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June 2018 Newsletter

Augmented Reality Use Cases for Today's Organization

The prevalent perception about Augmented Reality is that it is still reserved for the gaming world. In the past 18 months, Augmented Reality has made a significant transformation and is now being utilized to drive real business value. In fact, there are four main business domains that Augmented Realty has started to realize business value.

1. **Design—Collaborative Digital Design Reviews**
2. **Manufacturing—Manufacturing Operations and Training**
3. **Service— Service Operations and Training**
4. **Marketing and Sales— Virtual Product Demonstrations**

Design - Collaborative Design Reviews

- Currently, most organizations utilize physical models/prototypes to conduct design reviews with teams and senior management. The challenges that this technique has are centered around the time it takes to create the physical models, as well as, the ability to incorporate multiple iterations and last minute design changes into those models.
- When utilizing Augmented Reality to conduct collaborative design reviews, you make use of the digital assets you create during the design process and utilize Augmented Reality to visualize, interact and inspect design concepts to drive decisions in your new product offerings. The benefits realized are; shorter time to market and reduced cost by eliminating the creation of physical models/prototypes.

Manufacturing-Manufacturing Operations and Training

- From a manufacturing perspective, the need for incorporating easily understood training is key to minimizing production floor issues. Another aspect that is beneficial is the ability to certify employees for particular equipment and steps within the production environment. In doing so, this provides the needed organizational flexibility to drive operational efficiency, especially, if the organization has a high level of workforce turnover.
- Key benefits are the elimination of production errors due to incorrect understanding of the process by operators, as well as, the ability to train operators without the need to have "Expert" resources as the only viable training mechanism.

Service - Service Operations and Training

- Service operations with the incorporation of Augmented Reality, either if performed by the Original Equipment Manufacturer (OEM) or third parties, can ensure proper identification and delivery of the correct service information and certification of service personnel to perform the work correctly the first time.
- In today's environment, especially if the physical product, is hard to differentiate visually from one SKU to another, this causes a lot of misdiagnosed issues and inability for first time issue resolution.
- If you add the required service information at the point of delivery through Augmented Reality, you eliminate the need to locate and retrieve additional information. This is especially benficial if paper is the current deliver method.

Virtual Product Demonstrations

- Imagine if your sales and marketing teams could provide a differentiated method of showing potential and current customers, your latest products without having to bring physical products along for the ride. Sometimes, product availability is an issue, sometimes, the product is just too large to bring to the customer. Augmented Reality provides the ability to bring a PowerPoint presentation or a paper specification sheet to live.
- The ability to interact and visualize product, both in terms of size (e.g. Will it fit in my allocated space?), or the need to bring digital assets to interact with physical products (e.g. I have a current physical piece of equipment, can I add the following accessory to it?) to make buying decisions, can be easily orchestrated with Augmented Reality.

In closing, today's Augmented Reality technical capabilities are now capability and ready to deliver real business value at a reasonable investment level for all industries and organizations.

Coming in July: Integration of IoT within your Validation and Verification Processes

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