

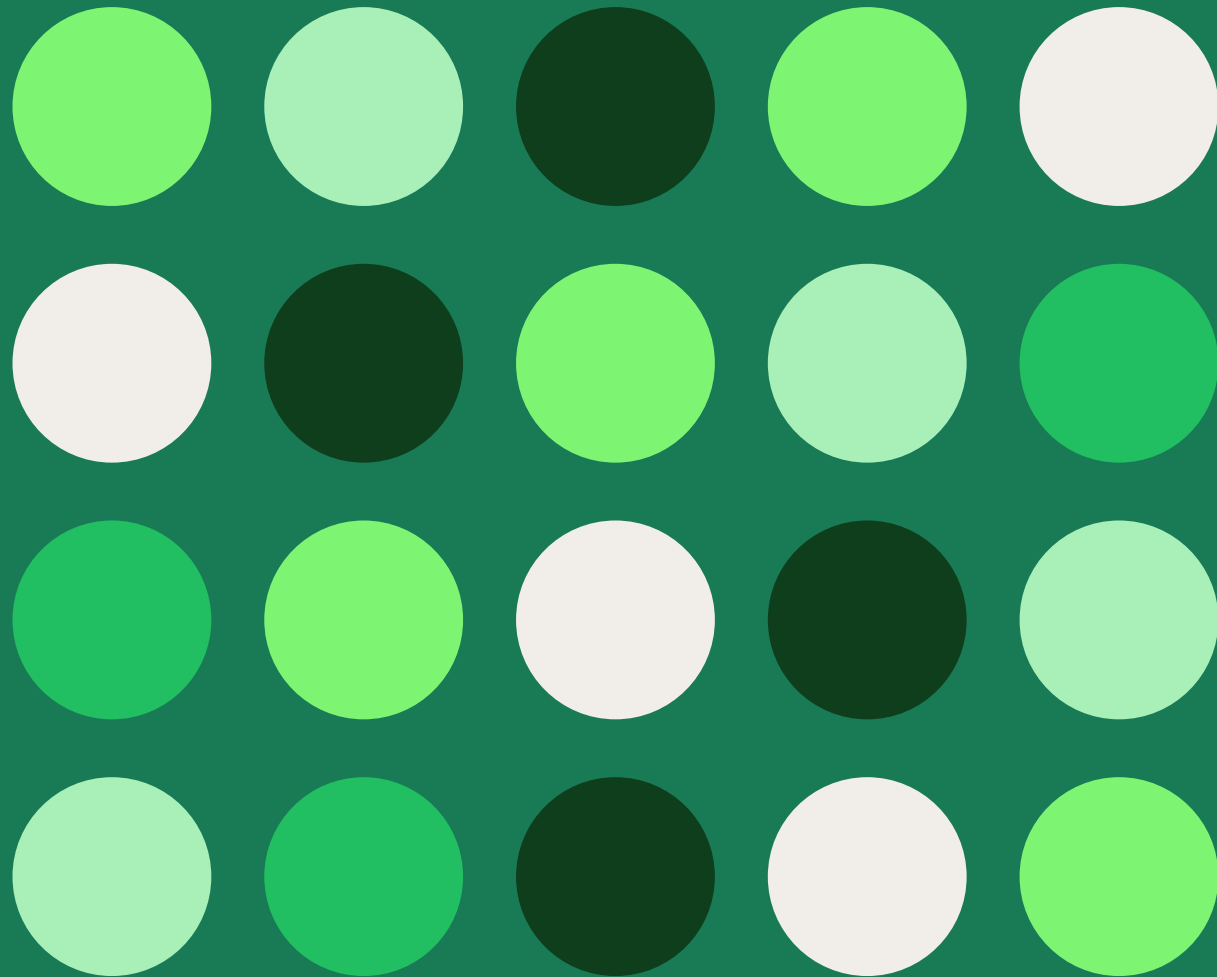


# Ten Paths to Value

## Using Augmented Reality

OCTOBER 2023

# Instantly Catalog Assets and Inventory

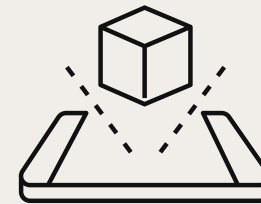


Source: BCG analysis.



## Classify what you see

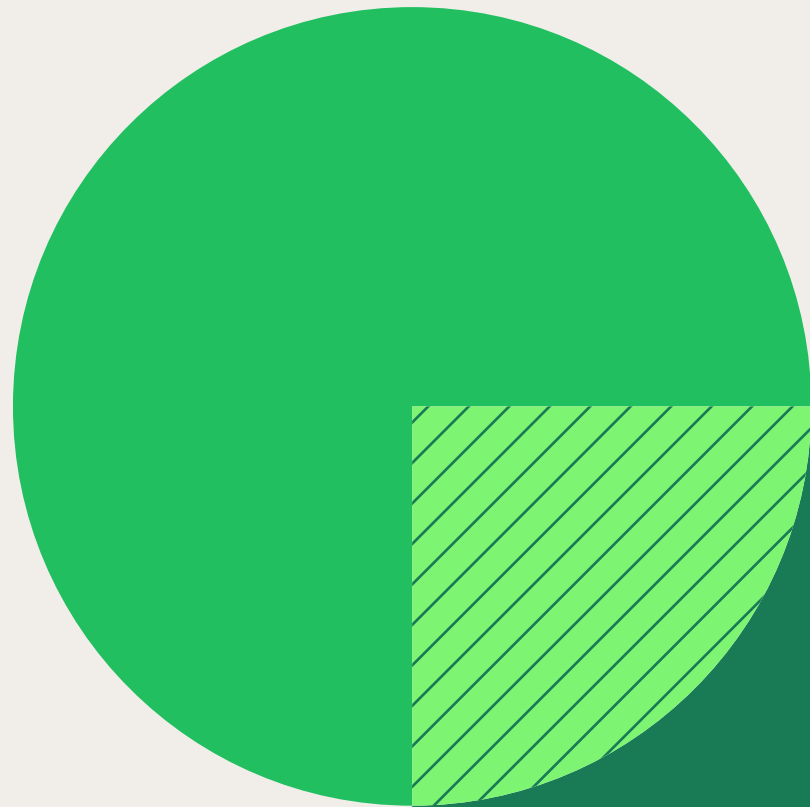
- Scan products and record inventory levels
- Inspect inventory, detect defects, and log damage



## Benefits of using AR

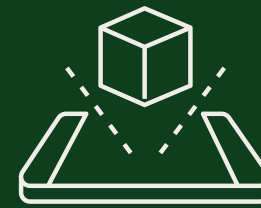
- Create a more accurate, more up-to-date record of inventory
- Automate—and speed up—a traditionally manual, time-consuming process
- Track stock at a wide variety of sites, such as warehouses and car dealerships

# Verify Compliance and Assessment Activities



## Be at the scene

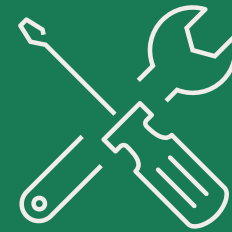
- Assess and report property damage in real time
- Provide guidance and confirmation during quality-assurance procedures



## Benefits of using AR

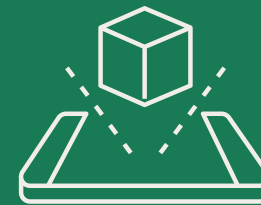
- Perform expert evaluations without delay and without incurring the costs—or risks—of getting to the scene
- Project step-by-step instructions in users' fields of view so as to guide them through a task, promoting best practices without disrupting the workflow
- Document compliance with videos, photographs, and other supporting materials

# Remotely Guide a Complex Repair or Process



## See what others see

- Facilitate complex repairs—and minimize downtime—by connecting onsite technicians with offsite experts
- Guide retail staff through store audits and layout changes with the help of offsite managers
- Help customers make repairs on their own, avoiding service calls



## Benefits of using AR

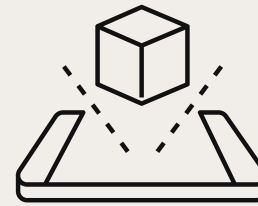
- Resolve problems in hard-to-access locations, such as on an offshore oil rig
- Provide help that requires specialized knowledge
- Gain quick access to experts in emergency situations

# Easily Visualize Blueprints and Designs in the Real World



## See before building

- Interact with—and modify—high-fidelity 3D models of products, equipment, or structures
- Visualize and optimize a store's planogram without rearranging shelves



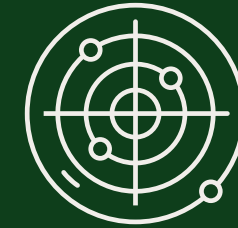
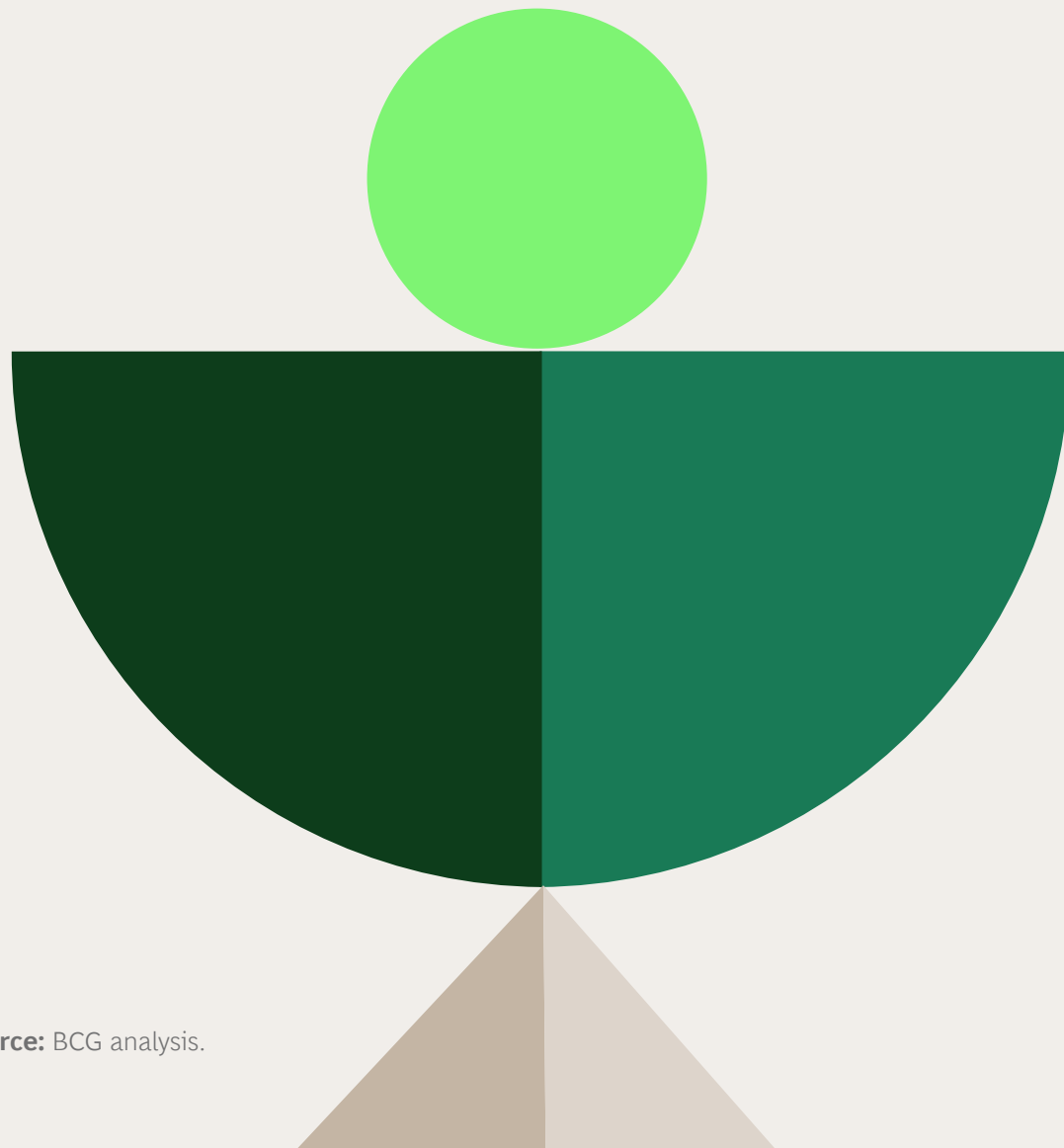
## Benefits of using AR

- Optimize designs without creating physical prototypes, reducing waste while speeding development
- Determine how assets will fit in a real-world environment before installation
- Enhance collaboration by bringing far-flung design teams together to enable faster, better results

**Source:** BCG analysis.

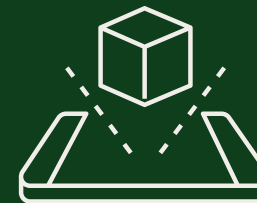
**Note:** A planogram is a visual representation of a store's product displays.

# Enhance the Field of View with Contextual Data



## See what you don't see

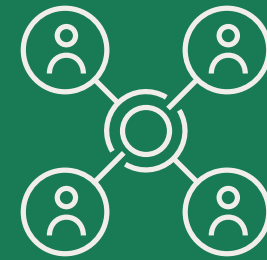
- View readings from patient monitoring systems and data from lab tests while performing surgery
- Identify hazards that are undetectable by sight while working in the field
- Discern flight parameters and nearby aircraft while piloting a fighter jet



## Benefits of using AR

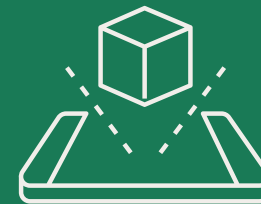
- Optimize decision making—and avoid missteps—by putting critical information into the user's field of view
- Ensure that users have an up-to-date picture of the situation
- Enable users to focus and not take their eyes off the task at hand

# Conduct Immersive Employee Training



## Learn while doing

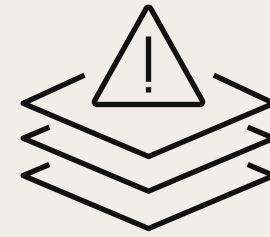
- Improve proficiency on the factory floor through interactive, guided-training experiences
- Prepare for sensitive customer service situations by using emotionally realistic simulations
- Get up to speed quickly on servicing techniques by practicing on 3D visualizations of products
- Add training sites by using digital twins to simulate heavy equipment



## Benefits of using AR

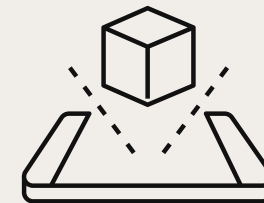
- Provide an immersive, hands-free experience by projecting tutorials in users' fields of view
- Use skilled trainers more efficiently, freeing up their time for high-priority tasks
- Boost the retention of knowledge and talent by providing more compelling training experiences

# Prepare for Emergency Situations



## Simulate high-risk scenarios in a no-risk environment

- Practice—and perfect—responses to a cybersecurity breach
- Simulate a hazardous-materials accident or an active shooter situation and potential resolutions

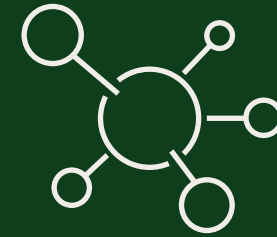


## Benefits of using AR

- Replicate critical situations for which traditional training methods can be impractical or even dangerous
- Project a high-fidelity, 3D simulation in a real setting to mimic an emergency
- Track and record trainee responses, helping evaluators provide feedback for improving performance

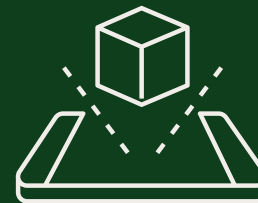


# Collaborate Remotely with Greater Interaction



## Work better together

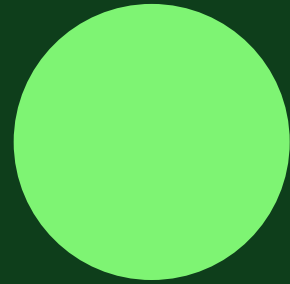
- Share 3D models with far-flung design colleagues
- Inspect safety conditions at remote manufacturing sites
- Provide data sources in real time when aligning on marketing or distribution strategies



## Benefits of using AR

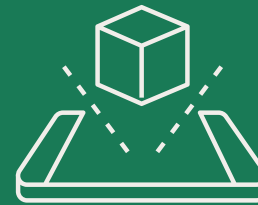
- Accelerate time to completion by making meetings more interactive and effective
- Improve teamwork among colleagues worldwide
- Optimize decision making by giving the full picture to the full team

# Augment Command and Control of Critical Systems



## Manage an evolving situation—from anywhere

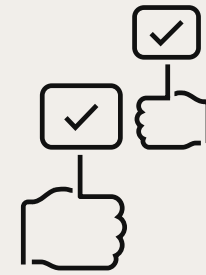
- Speed up emergency response to wildfires
- Enhance tracking—and trading—in volatile financial markets
- Optimize resource management during a hurricane



## Benefits of using AR

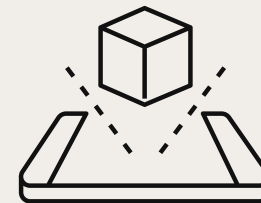
- Combine real-time data with 3D mapping to create a dynamic representation of a changing environment
- Enable remote decision makers to zero in on more-precise solutions faster

# Transform Customer Engagement and Support



## Enhance the customer experience

- Bring key elements of online shopping—user ratings, for example—to physical stores
- Project product information on automobiles in a dealership
- Enhance the in-person experience of sports fans by displaying players' stats in their field of view



## Benefits of using AR

- Create innovative and differentiating experiences for customers
- Provide information that facilitates the customer journey
- Boost customer satisfaction through more compelling and successful interactions