

Press Release

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Artificial intelligence in the sanitary industry

The technology start-up **immersight®** is presenting the first bathroom planned by an artificial intelligence at ISH 2023. The AI can also automatically measure existing rooms during the planning process captured by a 360°-camera.



The world's first bathroom planned by an AI can be experienced at this year's ISH 2023 in Frankfurt at the **immersight** stand. The bathroom is available in the 3D-Showroom® so visitors can dive in and take a look around. Machine learning was used to train a neural network for rooms that is now able to generate complete rooms. To do this, the AI is simply

told which furnishings or colour the bathroom should have and after about 1 minute, the AI delivers the room for the 3D showroom. Immersight has generated a small collection of bathrooms in this way and presents them at the stand.



Immersight has also trained the AI to measure rooms in 3D. This makes it possible to automate the measurement of an old bathroom. To do this, a 360° camera is placed in the bathroom to take a complete capture of the room in 1 minute. After the capture is uploaded to the 3D-Workroom Cloud, it is converted to 3D and can then be measured by the AI within 30 seconds. This works not only for bathrooms, but also for boiler rooms and basements.



Fabian K.O. Weiss, Founder and CEO of immersight

"With AI, the end of classic 3D bathroom planning has been ushered in. In the future, AI will plan bathrooms automatically," says Fabian K.O. Weiss. In his opinion it is important for manufacturers to be present in AI with suitable data, otherwise AI will no longer plan their products into the bathrooms. The future has already begun in 2023.