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The exciting journey of a droplet of wine

Simulated 3D filtration from BEGEROW gets an enthusiastic reception online

BEGEROW herewith invites you to undertake an unusual journey through cyberspace. The company's filter cartridge tour, an award-winning, interactive 3D simulation of the wine filtration process previously presented on a CD-ROM, is now available to online users at www.begerow.com/infotour.

BEGEROW's filter cartridge tour provides an unusual insight into the filtration process which is otherwise invisible. From prefiltration to the final filtration, the user is taken through the individual stages of filtration like a droplet of wine on its way to becoming the perfect vintage. The journey can be interrupted at a number of different stopover points where in-depth information is provided on select product details.

The compact design and high-quality visualisation of the filtration procedure make the multilingual filter cartridge tour (in German, English, French, Italian, Spanish and Russian) an ideal teaching video and general training medium. The online load time depends on the available Internet connection; any waiting times are bridged by a slide show which previews the application.

The jury of the 2008 Designpreis Rheinland-Pfalz, the coveted prize for design issued by the federal state of Rhineland-Palatinate, was convinced by the tour's concept, design and user navigation. "The subtle use of colour and the subdued graphics allow even the uninitiated to understand and use the presentation with an exemplary lucidity. Presenting the inner values of the filter elements requires depth", was the opinion of the judges.

Another training guide and work of reference on cartridge filtration is BEGEROW's *Filter cartridge manual – Practical tips for wine and sparkling wine filtration*.

About BEGEROW

BEGEROW is a leading system provider of advanced liquid filtration solutions. With around 250 staff worldwide and headquarters in Langenlonsheim, Germany, BEGEROW develops and produces technologically innovative filter media and filtration systems for the beverage and food industries as well as chemical, pharmaceutical and industrial applications.

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