Evolution of Visualisations and Storytelling

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Characteristics of Industry4.0

Big data

Simulation

Autonomous Robots

Cloud Computing

Internet of Things
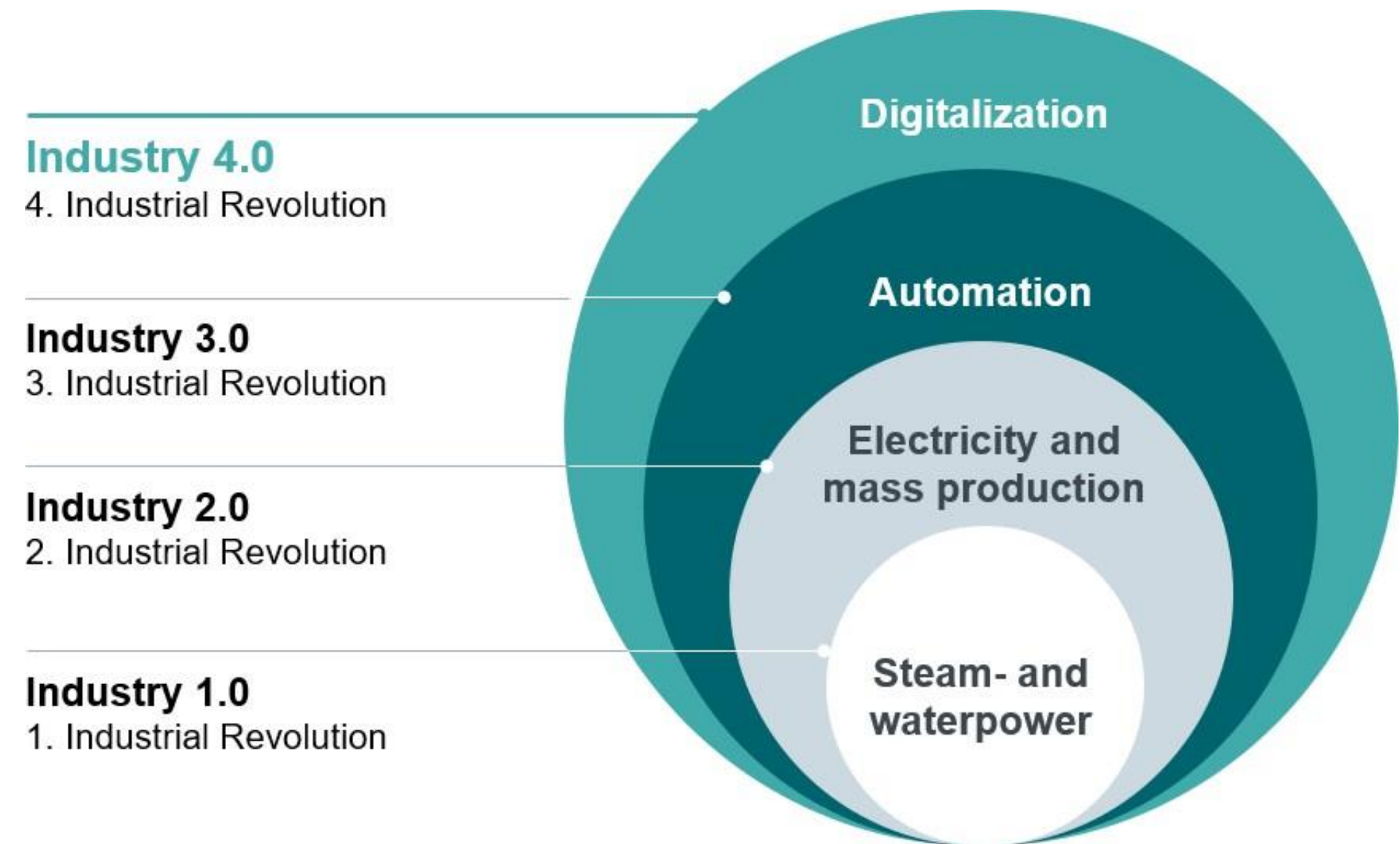
Virtualization

Internet of Things

Industry 3.0

- ICTs Electronics.
- Automated Production supported by electronics and information technologies
- Robots were used in the processes to perform the tasks which humans performed.

VS

Industry 4.0

- New technologies like IoT, AI, Big Data
- Intelligent, flexible,and distributed production.
- Autonomously Exchange Information, triggering actions and control each other independently.

Industry 4.0
4. Industrial Revolution

Industry 3.0
3. Industrial Revolution

Industry 2.0
2. Industrial Revolution

Industry 1.0
1. Industrial Revolution

Digitalization

Automation

Electricity and mass production
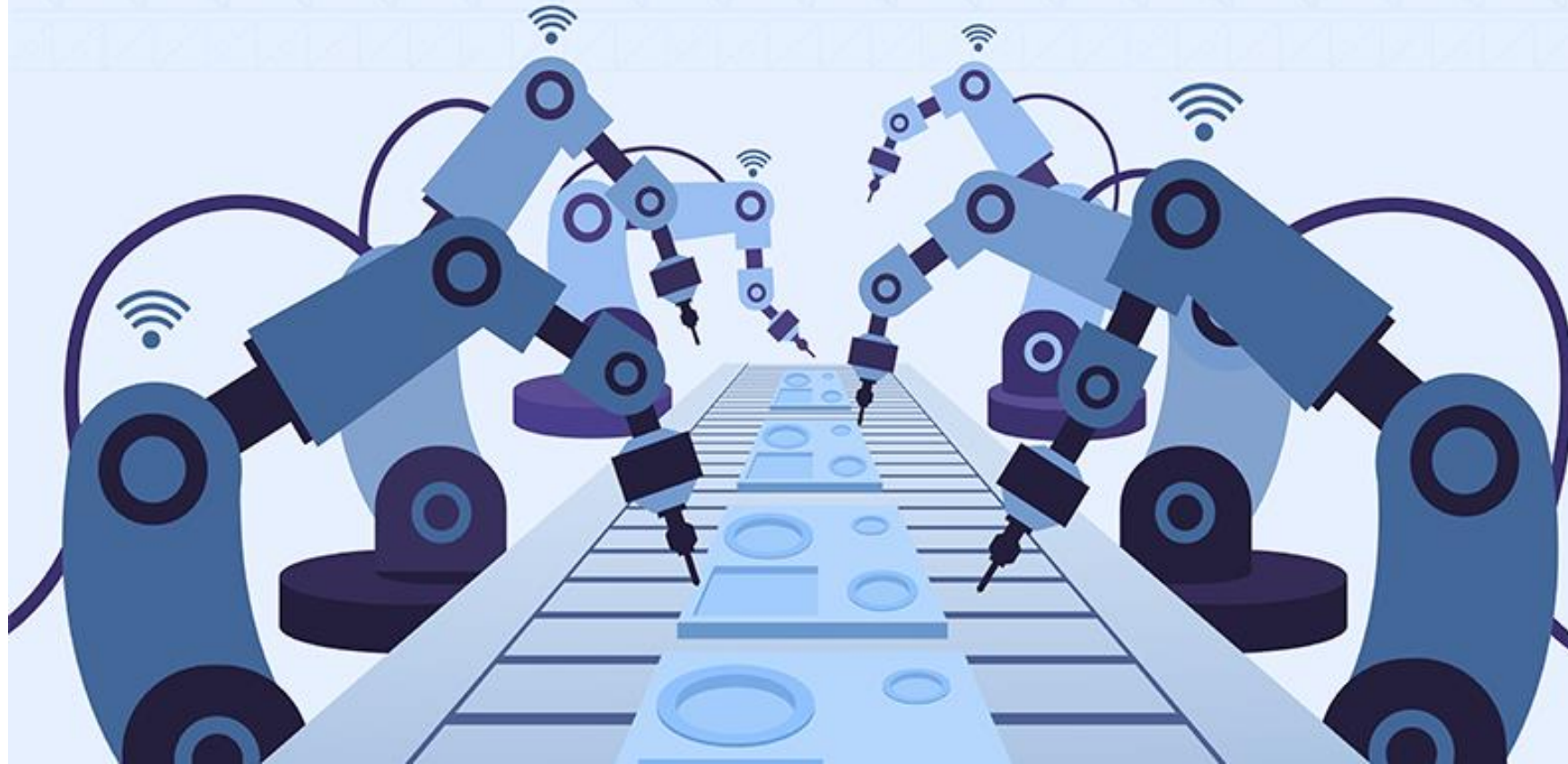
Steam- and waterpower

3

Industry 4.0 Application

SAM (Semi Automated Mason)

- Semi-Automated Mason is a brick-laying robot designed and engineered by Construction Robotics.

- SAM can build walls six times faster than a human bricklayer and can lay around 3,000 bricks per day, and is designed to work with humans.

- SAM has developed software that allows the creation of brick walls very easily and quickly.

- It's controlled and operated by a wireless handheld and USB to load all the map files.

- Whatever reason, the system will continuously lay bricks independently.

- Sustainable Agri-Production

- Bionics

- Renewable Resources

- Human Robot Coordination

- Renewable power sources

Visualization Software

Idea of Immersive Environment

..... brings impactful changes in human life.

- **Virutal Reality** brings out emotions that sometimes cant come out in other ways, and this is where VR shines that can put people in situations that bring up emotions and then teach them ways to deal with that emotion appropriately.

- The human brain processes visuals 60 thousand times faster than text. **Augmented reality** application in education improves the learning experience, simplifies complex concepts, enhances student engagements. Manufacturing and Automotive companies use AR to optimize industrial work training and let employees get hands-on practice.

Case Study of using VR

VR for Severe Mental Health Issues
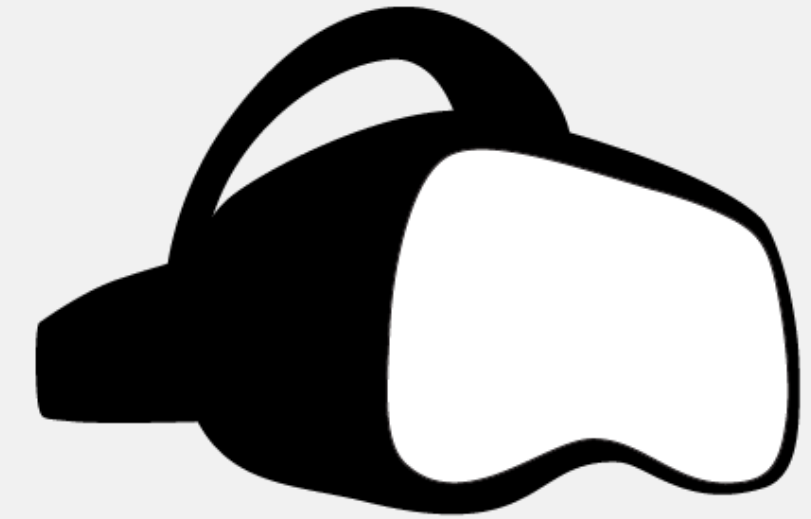
Case 1: Everyday situations such as riding on an underground train can trigger a disproportionate response for many people.

The University of Oxford has created a simulated trip on the London underground in VR to help sufferers. Thirty patients took part in 30 minutes session where they faced traveling in both a train and a lift.

Case 2: Survivors of trauma who have Post-traumatic stress disorder.

Institute of Creative Technologies developed a VR environment to recreate battlefield experience to help US soldiers suffering from PTSD.

Storytelling in Business

What it is ?

Storytelling in Business is the art of expressing business communication which refers to persuading peers, engaging audiences, driving them to take the desired action, developing new marketing narratives, and even repositioning the company amongst the competition.

Storytelling in Business

How can it be done ?

Changing people's minds takes more than just a persuasive argument.

Changing Mind involves

- Empathy
- Listening
- Questioning
- Stories

Stories are about people, so the story should involve the listener, watcher, or reader emotionally.

Sharing in a story gives even the most diverse people a sense of commonality and community.

Creating a story with a clear understanding with the audience not only cultivates it and essentially markets your Business.

SIGH

IMPORTANT COMPANY DOCUMENT NO-ONE HAS TIME TO READ

INFOGRAPHIC EVERYONE WILL READ (& GET)
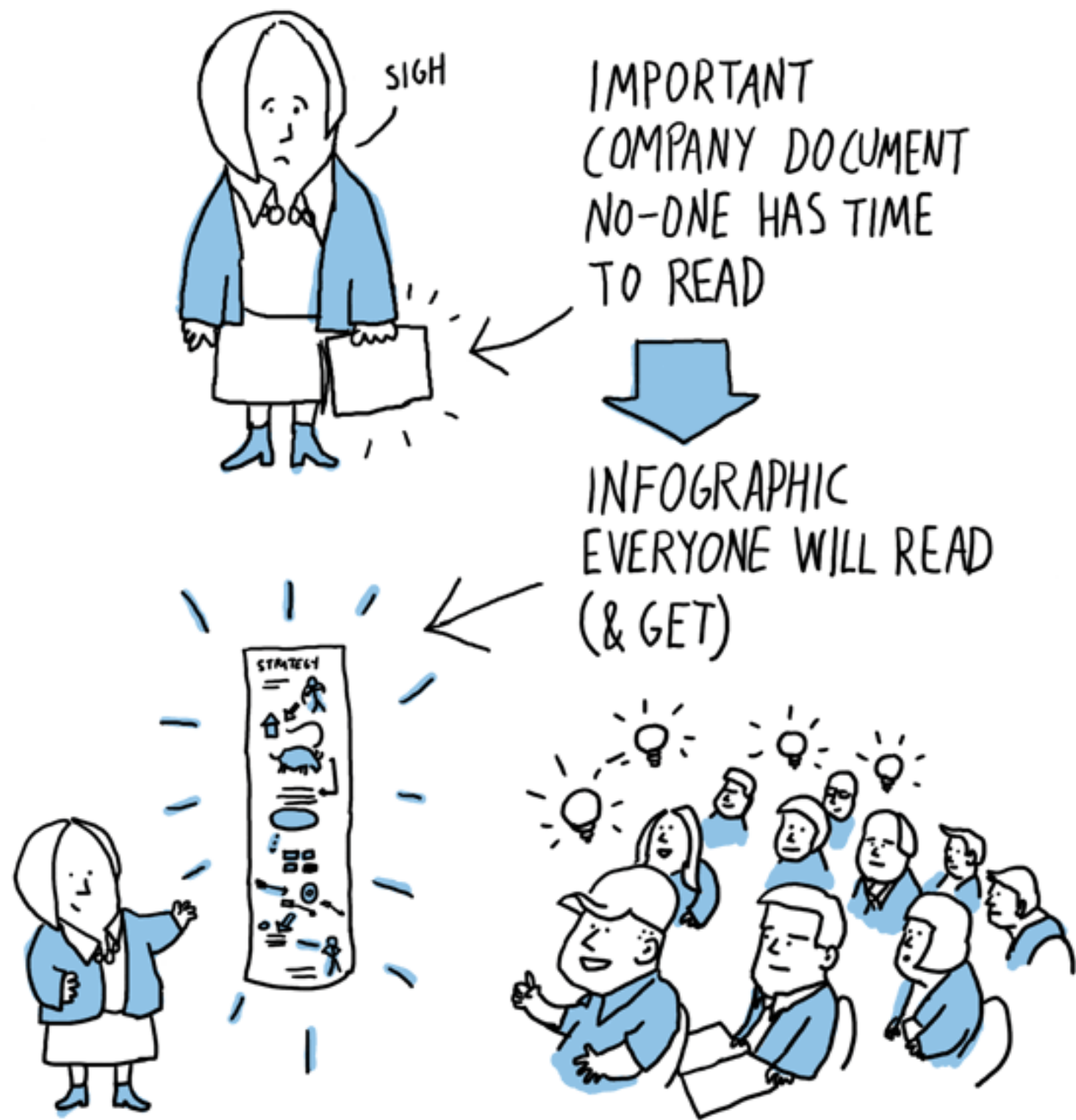
Best Practice in Business Storytelling

- Establish a clear focus to keep the attention of consumers.
- Craft content with a core message which reflects your consumers.
- Speak to people's emotions.
- Build common ground with your consumers.
- Be transparent in your story to connect with your consumer's sympathy.
- Content should be about connecting rather than informing.

Positive Example of Non-Verbal Communication

- Proper Eye contact with the audience

- The positive expression on the face

- Standing or sitting with a manner posture

- Right appearance for the right place

- Speaking in a slow tone.

Negative Example of Non-Verbal Communication

- Rapid speaking tone, reflects excitement

- Lack of expression on the face

- Inconsistent eye contact

- Overuse of hands

- Poor standing or sitting posture

- Unmatched appearance

- Manipulative gesture