



Immersive Tech

Immersive technologies create experiences by merging the physical world with a digital / simulated reality. Augmented reality (AR) and virtual reality (VR) are the two main types of immersive tech. AR blends computer-generated information onto the user's real environment. VR uses computer-generated information to provide a full sense of immersion.

Overview	Challenge	Solution	Results
VR versus Covid-19 – Continuing business remotely.	Due to Covid-19, restrictions a company who delivered forklift driver training was unable to provide practical instruction sessions.	Use of virtual reality to train construction workers to use a forklift remotely. <i>Also being used to deliver Health & Safety training to oil rig workers before they are deployed.</i> <i>VR is being used to show potential apprentices what experience they would receive without distracting workers from their activities.</i>	Training occurred remotely using VR for the first two days, then onsite with the forklift on the 3rd. This improved productivity, as the forklift became available for work purposes for two days, when it was previously required for training.
Adding value through AR – Business growth in a post Covid-19 environment.	An interior design consultancy was struggling with a lack of business due to Covid-19 restrictions. Designers were unable to visit customers' homes.	Customers used AR to take measurements, and designers were able to create and place items within their 3D world.	They were able to survive Covid-19 by bringing their business online. Also, they can now access a wider client base and scale their business, as with AR their market is no longer restricted by distance.
Creating Tourist Destinations using AR – increasing visitor numbers & revenue.	Tourists, day trippers, and locals are all looking for new experiences.	An interactive AR app to create a huge scale solar system trail. There is also an app for those following the trail giving information on the planets and solar system.	Will reach millions, bring people together and showcase UK creativity globally. <u>Read more about Northern Ireland's <i>Our Place in Space</i> – a 3 dimensional sculpture trail, interactive AR app!</u>