Currently the conventional way to create AR/VR/MR content is to purchase or rent a very high performance machine that has high graphical and processing capabilities. This leads to problems of maintenance, scalability and upgradation. Carrying out any of the above process is time consuming, no matter you own the machine or rent it. So as to deal with this problem we came up with idea of creating a platform and providing it as service to people so that it solves the above problem along with being cost effective and efficient. Our approach is to provide users with platform that can be accessed using a customised app or directly through browser which on login will allow them to create their respective content all on cloud. All the graphical processing will occur on our high performance machines/servers. The user will use the default/predefined packages by simply dragging and dropping it onto the canvas/interface(it will be fully customisable according to user needs) or by creating their own modules. The user modules can be created by them by providing all the necessary information such as dimension, colour, etc along with photographs or vector diagrams, which on successful creation can be used to create their content. The user only needs to sign up to our service in order to access it. Prerequisite hardware is a basic computing device with enough capability to access high speed internet/wifi and be able to play videos lag free for smooth and best experience(the better the device the better the performance).

For AR content the process will be more like video conferencing, the user will point the camera in the direction he/she needs the AR content. The video will be sent to servers, users will customise the content on platform with live video in real time with all the rendering being done on the servers and the output video will be sent to the user device. This whole process will work in real time with least lag possible. The only requirement from the customer side to achieve the best possible result with least lag will be of high speed internet connectivity with very low latency.

For VR content the user will need to provide the details of the environment such as dimensions, colour, objects in the scene, their placement etc, the object and environment can also be provided using suitable pictures clicked through various angles required which all will be processed, rendered and put together on the cloud and user will receive the final outcome as an interactive video on their device which will react on the basis of input provided by the user manually or through the input received by the sensors in user device.

For MR content somewhat a mixture of both the above processes will be used that will depend on the requirements of the user and the content will be produced accordingly.

The platform will also feature a marketplace that will be used to share, sell, buy various modules and content created by different users of the platform allowing them to explore and share their ideas with the world. This will also open a lot of opportunities for people in content creation profession.

Currently various institutions don’t use AR/VR/MR technologies due to high costs involved and also due to fast pacing technology industry with new technologies coming every day. So as to provide them with a solution we will provide them with a subscription plan with multiple users and a leased line to our servers for highest performance possible and to be able to handle large loads as a lot of simultaneous users will use the service. There will be high performance wifi routers and antennas at the client end for them to be able to use the service at its full potential with zero performance drop. By all of this they will have the option of scalability allowing them to handle as many as users required without having to waste time in setting up the new hardware. They will not have to worry about the maintenance and upgradation of hardware on new technical change as that all will be maintained by us.