

Hardware, robotics & smart device showcase brief (Template & Video Brief)

Plan a 60-90 second product video for industrial hardware, robotics, IoT sensors, or smart devices. Covers physical installation, uncut field operation shots, durability specs, and unit payback.

Hardware, robotics & smart device product video brief

Purpose: Show industrial buyers, distributors, or hardware investors how your physical product installs, operates in real environments, and delivers measurable unit economics in 60-90 seconds.

Target buyer and operating environment: [e.g., Cold-storage warehouse directors operating -25 C pallet racking aisles]

Physical failure mode or labor bottleneck today: [e.g., Battery-powered barcode scanners fail every 3 hours in sub-zero aisles; manual inventory counts miss 4.2% of pallets]

Hardware form factor and installation time: [e.g., IP67 heated optical sensor pod; mounts to standard forklift mast in 15 minutes with two M8 bolts-no facility rewiring]

Real-world operating sequence (3 shots): [Shot 1: Forklift enters aisle -> Shot 2: On-device edge vision reads frost-covered pallet tags at 12 km/h -> Shot 3: WMS inventory map updates in real time]

Durability, certification, and maintenance specs: [e.g., Rated -30 C to +50 C, CE/FCC certified, 36-month MTBF, hot-swappable power pack]

Field proof and unit payback: [e.g., Deployed across 38 forklifts in 4 cold-chain hubs; reduced mis-shipped pallets by 84% with a 4.1-month hardware payback]

Order, pilot kit, or distributor next step: [e.g., Request the 2-unit 30-day field evaluation kit or download the mechanical CAD datasheet]

Suggested 75-second story order:

- 00-15s: Show the physical environment and the exact failure mode of existing hardware or manual labor.
- 15-40s: Show the physical mounting/installation and a continuous, uncut 3-step operating sequence in the field.
- 40-60s: Overlay key engineering specs (IP rating, latency, battery/power, certifications) alongside field payback data.
- 60-75s: Invite qualified buyers to order a field evaluation kit or book a technical spec review.

Before you share: Always include at least one unedited real-world operating clip or

Turn your PDF, PPTX pitch deck, or brief into a 30-180s narrated business video

Upload slides or documents at Axiom Lab for free material analysis before production:

- > **Edit or copy this template online:** <https://axiomlab.online/templates/hardware-robotics-product-showcase>
- > **Watch the complete 74s demonstration film:** <https://axiomlab.online/examples/pitch-deck-demo>
- > **Turn your PDF or PPTX deck into a video:** <https://axiomlab.online/pitch-deck-to-video>
- > **Rehearse with the free script timer:** <https://axiomlab.online/tools/script-timer>