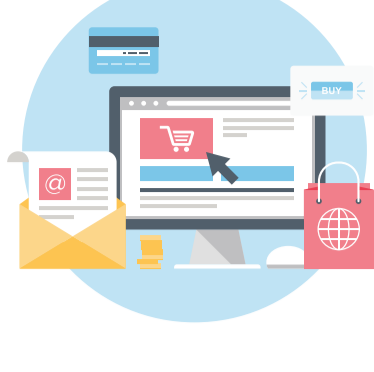


AR/VR Solutions

Multiple possibilities made simple by AR/VR solutions



Marketing Solutions

- ▶ Virtual Reality: present all offerings interactively
- ▶ Augmented Reality: Explains unique Feature and variants in a realistic and simple manner.
- ▶ Product / Service Experience delivered via mobile app



Training Solutions

- ▶ Virtual Reality: Operator Training made simple
- ▶ Augmented Reality: Explains complex components in a realistic and simple manner.
- ▶ DIY Training Platform & Authoring Tool



Maintenance & Repair

- ▶ Virtual Reality: Maintenance & Repair
- ▶ Dial an Expert
- ▶ Augmented Reality: Maintenance Service Manual
- ▶ Aid to fix complex machinery

AR / VR Services

Use Cases

Production

- ▶ Interface with diagnostics, Quality Management, Tele Services

Marketing

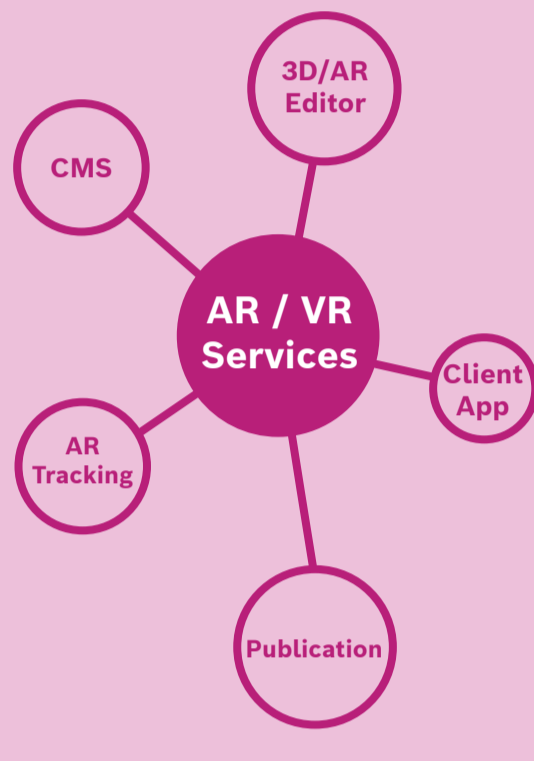
- ▶ Ability for high resolution AR rendering

Service

- ▶ Interface with diagnostics, DMS, parts category, labor times

Training

- ▶ AR/VR combined
- ▶ SCORM capable



- ▶ **Components** for authoring, delivery and runtime
- ▶ **Integrates third party tools** for tracking and 3D authoring
- ▶ **Offerings**
 - Consulting
 - Customization
 - Authoring
 - Integration
 - Rollout
- ▶ **Modules** for production, marketing, training and service
- ▶ Authoring and display of **live data**
- ▶ Supports **iOS, Android** and **Windows**
- ▶ Runs on **tablets, smartphones** and **glasses**



Industrial Problems

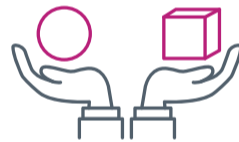
- ▶ Increasing complexity of information consumed
- ▶ High cost involved in training / re-training of resources



Product Benefits

- ▶ Content can be consumed easily
- ▶ Knowledge represented in an easy to remember visual format
- ▶ Experience can be created and deployed using templates

AR|VR Marketing



Products can be experienced

- ▶ Self operated by consumers
- ▶ Assisted by Sales Executive



Industry reports suggest

- ▶ Increases training time over 85 secs
- ▶ Increases interaction rate by 20%
- ▶ Improve click through rates by 33%

Benefits

- ▶ Bring concepts to real life
- ▶ Showcase variety of products on the go
- ▶ Build variations as per customer needs
- ▶ Bring large products to the customers
- ▶ Validate fitment at desired location using measurement capability
- ▶ Shorten sales cycles
- ▶ High resolution realistic looking content can be created



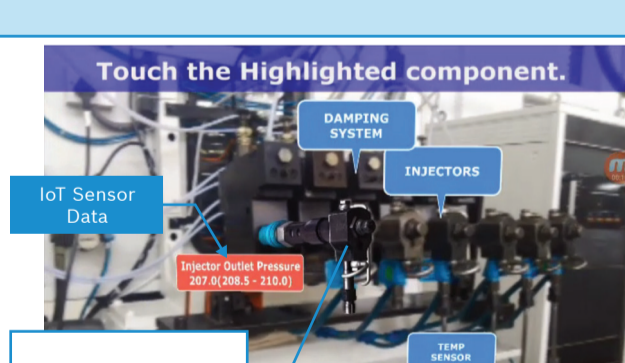
AR Field Service Tool



Customer Benefits

- ▶ Right information at right time
- ▶ Consistent information across organization
- ▶ Reduced expert dependency
- ▶ Easy visualization assembly
- ▶ Dismantling of complex machines
- ▶ Notification of critical points during maintenance procedure

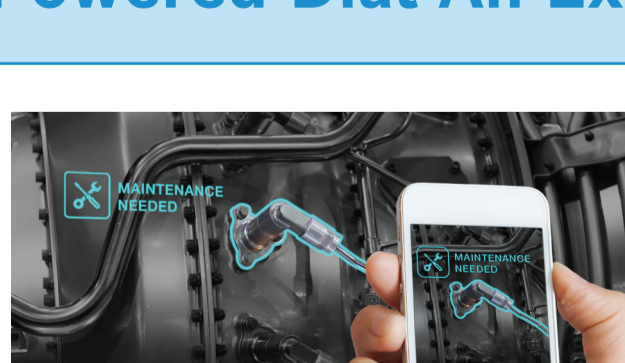
AR IoT Integration with 3D CAD Overlay



Customer Benefits

- ▶ Dependency on expert reduced
- ▶ 24/7 Availability
- ▶ Ease of maintenance operations
- ▶ Live sensor data integration enables field technicians to take decisions

AR Powered Dial An Expert



Customer Benefits

- ▶ Affordable solution
- ▶ Mass market
- ▶ No special devices required
- ▶ Annotations for easy understanding
- ▶ "You see what I see" concept

Competency Landscape



Technology

- ▶ Augmented Reality
- ▶ Virtual Reality
- ▶ Sensor Fusion
- ▶ 360 Degree Video
- ▶ Gesture Controlled Systems
- ▶ 3D Vision



Domain

- ▶ Automotive
- ▶ Manufacturing
- ▶ Industrial Automation
- ▶ Building Technology
- ▶ Retail



Solutions

- ▶ AR Powered Manuals
- ▶ Digital Enterprise Training
- ▶ Remote Assistance
- ▶ AR Powered BIM systems
- ▶ Augmented Showroom

