Augmented Reality Use cases for your organization to realize value

As soon as you start talking about augmented reality, professionals that have been in industry for a while, shrug their shoulders and have a pessimistic view about the subject. In the past, the technology was inadequate, the amount of effort and data needed to create any experience was substantial and the return on this investment was insufficient. Has that really changed today? Well from our perspective, "YES" it really has.

In today's business environment the capabilities and use cases for utilizing augmented reality are broad and financially beneficial. Today we are going to highlight the top four use cases, but by no means is this a comprehensive list. These four represent what we believe are beneficial to all businesses regardless of industry or channel.

Use Case #1 - Collaborative Digital Design Review

This is the utilization of augmented reality to enable engineers and designers to collaboratively review and improve product designs. This is enabled by utilizing the 3D design prototypes and simulations in lieu of traditional physical prototype techniques. The benefits are faster product design cycle times, reduced capital expense and elimination of potential errors that are made visible through an immersive experience.

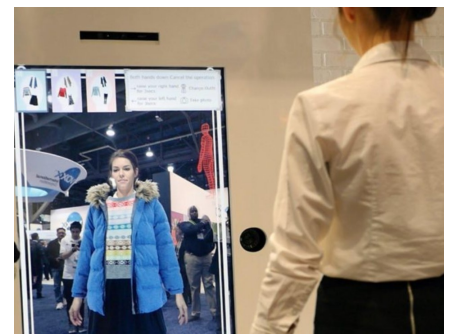**Use Case #2 - Training in the Manufacturing Environment**

This is the use of augmented reality in training techniques that merge the digital assets associated with components and/or assemblies and the operator while located on the shop floor. The benefits are quicker training and retraining of personnel during actual operation on the shop floor with improved quality output.

Use case #3 - Integration of information for Service

This is combining of digital assets built to design and manufacture the product and using them to enable efficient service in the field. The benefits are increased reliability of product identification in the field ensuring proper service part ordering, as well as, providing the correct service instructions in 3D to ensure a quality repair.

Coming Next Month

Our first 3 use cases are centered around the design, development, manufacturing and service within an organization. Our fourth use case now focuses on the marketing and sales areas of the organization.

Use Case #4: Marketing - Going from a 2D to 3D Experience

Augmented reality is now being used to drive customer engagement and sales activities. The ability to persuade and influence a potential customer, in the comfort of their own home, is very appealing to all sectors and demographics. For example, to be able to "try on" different articles of clothing and accessories digitally are now influencing purchasing decisions. The benefits are the expanded coverage and usage of your marketing investment, while reducing the company's physical retail footprint.

The one thing that becomes very apparent when reviewing these four use cases, is the value and expanded use of an organizations' digital assets. Tomorrow's business relevance will be determined by the value of your digital assets. You need to start working on them Now!

2018 Technology Trends and what you should consider doing