

# EXTENDED REALITY

The First Wave of Use Cases

## WORK



Overlaying digital information on the physical world via augmented reality (AR) mobile apps and headsets is transforming how workers do their jobs and solve problems in the field.



**34%** increase in productivity for GE Renewable Energy employees wiring wind turbines<sup>1</sup>



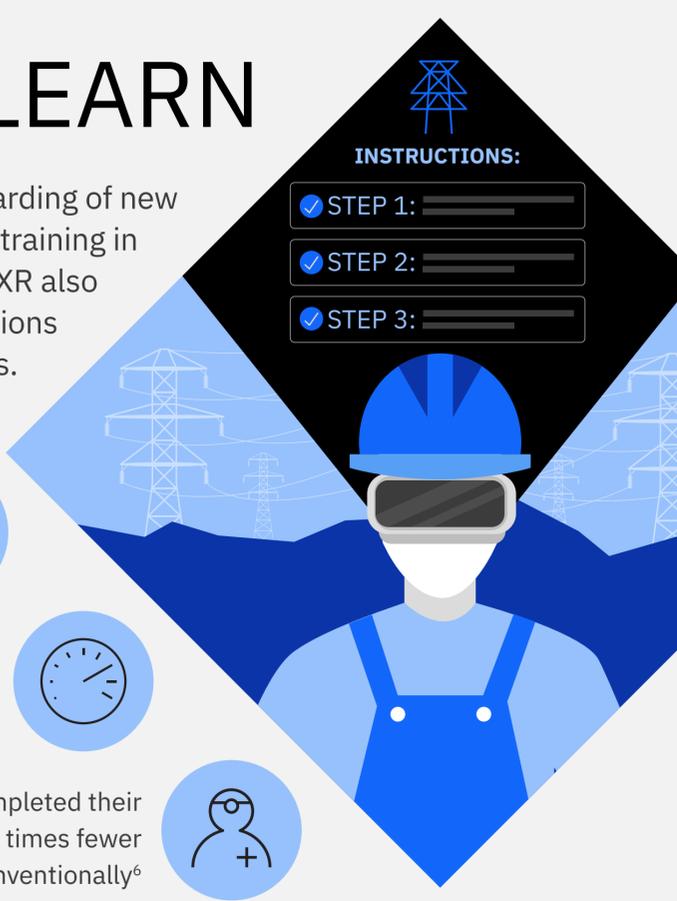
**14%** greater efficiency for DHL Supply Chain warehouse employees picking orders<sup>2</sup>



L'Oréal's Beauty Lab uses VR to reduce the launch cycle for new products from **months to weeks**<sup>3</sup>

## LEARN

Extended reality (XR) accelerates onboarding of new workers through immersive on-the-job training in a safe, realistic, virtual environment. XR also provides critical step-by-step instructions to remote workers.



**10% to 15%** greater retention of information for Walmart trainees using VR compared to traditional training methods<sup>4</sup>



Boeing: Boeing trainees outfitted with AR glasses completed work in **35% less time** than those using traditional 2-D drawings<sup>5</sup>



Surgeons trained using VR in one study completed their procedures **29% faster** while making 6 times fewer errors than surgeons trained conventionally<sup>6</sup>



## SHOP



XR apps enable customers to see what furniture would look like in their own homes, "try on" clothing, jewelry, and even makeup, so they can initiate transactions immediately.



**More than 1/3** of U.S. consumers want improved experiences in stores and better ways to find and compare products<sup>7</sup>



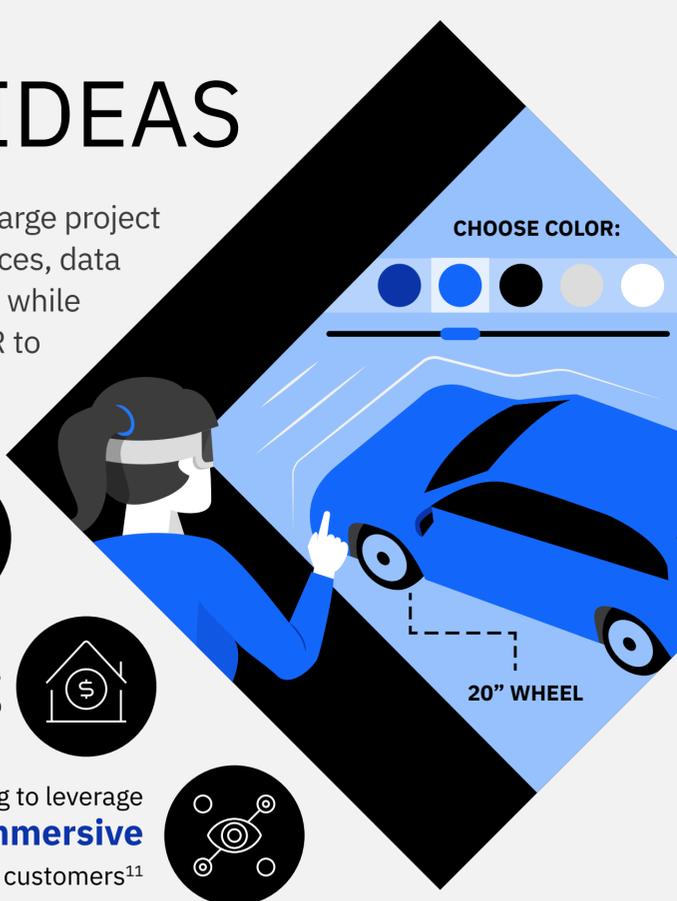
Retailers are listening: **32%** of retailers expect to add virtual and augmented reality in the next three years<sup>8</sup>



IDC expects the AR/VR market to **more than double annually** through 2021, driven by the consumer and retail segments<sup>9</sup>

## SHARE IDEAS

Enterprises are using XR to turbocharge project collaboration, video teleconferences, data visualizations, and B2B marketing, while many realtors and auto dealers use XR to offer virtual tours.



**Collaboration** is one of the most sought-after use cases for AR and VR according to IDC



**41%** of Millennial homebuyers made offers on properties they hadn't seen in person<sup>10</sup>



Automakers are racing to leverage XR to provide an **immersive experience** to customers<sup>11</sup>



<sup>1</sup> Augmented Reality Is Already Improving Worker Performance--https://hbr.org/2017/03/augmented-reality-is-already-improving-worker-performance  
<sup>2</sup> DHL Supply Chain Makes Smart Glasses New Standard In Logistics--https://www.logistics.dhl/global-en/home/press/press-archive/2017/dhl-supply-chain-makes-smart-glasses-new-standard-in-logistics.html  
<sup>3</sup> How L'Oréal uses virtual reality to make internal decisions at its New York HQ--https://digiday.com/marketing/loreal-uses-virtual-reality-make-internal-decisions-new-york-hq/  
<sup>4</sup> Walmart Used VR To Prepare Its Workers For Black Friday--https://futurism.com/the-byte/black-friday-walmart-virtual-reality  
<sup>5</sup> Harvard Business Review: Why Every Organization Needs an Augmented Reality Strategy--https://hbr.org/2017/11/a-managers-guide-to-augmented-reality  
<sup>6</sup> Virtual Reality Training Improves Operating Room Performance--https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1422600/  
<sup>7</sup> The Shopper Of the Future  
https://www.gfk.com/fileadmin/user\_upload/dyna\_content\_import/2015-09-01\_news/data/au/news-and-events/News/Documents/GfK\_whitepaper\_TheShopperOfTheFuture.pdf  
<sup>8</sup> Virtual and Augmented Reality Enter Retailers--https://cstoredecisions.com/2018/11/01/virtual-and-augmented-reality-enter-retailers/  
<sup>9</sup> IDC: Worldwide Spending On Augmented and Virtual Reality Expected To Double Or More Every Year Through 2021--https://www.idc.com/getdoc.jsp?containerId=prUS42959717  
<sup>10</sup> The auto industry is head over heels for VR--https://www.engadget.com/2018/01/26/auto-industry-is-head-over-heels-for-vr/  
<sup>11</sup> How Virtual Reality and Augmented Reality Are Changing the Game In Real Estate--https://www.followupboss.com/blog/vr-ar-real-estate/