

# Case Study

## Yaqu Pacha

» Yaqu Pacha's main priority is to inform people here in Europe about our species conservation projects in South America. Using the ESPRIMO X, I am able to attract much more attention at events than I would using conventional advertising media «

Dr Lorenzo von Fersen, First Chairman of Yaqu Pacha e.V.



### The customer

Yaqu Pacha ("world of water") e.V. is an independent environmental and nature conservation not-for-profit organization. It was founded in 1992 by Behavioural Biologist Dr Lorenzo von Fersen and has been carrying out projects for the conservation of marine mammals in South America for 20 years. The charity's aim is to preserve aquatic mammal species such as the La Plata dolphin, the coastal otter, and the bottlenose dolphin in the rivers and coastal waters of South America. Yaqu Pacha supports local fishermen, works alongside scientists and authorities, and makes recommendations in order to prevent over-fishing and the destruction of the natural habitats of humans and animals.

Yaqu Pacha and its team of 25 volunteers and 400 members are currently active in nine projects throughout Brazil, Chile, Argentina, Peru and Uruguay. In order to fund these research projects for monitoring and recording populations of species, as well as marine protection and environmental education campaigns, Yaqu Pacha relies on long-term partnerships and donations from sponsors.

### The challenge

Lorenzo von Fersen's team is therefore trying to raise awareness in the northern hemisphere of Yaqu Pacha's work by using the internet and maintaining a strong presence at European trade fairs and conferences dedicated to marine and nature conservation: "I naturally want to raise awareness of Yaqu Pacha in places where we will find friends and supporters of our cause. We are urgently supporting nature conservation projects in South America because, comparatively speaking, there are already enough initiatives for the protection of seals in the North Sea. The Amazon river dolphin and the manatee off the coast of Brazil, on the other hand, have no-one fighting for their cause," states von Fersen.

### The solution

"Using the most modern technology is a must. I used to travel from one talk to another with a slide projector underarm. Today, this is just not enough. In order to reach out to our target audience, we need professional media which brings our work in South America vividly to life." In cooperation with Fujitsu, Lorenzo von Fersen found a solution to spark interest and enthusiasm for Yaqu Pacha: the ESPRIMO X913-T desktop PC.

### THE CUSTOMER

Country: Germany  
Industry sector: Non-governmental organisation  
Founded: 1992  
Employees: 25  
Associated members: 400  
Website: [www.yaqupacha.org](http://www.yaqupacha.org)



### CHALLENGE

To fund the species conservation projects for aquatic mammals in South America, nature conservation organization, Yaqu Pacha needs to inform people in Europe about its work and success, gain new members and receive donations. The use of modern, functional and intuitive media should help it to reach out to the target audience and to spark a lasting interest.

### APPROACH

The Fujitsu ESPRIMO X913-T combines all the advantages of a modern, integrated presentation terminal. Its Windows 8 user interface can be easily programmed: apps are intuitively opened via the 23-inch touchscreen display allowing multimedia content such as images, videos, and audio files to be realistically brought to life.

#### THE BENEFIT

- Compared with conventional advertising media, this system attracts a wider audience in less time
- Attractive touchscreen display to present multimedia content such as films, images and audio files using the Windows 8 app user interface
- Easier to install and use thanks to the omission of a mouse and keyboard as well as additional peripheral devices

When Lorenzo von Fersen sets up the ESPRIMO X913-T PC at his exhibition stand, it truly does become a point of interest. It immediately grabs people's attention and they stay to watch, listen and learn about the conservation of species in South America and the varied and important work carried out by Yaqu Pacha.

The ESPRIMO X PC offers an insight into the fauna of endangered marine mammals thanks to its app which offers easy and intuitive access to images, videos, text and documents. Visitors to the exhibition stands can take a closer look at how schools of dolphins are monitored in Chile and the importance of this for being able to count their population, or get a glimpse inside the daily lives of coastal fishermen at the mouth of the Rio de La Plata River in Uruguay and Argentina who perform a balancing act between earning a living and protecting the marine mammals.

*"The use of modern media naturally allows me to trigger enthusiasm for our organization and our projects more quickly. This allows me to make more contacts, and meet more people who are interested in and willing to support the work done by Yaqu Pacha. For us, it is not only about getting as many donations as possible, it is also about increasing the reputation of Yaqu Pacha as we have a stronger presence than ever before. People take greater notice of us and we talk to more people, more often. It is essentially PR for us. We are receiving more attention and this is extremely important for the work done by Yaqu Pacha!"* explains von Fersen.

The app runs on Windows 8 - the latest operating system for high-quality business PCs. Oliver Bittis from the Berlin-based app specialists, emotion touch, has developed (together with his team) the app for Yaqu Pacha. *"After we had decided how we wanted to design the application user interface for Yaqu Pacha and what it was intended for, i.e. to link to images, videos and audio material, our aim was to build a straightforward, very user-friendly but equally interactive app. Combining the app with the high-quality features offered by the ESPRIMO X, resulted in a very striking point of interest. I see a very bright future for these systems as they allow you to strongly focus on the content and the usability when customizing the app,"* explains Bittis.

#### PRODUCTS AND SERVICES

- ESPRIMO X913-T with a multi-adjustable 58.4 cm touchscreen display (23 inch)
- Extremely easy to use thanks to the 10 finger touchscreen system
- High energy efficiency grade, even when subjected to peak loads; integrated power supply unit with a 90% efficiency rating
- Microsoft Windows 8 apps

#### Conclusion

To gain new members and to receive donations, the environmental and nature conservation organization Yaqu Pacha uses ESPRIMO X913-T PCs which serve as a true point of interest at trade fairs and conferences to raise awareness of the charitable and sustainable work done by the organization. As the modern and functional app user interface is so intuitive, multimedia content such as videos, photos and documents can easily be used for presentations and to gain new members. Dr Lorenzo von Fersen is extremely pleased at how effective the solution developed by Fujitsu and emotion touch has been:

**"At Yaqu Pacha, we see ourselves as ambassadors for the entire ecosystem. The ESPRIMO X PC allows me to get this complex message across by playing a short film or illustrating an important project with the help of images or a short text. The new technology is much easier than handing out flyers or giving presentations with a slide projector like I used to do. I am able to reach out to more people in less time than I was ever able to using conventional technology and this is extremely important to the work that we do."**

#### About Fujitsu

Fujitsu is the leading Japanese provider of information and communication technology (ICT)-based business solutions offering a wide range of technology products, solutions and services. The team, consisting of more than 170,000 employees, support customers in more than 100 different countries. Fujitsu uses its expertise in ICT to shape the future of the company together with its customers. Fujitsu Limited (TSE:6702), based in Tokyo, Japan, reported a consolidated annual turnover of 4.5 billion yen (\$54 billion) in the financial year 2011, ending 31 March 2012. For more information, please visit <http://www.fujitsu.com/de>.

In collaboration with



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