



Why AR/VR Will Disrupt Productivity and Collaboration in the Enterprise

John Nall - Founder and CEO

Training

Relaxation

Pathfinding

Telepresence

PC Display Virtualization

Geographic Information

Step-by-Step Procedures

Design & Data Visualization

Asset Capture and Knowledge Sharing



Virtual Reality In the Workplace



PC Display Virtualization

Relaxation

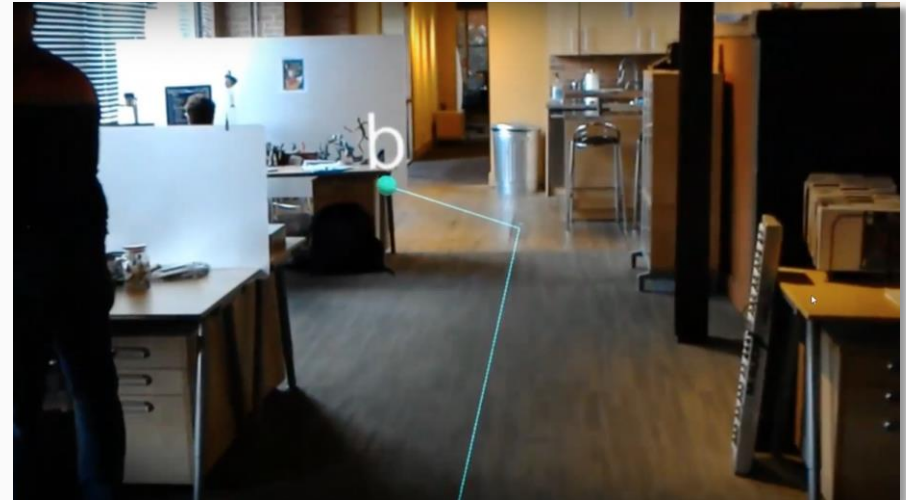


Augmented Reality in the Workplace

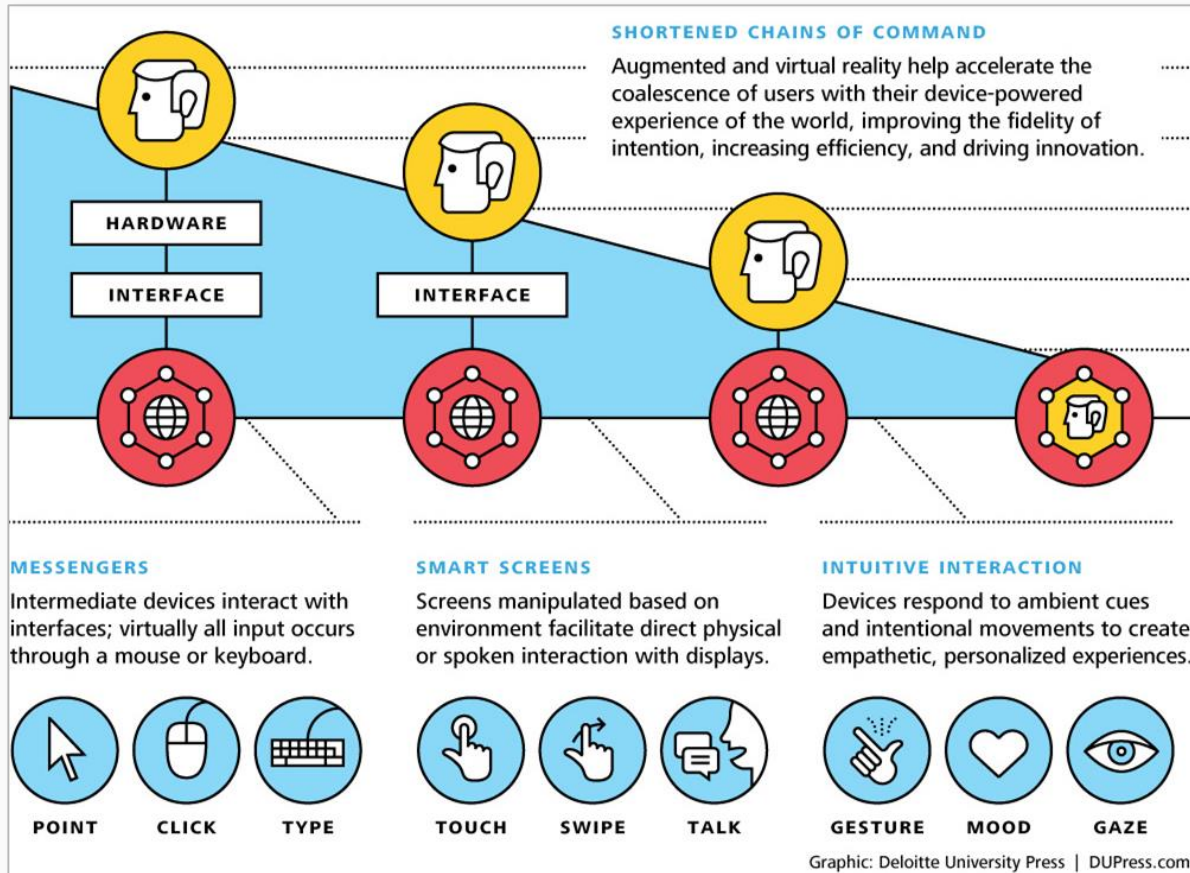


3D Data Visualization

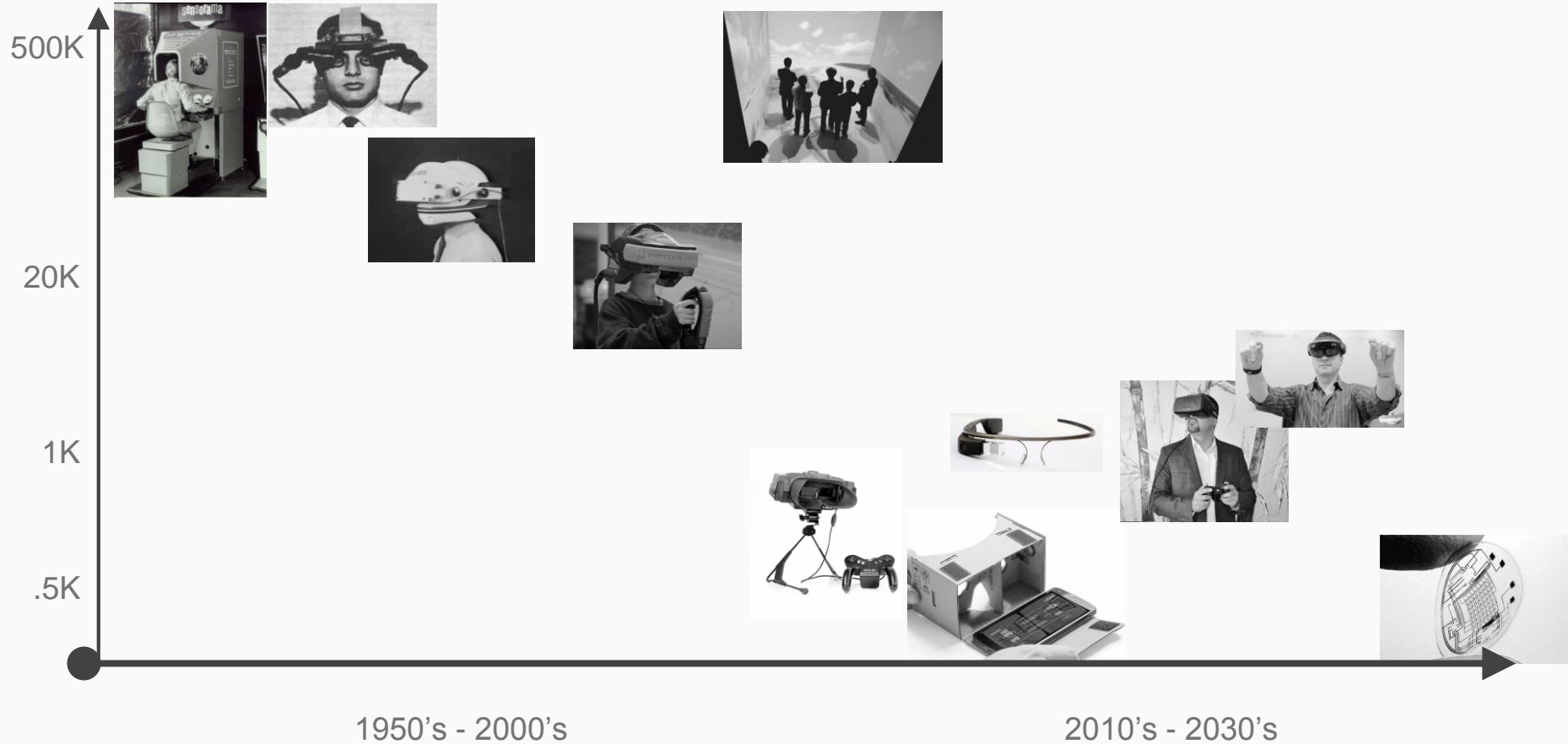
Pathfinding



The Evolution of Interaction



Visualization Platforms - Affordability and Portability

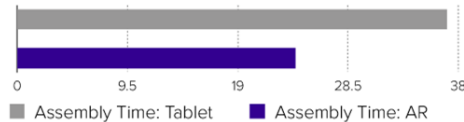




Boeing + Iowa State University Study Aircraft Wing First-Time Assembly

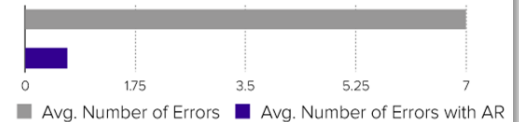
30% ↓

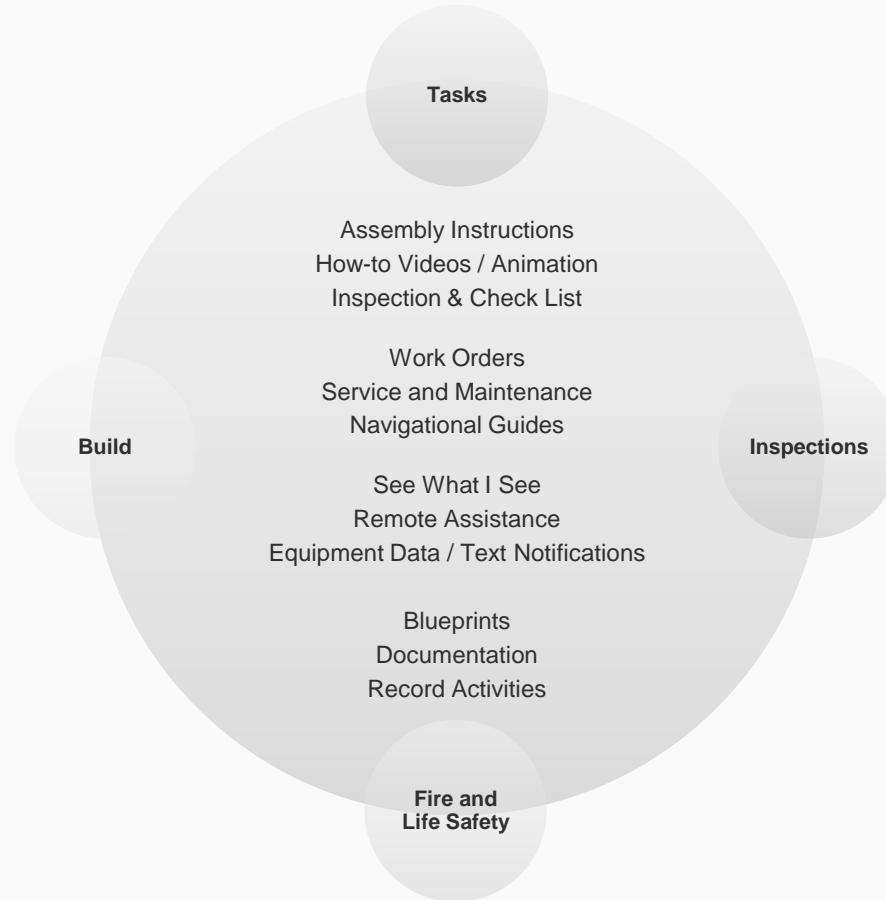
Reduction in assembly time
using AR vs. 3D Tablet
Instructions



94% ↓

Reduction in errors using
AR work instructions vs.
tablet

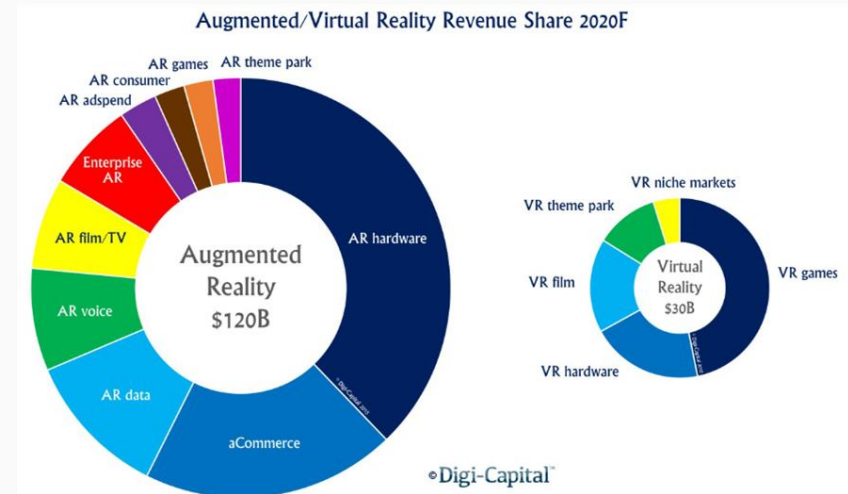




In 2025, experts predict that smart glasses will outsell smart phones

In 2018, more than 25 million head mounted displays will have been sold as immersive devices and virtual worlds will have transitioned from the fringe to the mainstream

In 2017, 30% of smart wearables will be completely unobtrusive to the eye



Plan: Pilot first, recruit immersive developers, develop in-house expertise

Behavior: Identify tasks and situations for behavior change. Redesign for digital touchpoints, HMDs, sensed environments

Design: Design experiences by focusing on the use of immersion. Architect solutions for mapping business data to immersive worlds.

Process: Iterate each project to refine out bad UX. Create business-oriented ROI goals, use analytics to measure and improve results

Outlook: Don't let VR/AR hype influence immersive efforts

Advisory Services

- Systems Integration
- Cybersecurity – Edge to Core
- Enterprise Productivity & Collaboration
- Augmented & Virtual Reality Visualization

In the Field

- Facilities Management, Logistics, Commercial Bakery, Manufacturing

In the Office

- Architects, Community Developers, Interior Designers & IT



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