



INDUSTRY 4.0

## METSÄ GROUP'S VIRTUAL FOREST

Metsä Group's Virtual Forest is a digital twin of real forest and service can be provided to all forest owners in Finland. Virtual Forest combines several data sources to create a fully immersive 3D environment of the forest owner's property. The service utilises the latest technology to visualise forest management methods for forest owners. Integrating the immersive experience in business operations and customer experience creates a strong foundation for future service development.



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