

Real-world products through virtual representation

Kevin Britz and Craig Page-Lee, hosts of Lunchtime Marketing and Leadership every Thursday at 12pm on [ebizradio.com](https://www.ebizradio.com), discuss digital twins and objects through virtual representation.



A digital twin is a digital representation of a physical object, process or service. A digital twin can be a digital replica of an object in the physical world, such as a jet engine or wind farms, or even larger items such as buildings or even whole cities.

Listen to find out how it works and how marketers can make use of it...

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