



Immersive Technologies

Shaping the Future of Business

What are Immersive Technologies?

Immersive technologies encompass Augmented Reality (AR), Virtual Reality (VR), Mixed Reality (MR), and Haptics. These advanced tools merge the physical and digital worlds, creating highly interactive experiences that transform how businesses operate, train, and engage customers.

Whether visualising data, simulating environments, or enhancing user interactions, immersive technologies unlock new possibilities for innovation and growth.

Key Immersive Technologies

Augmented Reality (AR)	<ul style="list-style-type: none">Overlays digital information, such as images or text, onto the real world through devices like smartphones, tablets, or smart glasses.
Virtual Reality (VR)	<ul style="list-style-type: none">Fully immerses users in a computer-generated environment, typically experienced through VR headsets.
Mixed Reality (MR)	<ul style="list-style-type: none">Combines physical and digital elements, enabling real-time interaction between virtual and physical objects.
Haptics	<ul style="list-style-type: none">Uses tactile feedback (vibrations, pressure, or motion) to simulate physical sensations, enhancing user engagement and realism.

How Can Immersive Technologies Help Your Business?

Enhanced Training and Development	<ul style="list-style-type: none">Use VR simulations to train employees in high-risk industries like healthcare, manufacturing, or construction.Deploy AR tools to deliver interactive, on-the-job training.
Improved Customer Engagement	<ul style="list-style-type: none">Use AR to showcase products virtually, allowing customers to try before they buy.Create immersive VR experiences to enhance customer interaction with your brand.
Innovative Product Development	<ul style="list-style-type: none">Visualise designs in 3D using VR or MR, streamlining prototyping and reducing development costs.Incorporate haptics into prototypes for realistic product testing.
Operational Efficiency	<ul style="list-style-type: none">Use MR to enable remote collaboration with virtual models in industries like architecture and engineering.Deploy AR-based maintenance tools that guide technicians in real-time.

The Digital Transformation Flexible Fund (DTFF) is delivered by all local authorities in Northern Ireland under the Full Fibre Northern Ireland Consortium (FFNI) and supported by Invest NI. The project is part funded by the NI Executive, UK Government, Department of Agriculture, Environment and Rural Affairs (DAERA) and all local authorities in Northern Ireland.

Examples of Immersive Technology Applications under DTFF Funding

Retail	<ul style="list-style-type: none">• Implement AR fitting rooms where customers can virtually try on clothes or accessories.• Create VR showrooms for an interactive shopping experience.
Healthcare	<ul style="list-style-type: none">• Use VR simulations for surgical training or therapy sessions.• Employ AR visualisation tools to assist in diagnostics and patient education.
Education and Training	<ul style="list-style-type: none">• Create VR classrooms to deliver immersive learning experiences.• Use MR to develop collaborative, interactive workshops.
Manufacturing	<ul style="list-style-type: none">• Utilise AR for real-time equipment diagnostics and repairs.• Simulate production workflows with VR to optimise processes and reduce costs.
Tourism and Real Estate	<ul style="list-style-type: none">• Offer virtual tours of properties or destinations with VR.• Use AR to provide interactive guides at tourist attractions.

How DTFF Can Support Immersive Technologies

The Digital Transformation Flexible Fund (DTFF) offers funding to help businesses adopt immersive technologies.

Whether you're exploring AR, VR, MR, or haptics, DTFF supports investments in hardware, software, and bespoke system development, enabling transformative innovation.

Key Benefits of Immersive Technologies for Your Business

Engagement	<ul style="list-style-type: none">• Captivate customers with interactive experiences.
Efficiency	<ul style="list-style-type: none">• Reduce costs and time with virtual simulations.
Innovation	<ul style="list-style-type: none">• Stay ahead of competitors with cutting-edge technology.
Scalability	<ul style="list-style-type: none">• Adapt solutions to fit your business as it grows.

For further support or more information on DTFF funding and how immersive technologies can elevate your business, visit dtff.co.uk or contact the DTFF team.

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