



A new reality.

Steve Cholas

What is Immersive Reality?

VR

Virtual Reality

A digital environment that replaces the user's physical surroundings.



AR

Augmented Reality

A digital content that is superimposed over a live stream of the physical environment.

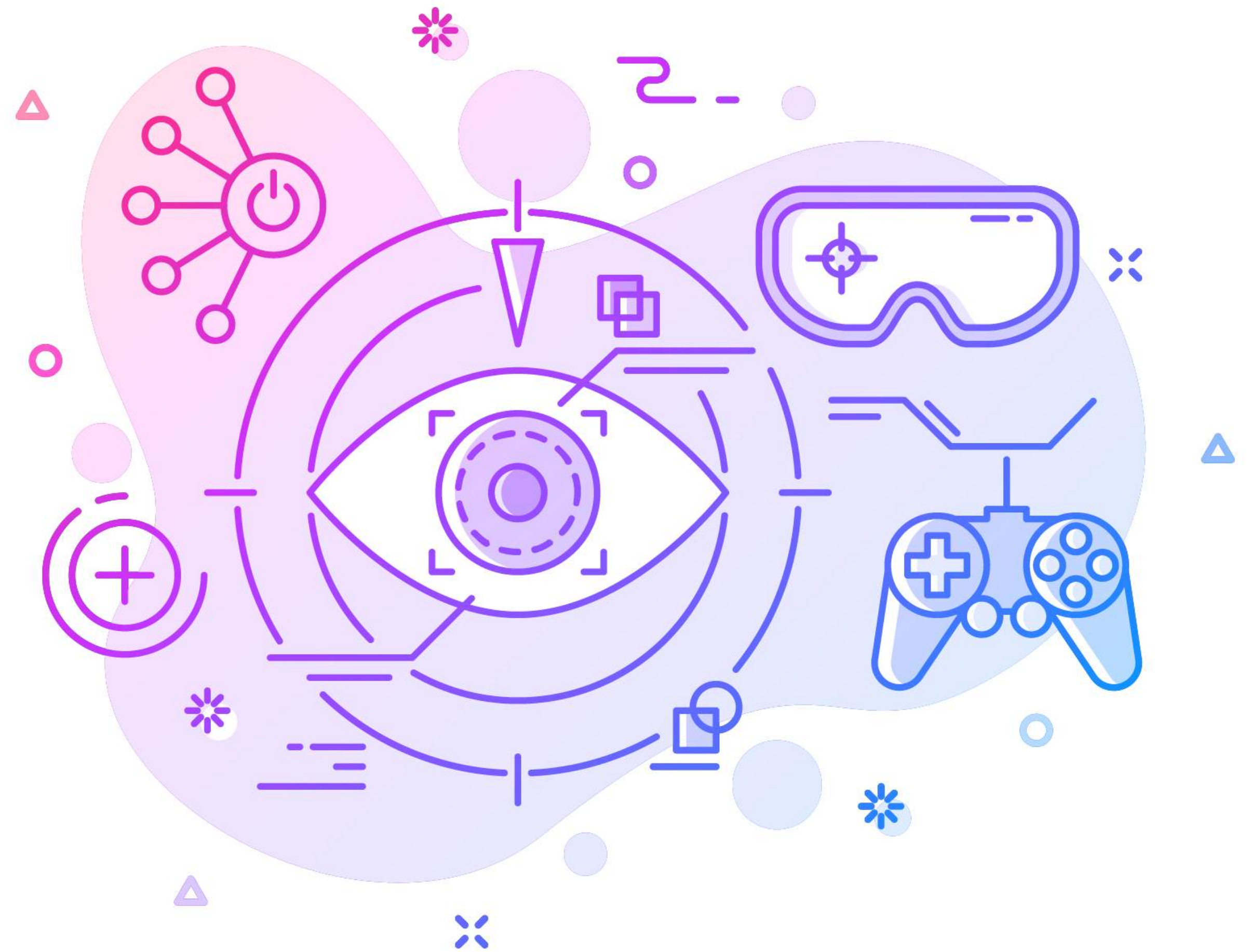


MR

Mixed Reality

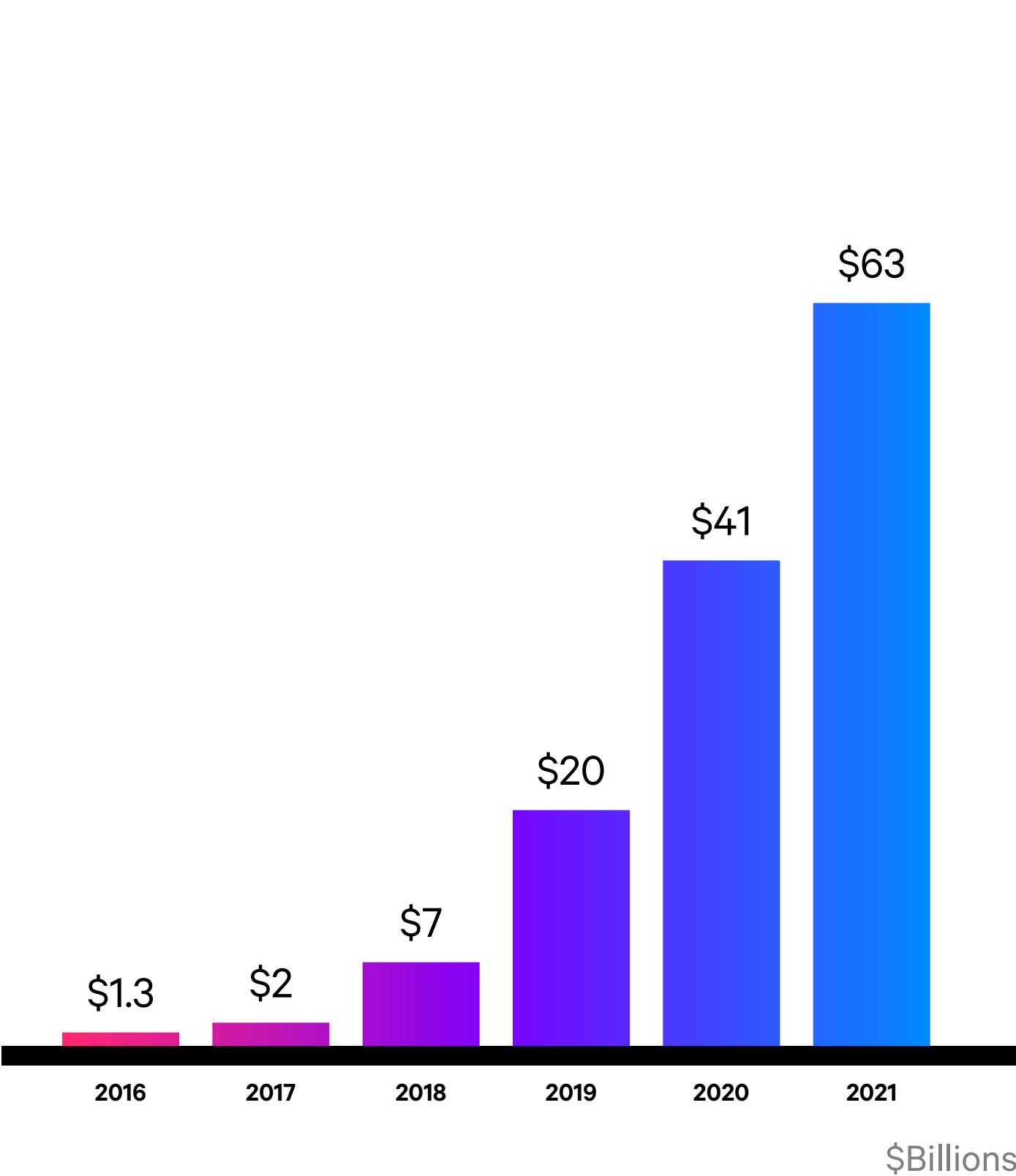
A an integration of virtual content and the real world environment that enables interaction among elements of both.

Marketing Training Design Adoption Platforms

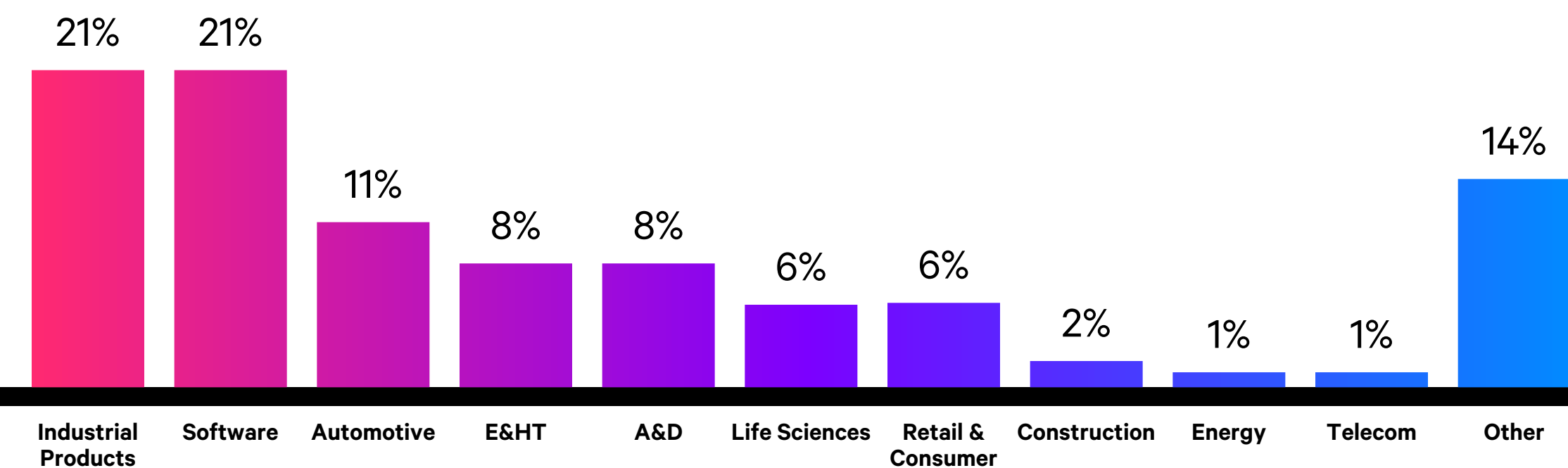


Projected adoption & growth for AR.

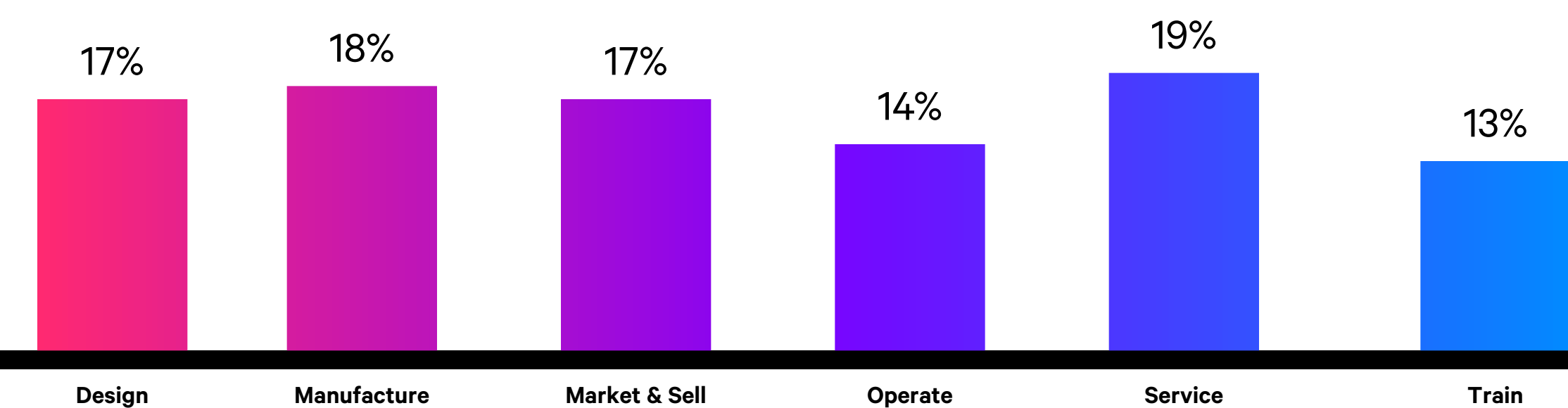
Projected AR Market Growth



Industries Most Rapidly Adopting AR

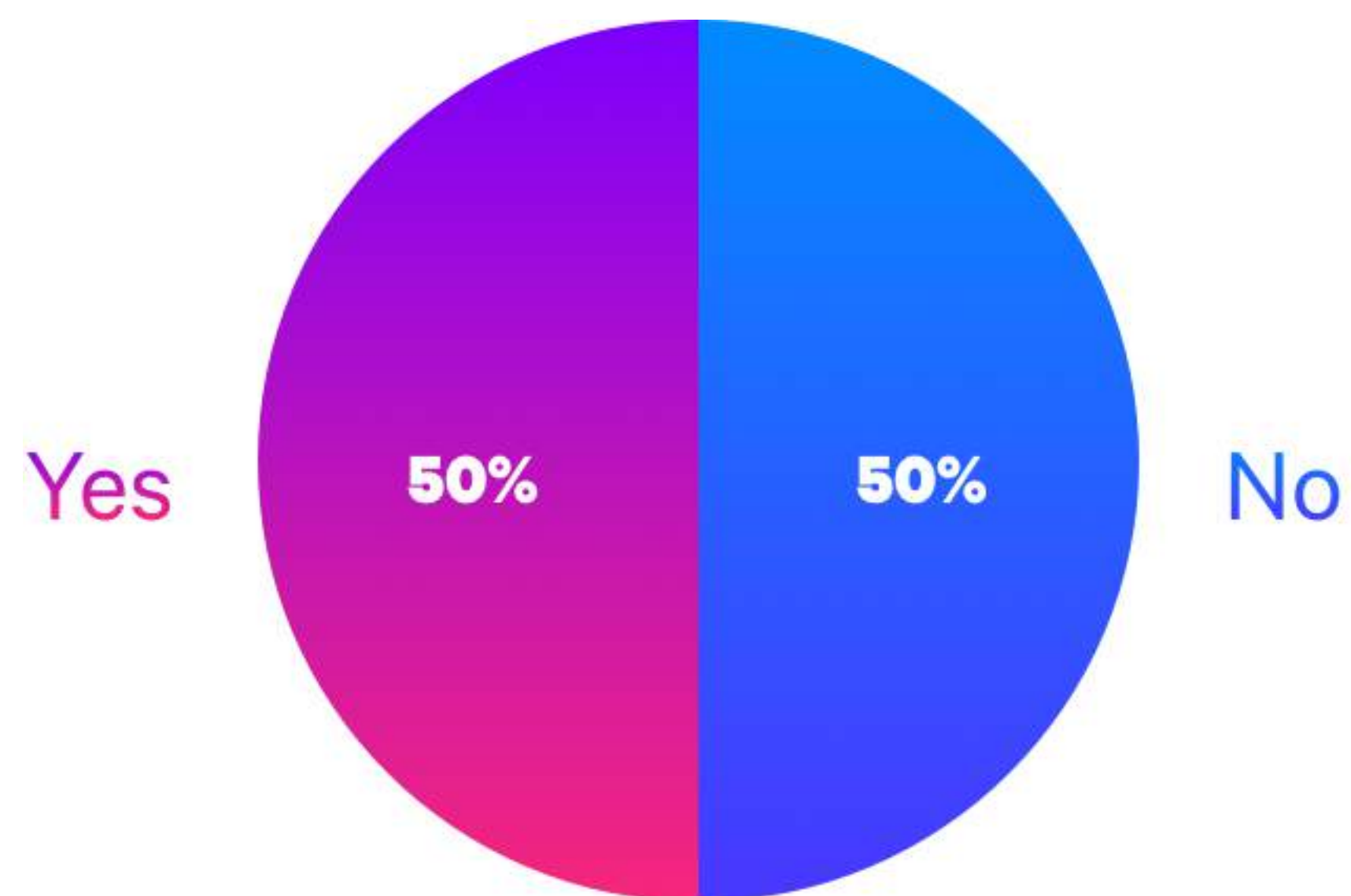


Widespread AR Adoption Across the Value Chain

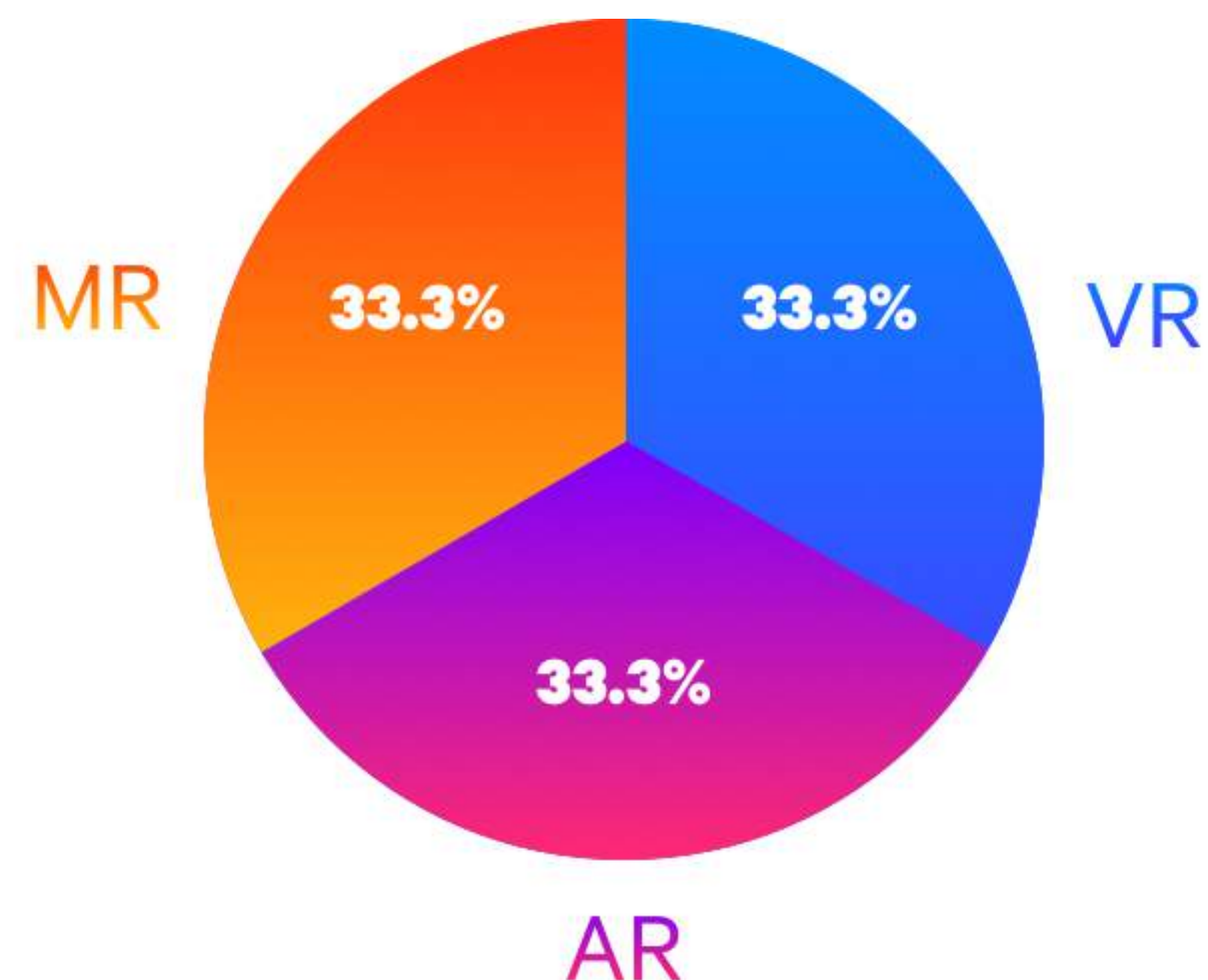


By the numbers ...

Within the next 5 years, do you or your company expect immersive technology to become common practice in your design activity?

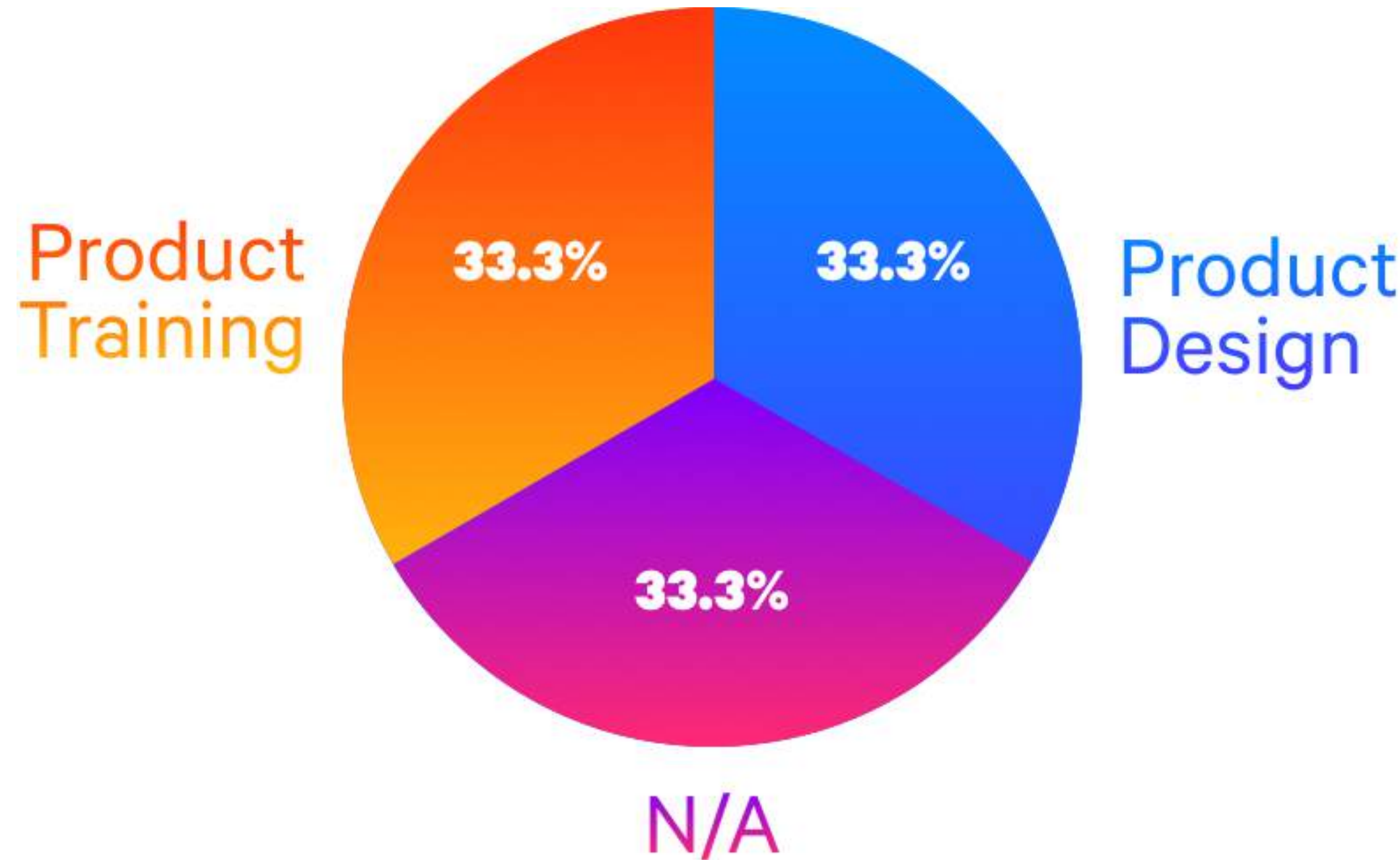


Which immersive technology platforms are you most currently familiar with?

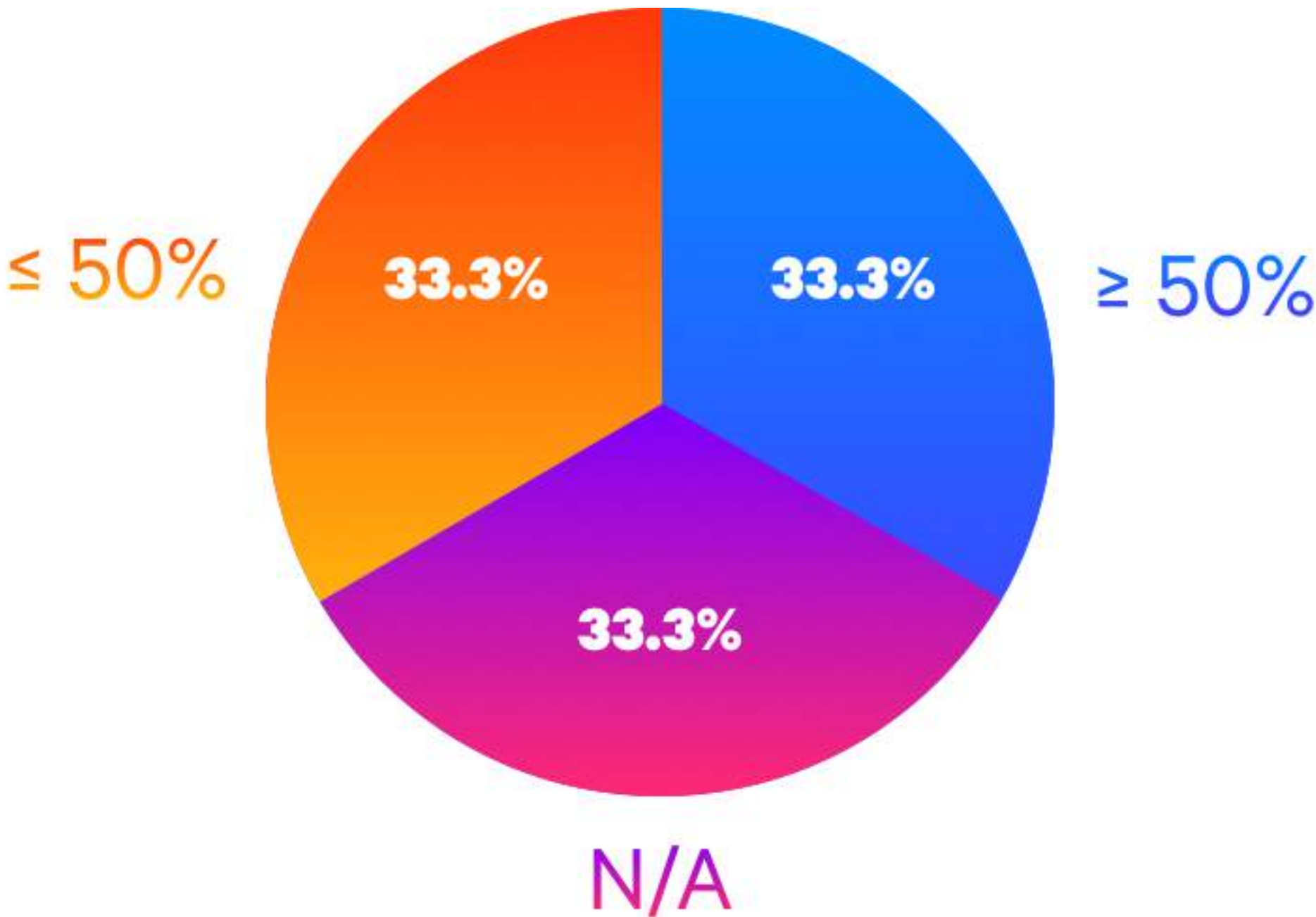


By the numbers ...

Do your technology suppliers presently provide AR/VR/MR capability for either of the below applications?



If yes, what percentage of your suppliers provide these platforms?



TOPIC

- Result 1
- Result 2
- Result 3



TOPIC

- Result 1
- Result 2
- Result 3



<http://cdnadsp.azureedge.net/ads/aspencore/index-300x600.html>

Microsoft HoloLens: Collaborate with Microsoft Remote Assist to solve problems faster



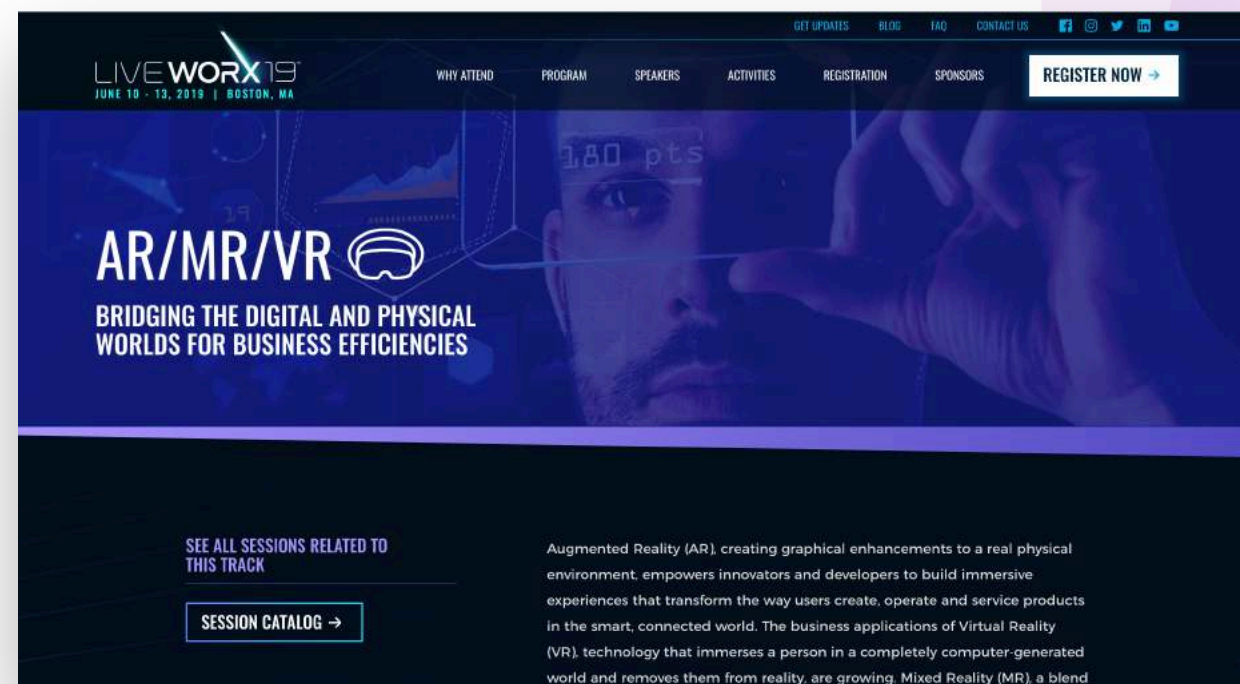
<https://youtu.be/UpmolMrf5HQ>

HBR Augmented Reality Experience by PTC



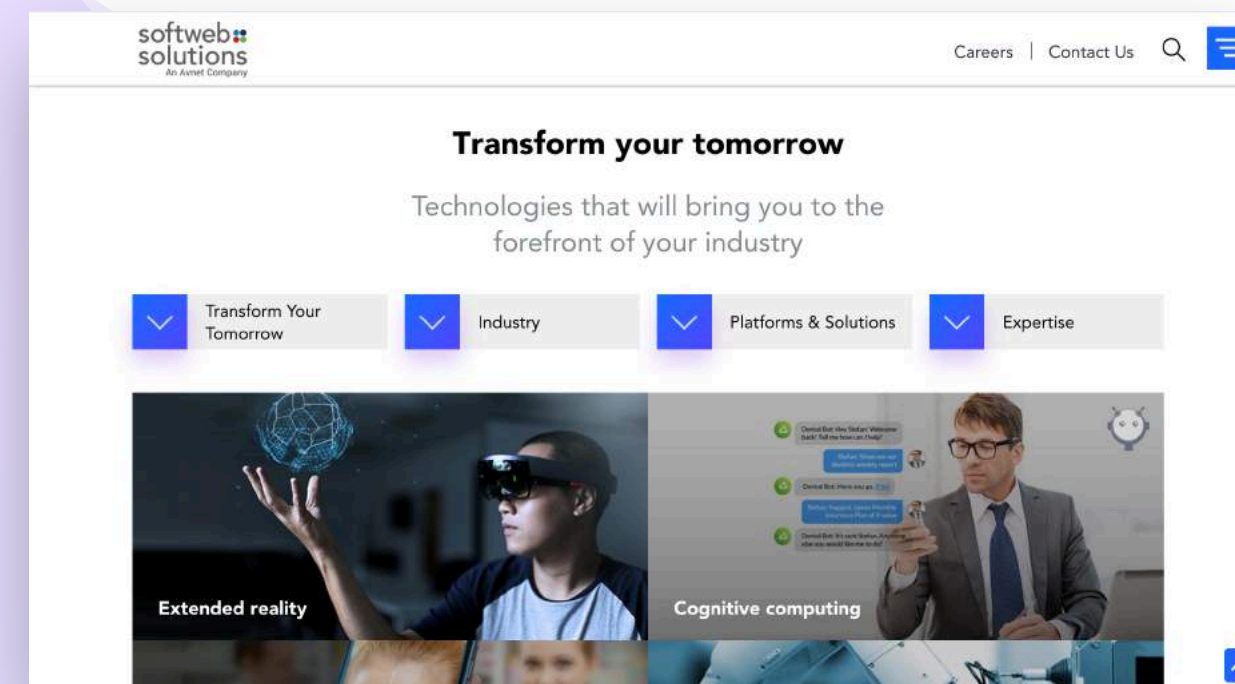
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Homework.



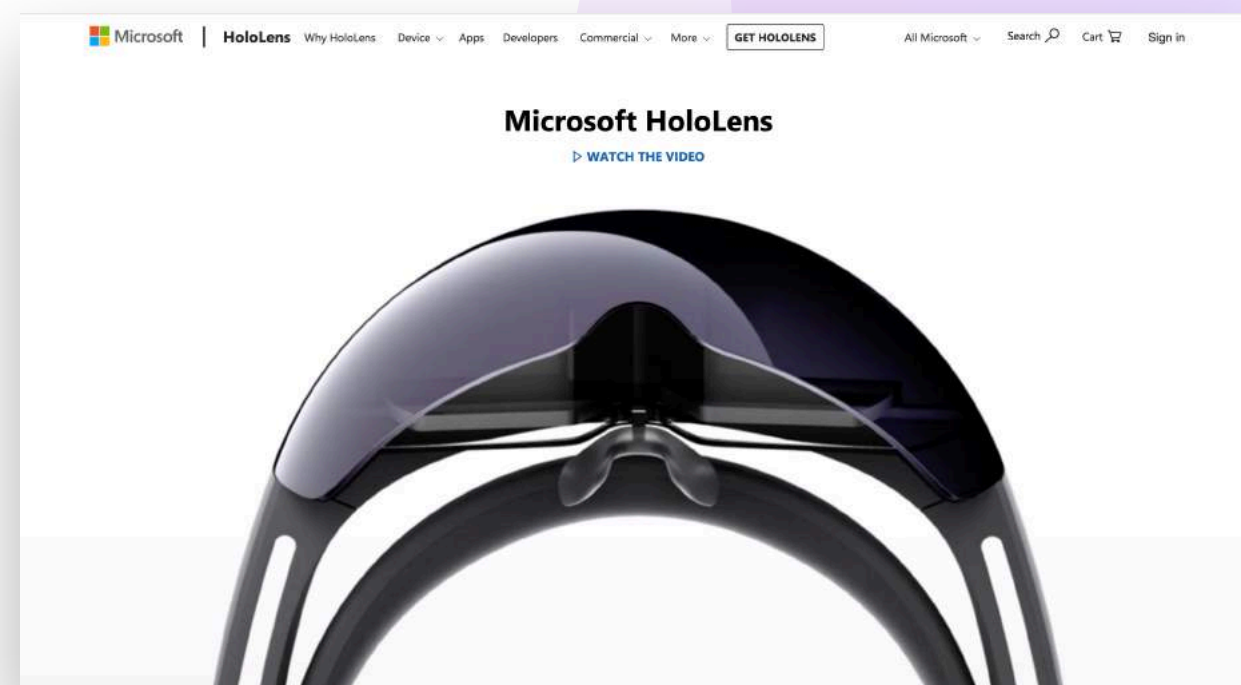
Liveworks

<https://www.liveworx.com>



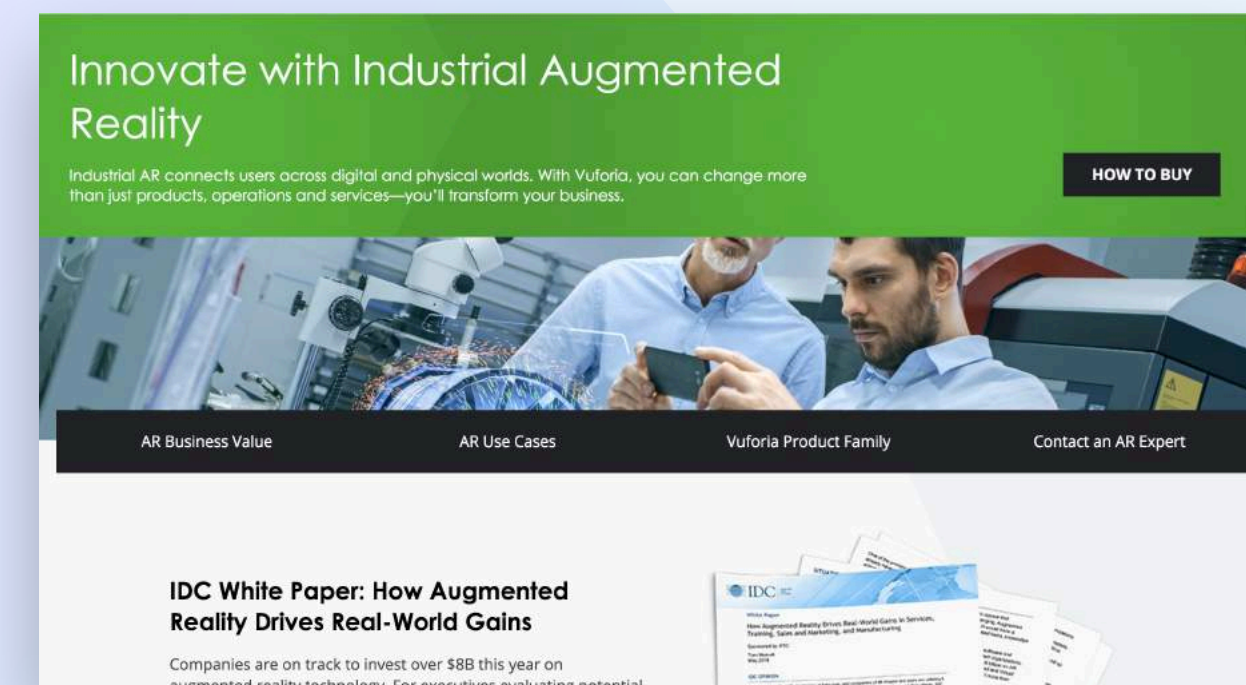
Softweb Solutions

<https://www.softwebsolutions.com>



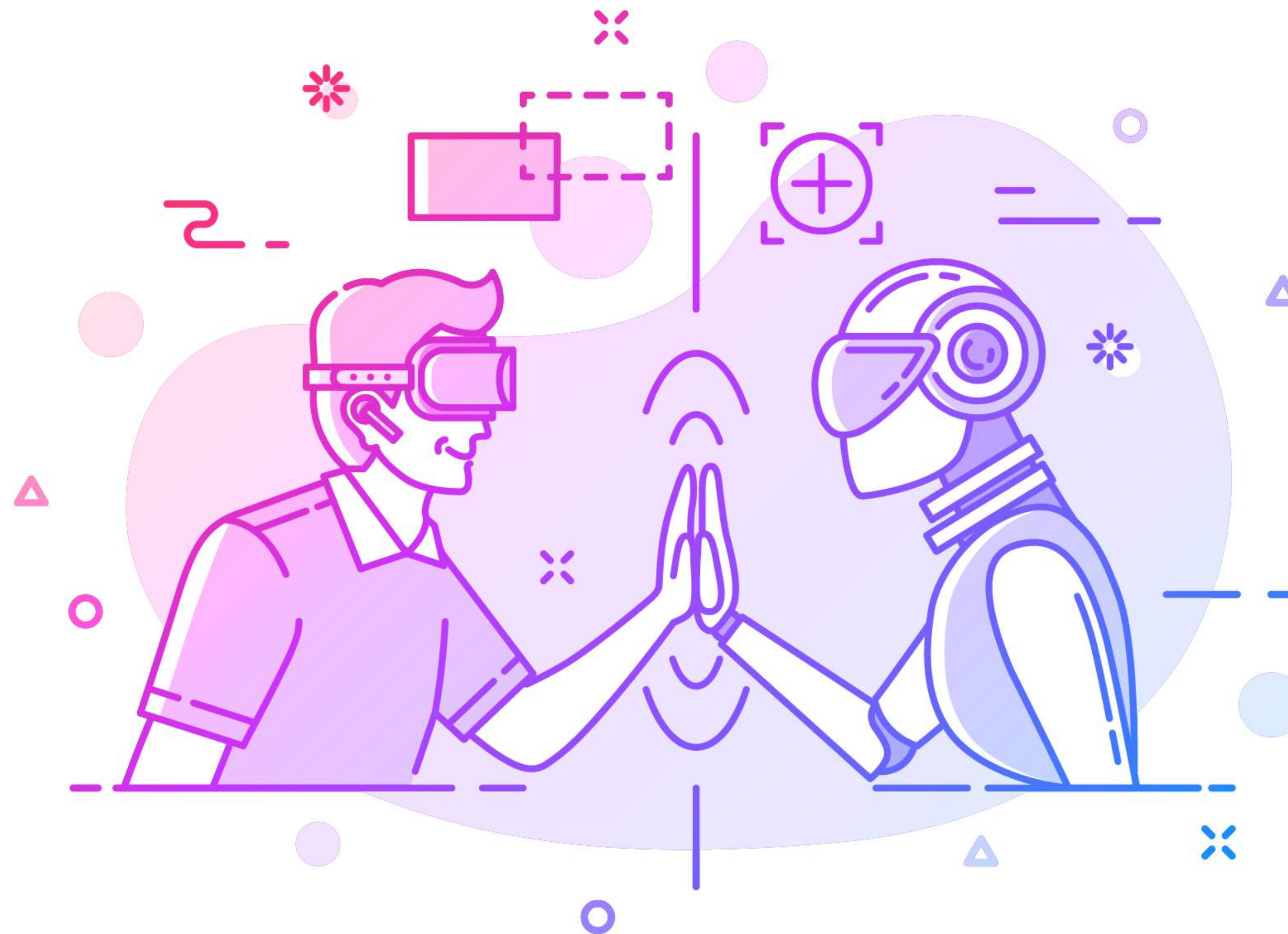
Microsoft HoloLens

<https://www.microsoft.com/en-us/hololens>



PTC

<https://www.ptc.com/en/products/augmented-reality>



**“If you change the way you look at things,
the things you look at change.”**

Wayne Dyer