Leicester City Football grounds, where there was an opportunity to get up close to the trophy worth over 1 million pounds. This proved to be a great selfie opportunity! In the evening, we wanted to show the distributors what Leicester had to offer by taking them out for a meal and some drinks in the city centre.

Day 3

The last day involved more case studies by the team and distributors, before an open discussion and question session, before attendees had to leave to get to the airport to catch their flight home.

During the conference, we thought it would be a good idea to interview some of the distributors and below is what they had to say:

Dave Poon and Ida Wong from CICT – Day 1 Interview
How long have you been a distributor for?

We have been a distributor since 2009.

How did you become a distributor?

The company has not always been known as CICT. The company before were agents for Data Colour and seeing as Data Colour and VeriVide worked within the same industry, CICT and VeriVide soon got to know one another.

What is the most beneficial factor of DigiEye?

Before DigiEye was available in the market, people used Spectrometers to measure colour but they had limitations. DigiEye offers a more complete solution and is able to measure in ways that Spectrometers cannot.

What are you hoping to get out of DigiEye GO!?

We are here to learn about the new developments of DigiEye and see DigiView 3.0 for the first time. We also want to have a greater understanding of the technical side of the products and know what support is available. It will also be a great opportunity to meet other agents, as we do not normally get the chance to talk to one another and to learn about how markets operate in other countries and what they are doing.

How far have you travelled?

We have travelled from Hong Kong.

Sophia Von Gehlen from CVG – Day 1 Interview

How long have you been a distributor for?

We have been a distributor since 2010.

How did you become a distributor?

We first heard about VeriVide from a mutual connection in the industry. After talks, we decided to become a distributor of DigiEye, as we concentrate on technical selling and consulting for the textile industry.

What is the most beneficial factor of DigiEye?

The most beneficial factor of DigiEye is the quality control. DigiEye allows for high quality and precise measurement of colour. Before VeriVide, our clients did not have an accurate way of measuring colour, DigiEye fixed this issue.

What are you hoping to get out of DigiEye GO!?

Getting to know the network of other distributors and the team and engineers at VeriVide. I talk to some of the team over the phone and emails, but I would like to meet

the whole team and be able to talk to them face to face. I also want to increase my knowledge of what DigiEye can do and I have many questions that I can't wait to be answered!

How far have you travelled?

I have travelled from Germany.

Mark Graham from VeriVide USA – Day 1 Interview

How long have you been a distributor for?

2010

How did you become a distributor?

I have been working in the colour industry for some time and I was actually approached by one of the team at VeriVide. After a few talks and discussions, I knew that I wanted to become a distributor.

What is the most beneficial factor of DigiEye?

DigiEye is a very unique technology for its market and has capabilities that other products in the colour industry doesn't. The main benefit is automation, as it takes out the human labour aspect, which allows for measuring of unconventional colour. Taking out the human labour aspect also eliminates mistakes and allows for more accurate measurements and readings. In addition, before DigiEye, people in the industry used Spectrometers, which could only do one job at a time. DigiEye is able to do multi jobs at one time, taking out the labour time.

What are you hoping to get out of DigiEye GO!?

Learning about how DigiEye has been successful in different markets and to share successes with other distributors. It is also a great opportunity to share thoughts, ideas and successes that I can apply to my market.

How far have you travelled?

I have travelled from North Carolina.

Dave Poon and Ida Wong from CICT – Day 3 Interview

What have you taken away from these 3 days?

Learning how DigiEye is affecting the market and how it can best provide solutions to customers and the market. We also have confidence in the product and know that developments are continually being made to keep DigiEye competitive.

Did the conference fulfil expectations?

Yes, the 3 days have been very informative. This is the first time that distributors have ever got together and it was great to meet everyone. All my questions have been answered and I am going back to Hong Kong with confidence and knowledge.

Would you attend a conference like this again?

Yes! Whenever there are new developments in the product or the industry, we should be meeting up to discuss further. It would also be good to know when other distributors are attending events across the globe that we are, as this is another chance to meet up.

Sophia Von Gehlen from CVG – Day 3 Interview**What have you taken away from these 3 days?**

It was great to exchange between distributors the applications of DigiEye in the different markets. It has definitely given me some ideas!

Did the conference fulfil expectations?

Yes! All the questions I came with have been answered.

Would you attend a conference like this again?

Yes, it would be good to hold this conference every 2-3 years. It would be good to evaluate what has been discussed and see if it has worked in practice. Where new features have been introduced, it would be great for distributors to exchange feedback of clients who have used them.

Mark Graham from VeriVide USA – Day 3 Interview**What have you taken away from these 3 days?**

It has been great to meet the other distributors and the rest of the VeriVide team.

Did the conference fulfil expectations?

I didn't really know what to expect but I can tell you that my journey has definitely been worth it!

Would you attend a conference like this again?

Yes, I would come again as it would be good to hear about future product developments and any important changes in the industry.

- See more at: <https://www.verivide.com/article/digieye-go-distributors-conference-2016#sthash.sMmzRZ5z.dpuf>