



LET'S TALK ABOUT
TIMELESS IN A TIMELY
MANNER

AUDEMARS PIGUET
Le Brassus



01 WHO WE ARE

PATRICK DE LOUREIRO

Manager Digital Factory



AUDEMARS PIGUET
Le Brassus



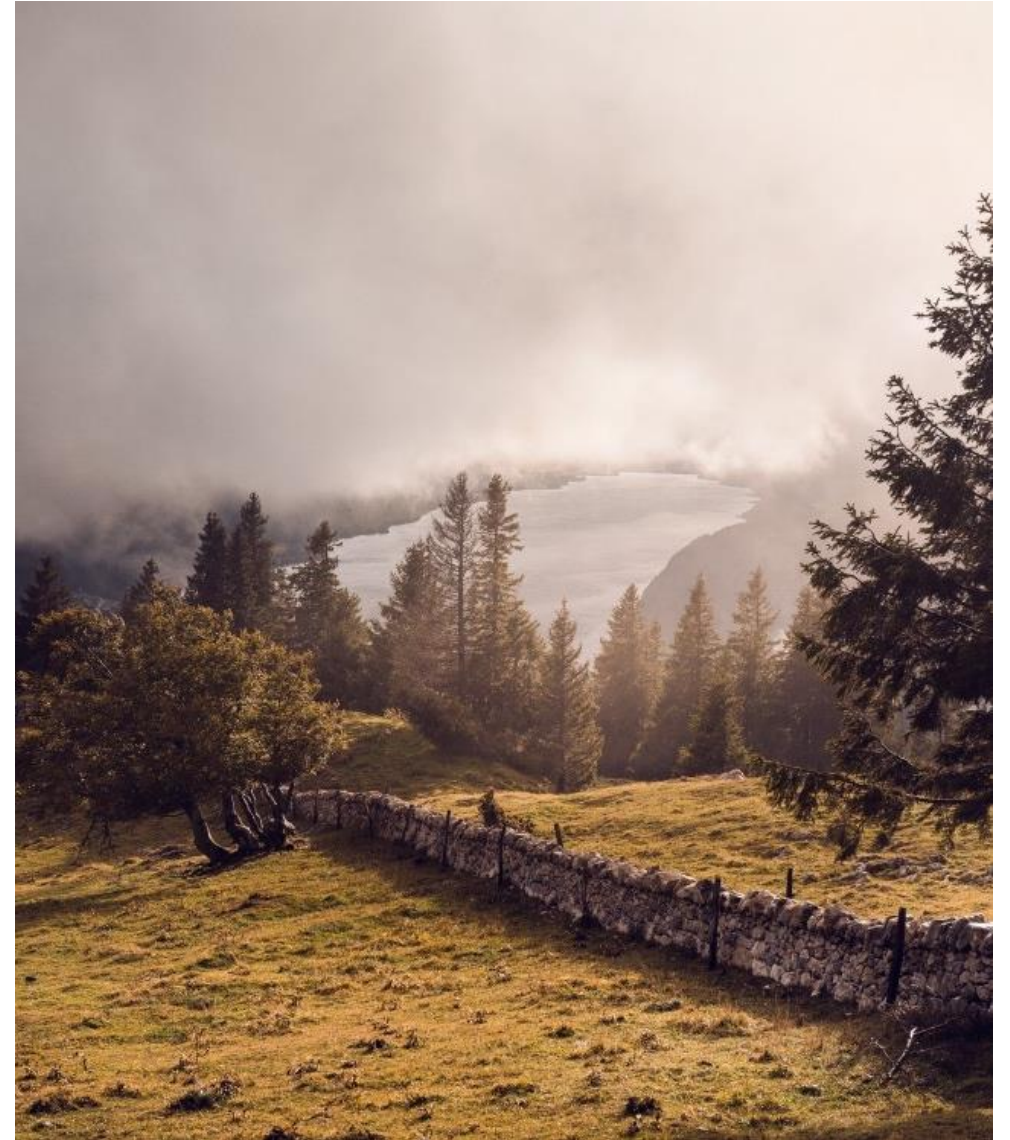


AUDEMARS PIGUET, MANUFACTURE HORLOGÈRE

/ We create timepieces since 1875

/ We're located in the Vallée de Joux, in Switzerland

/ ~53000 pieces in 2023





AP - STRATEGIC PRIORITIES

People

- / Fostering talents

Clients

- / Create the best client experience

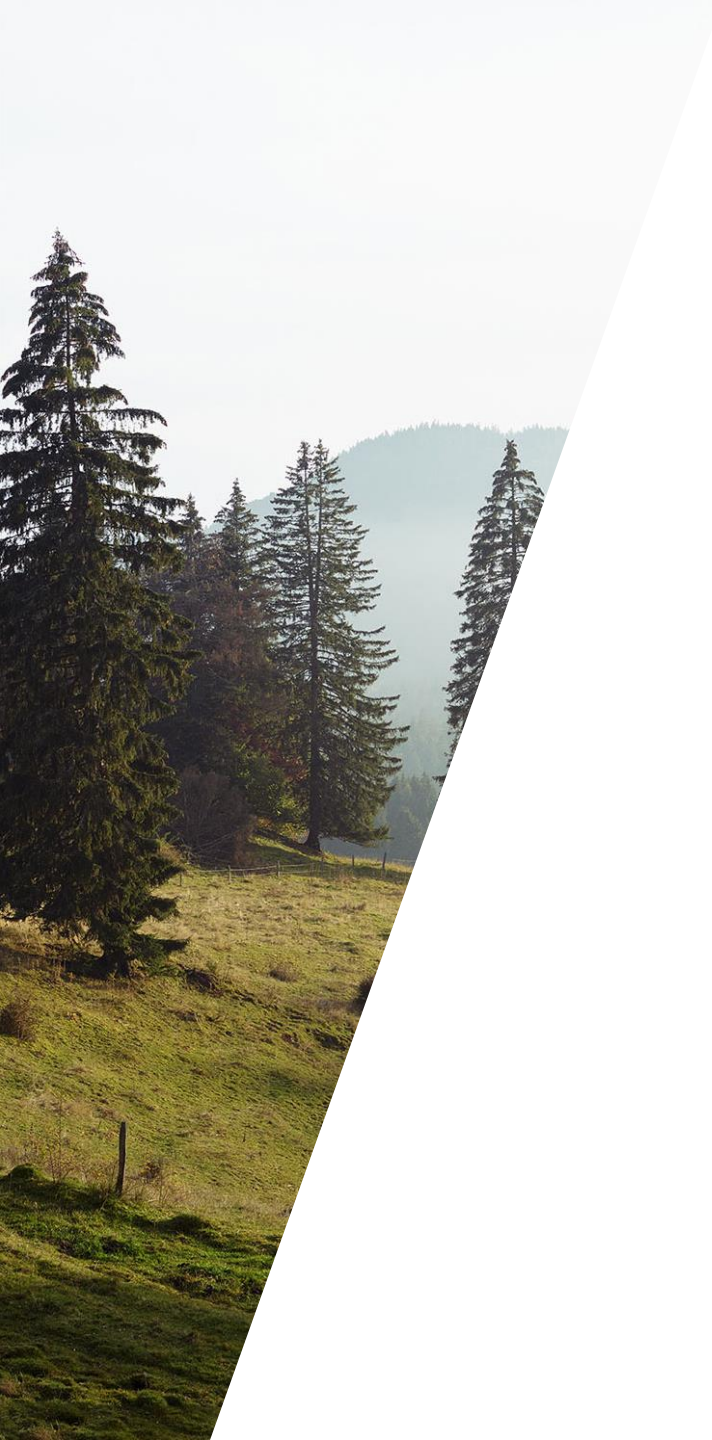
ESG

- / Create a sustainable future

Security

- / Industrial excellence





02 WHAT WE WANTED TO ACHIEVE

OUR TARGET

- / Create a new kind of heritage
- / Create a complete 3D dataset to sustain Digital transformation
- / Automate as much as possible the first steps to focus on details
- / Be independant



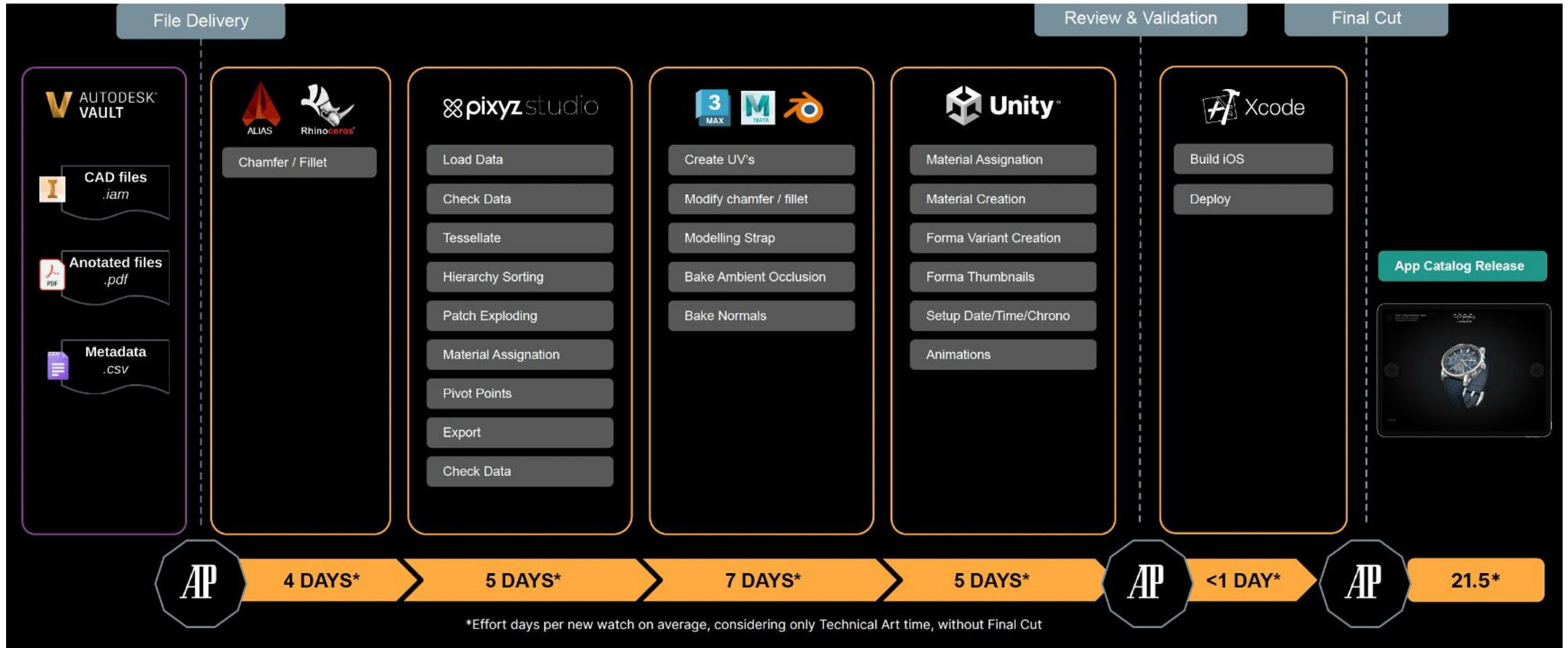
OUR FIRST PROTOTYPE



3D ASSETS PRODUCTION



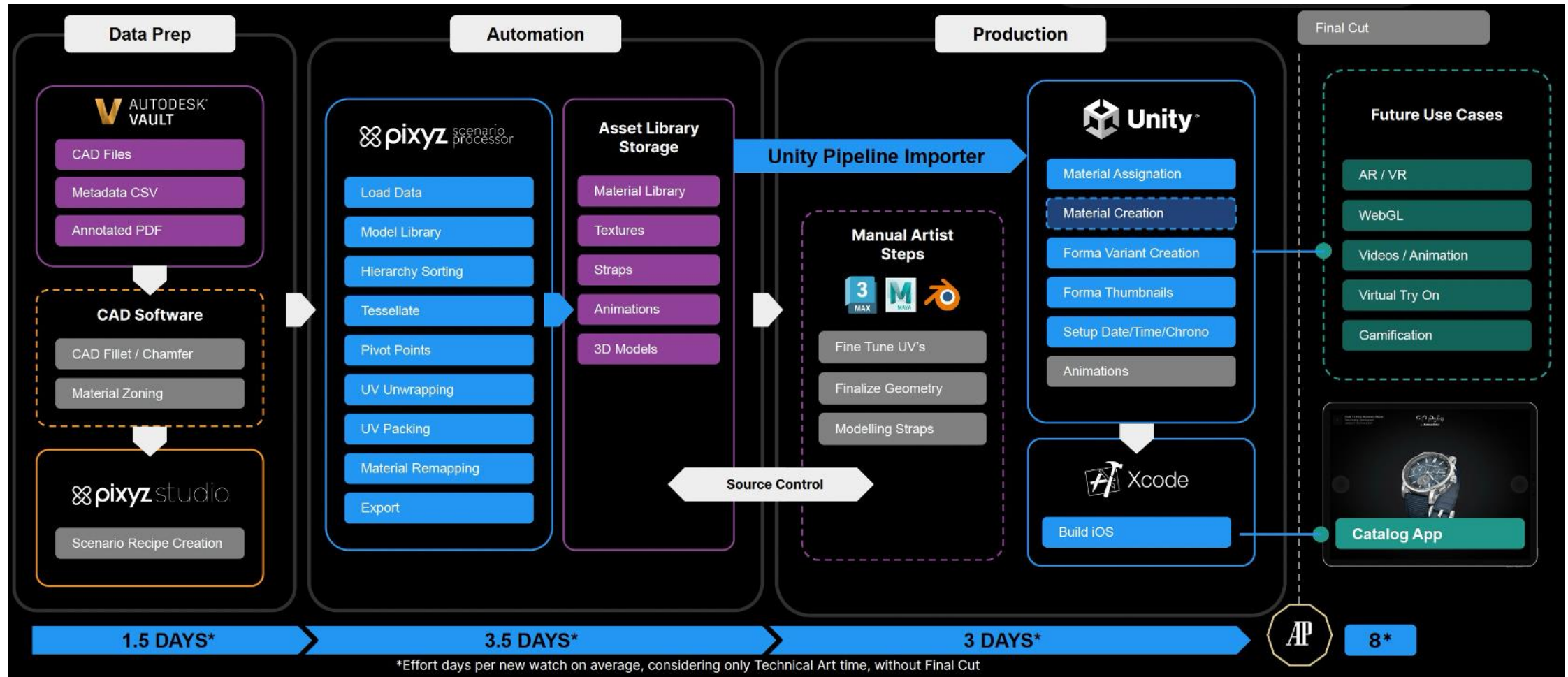
MANUAL CREATION





03 WHAT WE ACHIEVED

PRODUCTION PIPELINE



THE RESULTS

33

WATCHES A YEAR BEFORE

110

WATCHES A YEAR AFTER

233%

GAIN

FINAL RESULT



FINAL RESULT



DEMO TIME

AUDEMARS PIGUET

Le Brassus

ITCS
Patrick de Loureiro

Copyright Audemars Piguet



A close-up photograph of a person's eye. The eye is looking directly at the camera, and its reflection shows a person sitting at a table in a dimly lit room. The person's skin is fair with many freckles. A blue line is drawn across the image, starting from the top left and ending near the eye. The background is dark and out of focus.

Q&A