

MARKET RESEARCH

From a google search alone, there are 3 companies which specialise in VR and AR development and training. These companies are Start Beyond, InfiVR and Facilitate. Both InfiVR and Facilitate uses a platform which designs the immersive learning without the need of a specialist skill set. Only Start Beyond is a company which develop and design unique immersive experience through their “Content Studio”. All company’s target audience are enterprises or corporations.

START BEYOND

Start Beyond is a company which already has AR/VR training experiences. They have many use cases which reflects on their user’s needs. Some examples of these use cases are therapy, learning and training. This is a service-based company which creates specific learning programs for the clients. They can utility solo learning, one to one learning, group learning and lecture learning. These combination of different format of learning will have different goals to achieve the user’s needs.

Start Beyond shows many case studies which they have developed over the years such as VR training for St John ambulance Victoria which in goal tries to increase productivity and profitability across their training platforms as it would be creating a cost effective and time efficient solution to train staff.

InfiVR

InfiVR is a company which has a platform for users to develop their own uses and have dashboards and tools to help management assess improvement with their solutions. Their motto of “Simple, Speedy, Safe” has allowed them to access them to develop solution in different industries such as aerospace, healthcare, pharmaceuticals, defence etc. Their case studies on AR healthcare solution and remote VR training can be used on many devices such as hololens or mobile phone.

Facilitate

It is a virtual training platform which is scalable, flexible and affordable. It has collaborative training which fits up to 16 people (15 trainee and 1 facilitator) and individual training which can be done anytime and anywhere in a self-guided environment.

Japan Airline (JAL)

In 2019, JAL conducted trials using VR training to train maintenance engineers to improve their skills in a realistic and immersive leaning environment. JAL’s VR training program designed by maintenance instructors has allowed for these mechanics to train and test their knowledge through the program to help identify any room for improvement hence through VR training, there are multiple benefits such as training of engineers, identifying improvements and increase in safety of each flights.

CAE Healthcare Immersive training application

In 2019, CAE wanted to improve healthcare training and mitigate patient risk. They proposed a new immersive training solution with AR and VR training program such visualisation of the patient’s body and medical device simulator.

Mercedes-Benz Safety global training program

Mercedes-Benz has adopted Hololens to assist in manufacturing operation and this has been distributed to many departments such as management, manufacturing, and sales. For the manufacturing department, they use AR for practicing critical manufacturing operation and for the sale department, they use it to increase sales through 1 on 1 sales training.