



Engr. Marco Santel

## Editorial by the technical director of COAM Hub

#### A new season

The new season is around the corner and so it will be for companies operating in the elevator, goods lift, and vertical transportation sector in general.

Construction and the renovation of elevator and goods lift systems go hand in hand to combine design, technological innovation, and the economic development of the structures where we live, work, or spend our time for any reason.

After the years of the pandemic, which we all hope are definitively behind us, we are witnessing a renewed technological excitement that brings with it the desire to resume growth and to develop projects materializing them in the modernization and energy efficiency of existing structures and in the construction of new structures that are increasingly functional to humans and more environmentally friendly.

I would like to take this opportunity to thank our followers because we have received a particularly positive response regarding our new division "CSH - Consultancy and Technical Support for Hydraulic Lifts", which has been attested by elevator companies, both large ones with which we have always collaborated, and

especially by elevator and goods lift designers, builders, and maintainers who find in this innovative and useful service provided by Coam an important reference point both in the design phase of the systems, as well as for advice and assistance in the following phases of component supply, construction, testing, and subsequent periodic maintenance and control.

The special systems sector is seeing the implementation of several innovative projects that have been able to count on the support of the "CSH - Consultancy and Technical Support for Hydraulic Lifts" division, the same applies to the renovation and energy efficiency activities of existing systems that, thanks to the "Effy" brand, the technology and the savings that this project brings with it, is offering new development opportunities to construction and maintenance companies of the systems.

It will be an important spring, not only for everything that is happening in the world, but also for the development of technologies and the vertical transportation market of people and goods.

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### Learning while having fun

Simplicity helps understanding and can power a hydraulic lift with the correct water pressure mixed with fruit juice or any other colored liquid.

Within a school project called Hydraulic Lift, designed for students who are passionate about experimentation, with just a few common materials such as cardboard, straws, a common syringe, and water mixed with fruit juice, you can create educational projects based on simple explanations, fun, and student engagement.

This way, students can learn while having fun and understand the principles of hydraulic lifting that move hydraulic elevators and goods lifts.

▼ Hydraulic lift school science project - hydraulic lift working model easy project - project work



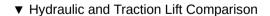


#### To support weight, hydraulics are often better

Contrary to popular belief, hydraulic elevator technology is simpler and requires less space, particularly with regards to the machine room that houses the motor.

It is also known that hydraulic elevators and lifts are very powerful and provide greater lifting capacity compared to rope elevators, particularly for heavy loads.

In this video animation, we see a comparison between a rope and hydraulic elevator.







# Luxury Elevator Ride at "The Palazzo Hotel" in Las Vegas, NV

Modern and super luxurious elevators, in a city like Las Vegas the options for comfort, design, and general aesthetics are endless.

In this video by DieselDucy, one of the most famous YouTube channels dedicated to elevators, we will see an Otis elevator installation at "The Palazzo Hotel".

▼ OTIS elevator at the Palazzo Hotel in Las Vegas NV





#### Living in a bottle

Not to be confused with the Gil Scott-Heron song "The Bottle," what you can experience through the National Elevator video is an original and quite exciting vertical journey.

The journey takes place aboard a Schindler MT Hydraulic Elevators hydraulic elevator.

It's not so much the journey in a hydraulic lift that piques curiosity, but rather the location, as this famous elevator is installed inside a giant Coca Cola bottle, and when you ride this elevator, you feel as light as fizzy bubbles.

▼ Famous Schindler MT Hydraulic Elevators - The Giant Coca Cola Bottle - Las Vegas, NV



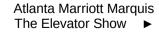


## **Fantastically Linear Architecture**

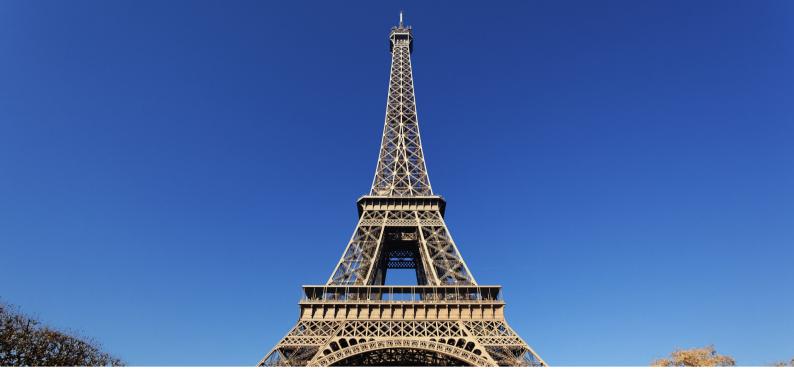
When two super-fast elevators are the heart of a structure with decidedly original architecture like the Atlanta Marriott Marquis, a 52-story, 1,663-room, 4-star hotel in downtown Atlanta, GA with views of the city's stunning skyline.



■ Atlanta Marriott Marquis Hotel overview and lifts





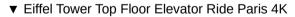


#### Taking an elevator to the top of the Eiffel Tower

Thanks to Smiley Videography, we're going to Paris to observe the city from some very interesting points.

Anyone who has been to Paris will surely have seen or visited the famous Eiffel Tower, and many will have taken an elevator ride, some even to the top.

An elevator ride that you will remember for a lifetime, thanks to the magnificent panorama, but above all for the thrill you feel when you ascend into the heart of the structure and see the metal beams passing by.







#### The living elevators

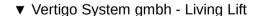
Elevators for transporting people are increasingly becoming a moment of pause from daily activities, and like in all waiting moments, attention can be captured by points of attraction that we see or hear.

Elevators equipped with large screens inside them are increasingly becoming a point of attraction because the travel time allows the traveler to relax and observe, become curious, and perhaps interact with the images they see.

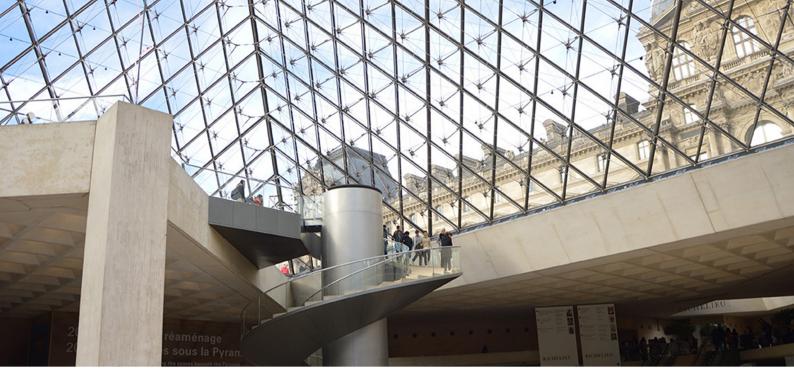
Furthermore, the development of technology related to augmented reality offers an interesting way to entertain, inform, and amaze elevator passengers.

Elevators can become interactive in a very interesting way from an entertainment perspective, as seen in the video related to this article that discusses the interactive audiovisual systems of Vertigo System gmbh.

Enjoy them through their website where you will also find walls, floors, and elevators that create a spectacle.





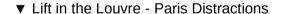


## One of the world's most famous special elevators has a COAM heart

Several years have passed since COAM provided its technology and components for the construction of one of the world's most famous and frequently used elevators, many call it a lifting platform, but we are still talking about an elevator that vertically transports people.

We are talking about the open, round, hydraulic elevator with a circular sofa located inside the pyramid that welcomes visitors to the Louvre in Paris.

We can see it again in these images from theworklife.com







COAM House Organ dedicated to information about technologies, sustainability, solutions, design and events in the area of the vertical lifting of people and goods through the use of hydraulic elevators and car lifts. Review of videos, information and images from all over the world.

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**Notes:** In Coam Hub periodic webinars dedicated to vertical transport technologies are waiting for you. Participation is for operators in the sector in https://www.coamhub.it - the subscription is free.

Do you want us to talk about you? Tell us what you're doing, which technologies you use and which solutions you present in the elevator area and in the vertical lifting of people and goods.

Technicians, designers, entrepreneurs and company managers who wish to be contacted to illustrate solutions, products, projects and offers for the webinar or for communication campaigns towards B2B market can contact the editorial office. Interviews, articles and editorials are free and published at our discretion.

# COAM SLIDE & VIDEO MAGAZINE



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