Elêva

OPERATIONAL MANUAL · V1.2

From sales opportunity to delivery and scale-up

Elêva Machines operating framework for interactive 3D presentations of machinery, cells, lines and industrial installations

Version 1.2 · 15 October 2026

Collaboration framework · Client and project-team document

Elêva · elevavision.com

BEFORE YOU START

What this manual covers

This manual explains how Elêva works from the first conversation through delivery, commercial use and the decision to scale. Version 1.2 is streamlined for client use, adds the new Artificial Intelligence interaction layer, and separates pilot, configurations and exhibition hardware more clearly.

Management / sales

What it solves, how value is validated and when scale-up makes sense.

Engineering

Which CAD and documents are needed, how motion is validated and what level of detail is shown.

Marketing / web

Where it integrates and how it adapts to languages, web, events and showrooms.

IT / legal

File transfer, deployment, confidentiality and source-CAD protection.

Contents

01 · Elêva Machines in brief

02 · Applications and configurations

03 · Validation pilot

04 · Roles and communication

05 · Ten-phase process

06 · Confidentiality and IP

07 · Technical inputs and integration

08 · Artificial Intelligence as an interaction layer

09 · Quality and validation

10 · Commercial use: web, meetings, trade shows and showroom

11 · Changes, support and continuity

12 · Project checklists

01 · ELÊVA IN BRIEF

Turn a complex machine into an explanation sales can control.

Elêva Machines turns CAD and technical documentation into an interactive 3D experience for technical sales. It does not replace the real machine or turn CAD into a generic viewer: the experience is organised around what the buyer needs to understand.

Technical focus

Every interaction must reveal an advantage, process or mechanism. Anything that does not help the explanation is removed.

Explain without exposing

The Client decides what is shown, simplified or left out.

Reliable and usable

Engineering-validated movement and navigation that sales can use without opening CAD.

Core idea. We do not animate a machine to impress. We identify what must be understood and build the explanation around it.

02 · APPLICATIONS AND CONFIGURATIONS

What is explained and where it is used.

Applications describe the function of the experience; configurations describe the usage context. They combine on one optimised base.

Discover | Understand | Lines | Compare | Guide | Consult | Motion

Configuration	Use	Base
ElêvaTech	Web & meetings	Browser, laptop or tablet
ElêvaVisión	Trade shows & showroom	Exhibition mode, loop, touch display and optional ShowPad
ElêvaVITA	Technical sales & training	Documentation, tutorials and contextual consultation

03 · VALIDATION PILOT

Validate before scaling.

The first step is a bounded case: one machine or module, a few technical keys and one concrete question: does this genuinely improve how the machine is explained? The pilot produces a functional experience and evidence for the next decision.

1 machine

One machine or module where a technical difference deserves explanation.

3-4 key points

Priority mechanisms, sequences or sales arguments.

6-8 weeks

Indicative timeframe when CAD, scope and responses are available.

Validate first; decide next. Useful pilot work is reused when moving to a full configuration wherever it makes sense.

04 · ROLES AND COMMUNICATION

One clear owner and milestone reviews.

Elêva directs the project and coordinates design, 3D, development and integration. The Client appoints a commercial sponsor and technical contact. IT, marketing or legal join when the scope requires them.

Role	Main responsibility
Elêva project lead	Scope, planning, coordination, quality and delivery.
Commercial sponsor	Objective, priority, commercial validation and scale-up decision.
Technical contact	CAD, machine behaviour, sequences and technical validation.
IT / web	Hosting, security, integration and deployment.

To maintain a 6-8 week schedule, consolidated feedback at each milestone should ideally be returned within five business days.

05 · TEN-PHASE PROCESS

Each phase closes one question before the next opens.

The project moves through explicit dependencies. No confidential files before protection is agreed; no committed schedule before scope acceptance; no external publication before validation.

01

First contact

Fit diagnosis and short demo.

02

Confidentiality

NDA before sensitive information is received.

03

Objective and scope

What the buyer must understand and where it will be used.

04

CAD intake and review

Geometry status, documentation and detail levels.

05

Analysis and script

Technical narrative and Milestone 1.

06

Build

Geometry optimisation, motion, interaction and navigation.

07

Validation

Technical and commercial review; Milestones 2 and 3.

08

Delivery and deployment

Publishing, offline mode or target hardware.

09

Commercial use

Meeting, web, trade show or showroom with real feedback.

10

Evaluation and scale-up

Consolidate, expand or close with what was learned.

06 · CONFIDENTIALITY AND IP

Showing how it works does not mean showing how it is built.

CAD is the working base, but the Client controls the level of detail. Source CAD is neither published nor delivered as part of the commercial experience.

NDA before files

Confidentiality is formalised where required before CAD or technical documents are received.

Four detail levels

Visible · Simplified · Hidden · Excluded. The project records what may appear.

Optimised representation

The experience uses communication-ready geometry, not source CAD.

Approval before publication

Sensitive content is not published without the Client’s technical validation.

Files are transferred through the agreed channel, access is restricted to the assigned team and information is closed out at project end or upon Client request.

07 · TECHNICAL INPUTS AND INTEGRATION

Agree data, hardware and deployment before building.

Common CAD formats are accepted. Elêva cleans and optimises geometry; the Client does not need to prepare a special web model. Motion and sequences are built from real technical information and validated at milestones.

Area	Criterion
CAD	STEP, IGES, SolidWorks and other common formats; recognisable assembly structure preferred.
Motion	Videos, descriptions, kinematics and cycles; not physical simulation by default.
Web	Current browsers with web 3D capability; target devices agreed at the start.
Trade show	Test on real hardware, offline capability and kiosk mode where applicable.
Languages	Technical glossary, approved copy and linked documentation per language.

08 · ARTIFICIAL INTELLIGENCE

An interaction layer for the model and its documentation.

AI does not replace the salesperson. It gives faster access to the part of the model or information needed while the machine is being explained.

Voice control

Show a module, open an area or play a sequence without navigating menus.

Natural consultation

Locate references, content or documents linked to the machine.

Context and permissions

AI should only consult approved project sources and respect the agreed level of detail.

Visible fallback

At events or in noisy spaces, touch or standard navigation remains available at all times.

Design principle. AI should reduce friction, not take over the presentation or turn it into an autonomous assistant.

09 · QUALITY CONTROL

Three validations: technical, commercial and environment.

The experience is deliverable when it correctly represents the behaviour needed for explanation, is easy for sales to use and works in the intended device or environment.

Validation	What is checked
Technical	Motion, sequences, data, documentation and level of detail.
Commercial	Clarity of argument, navigation and usefulness in real conversation.
Environment	Performance in browser, tablet, touch screen, offline mode or exhibition hardware.

Findings are classified as blockers, corrections and improvements. Final delivery has no open blockers.

10 · COMMERCIAL USE

One base, several contexts.

Once validated, the experience adapts to the commercial moment without changing the core technical story.

Web and meetings

Guided or free navigation, actionable sequences and browser access.

Trade shows and showroom

Exhibition mode, looped messaging, touch display and optional ShowPad.

Sales and training

Documentation, tutorials, contextual consultation and multilingual content.

Before a trade show

Freeze content early, validate the real hardware, test offline mode, define a restart procedure and train the sales team. Avoid system updates during the event.

11 · CHANGES, SUPPORT AND CONTINUITY

Separate correction, change and evolution.

During the project, a correction fixes agreed behaviour that does not work as defined. A change alters scope, content or behaviour. After delivery, new machines, languages, variants or integrations are estimated before work starts.

Support

Incidents for the delivered environment are reported with context, device and reproduction steps.

Continuity

The same machine can be expanded, variants added or the base reused on new equipment where appropriate.

Close-out. If there is no continuation, the agreed information close-out is completed and the Client keeps the deliverables defined in the proposal.

12 · CHECKLISTS

The minimum that should be clear at every milestone.

These lists condense the operating framework for day-to-day use.

Before CAD is received

NDA where applicable · preliminary scope · transfer channel · authorised people

Before build starts

CAD reviewed · detail levels · script approved · target hardware defined

Before delivery

Motion validated · copy approved · languages closed · real-device testing

Before scale-up

Commercial feedback · qualitative evidence · reuse identified · expansion budget

Version 1.2. This manual is a collaboration framework; the accepted proposal and project-specific agreements take precedence over general references in this document.