



Deb Meyers



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Twitter: [@debmayers24](https://twitter.com/debmayers24)

SketchFab: [DebMayers24](https://sketchfab.com/DebMayers24)

Website: debmayers.com

Github: github.com/dmayers340

AR and VR in Enterprises

Don't Limit Yourself!!!

Start Now!

Research, Implement, and Learn.

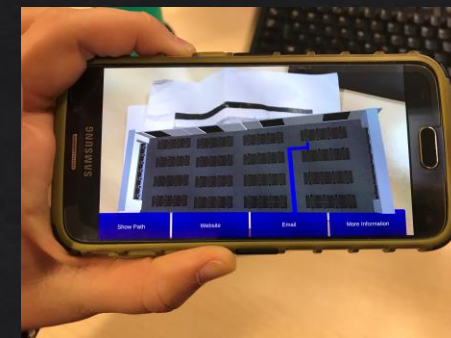
Current Users of AR and VR

- ◇ Gaming Community
- ◇ Media/Communications
- ◇ Medicine
- ◇ Heritage
- ◇ Training (i.e. fire department, retail, tactile training)
- ◇ Marketing
- ◇ Retailers
- ◇ Sports
- ◇ Education



Interesting Use Cases

Mob Programming	Programming Assistant	Business Cards	Virtual Assistant	Collaborative Workspace/Productivity	Work from Anywhere
Data Visualization: Budgeting, Amounts, Blockchain	Training: Unconscious Bias, Contracts, How to scenarios, role playing exercises	Virtual Experience for clients: Using AI, Machine Learning, Emotion Technologies to assist customers	Security	Agile Process: Stand-ups, Sprint Planning, Retrospectives, manipulation of architecture and tickets, faking co-location.	Meetings Virtual social space, Wayfinder, Scheduler,



BUT...

- ◆ ROI?
- ◆ Security?
- ◆ Technology/Software is not good enough
- ◆ Headsets are hard to wear
- ◆ I feel like I'm blindfolded
- ◆ Social Acceptability
- ◆ Not enough use cases
- ◆ I don't think the technology is worth it
- ◆ I don't see the benefit/how this is different than what is being done already



Benefits

- ◆ Not limited by a 2D screen
- ◆ Workflows that Make Sense/Personalized
- ◆ Spatial Awareness
- ◆ Increased Productivity
- ◆ Enhanced Communication
- ◆ Real Time Collaboration
- ◆ Shared Space for Distributed Teams
- ◆ Less Time in Meetings
- ◆ Consumer Tech Moving Forward
- ◆ Better Understanding of Data/Concepts
- ◆ Effective Training and Education
- ◆ More Information Retained



Fixed Costs	One Off Costs	Relative Costs	Total Costs
Developers	Headsets (AR hi-end: \$1,000-2000. VR high end: \$399-800, Medium: \$199-399, Lo: 10-100 + phone)	Server	VR: \$10,000-60,000 For a high performance MMORPG costs are upwards of \$100,000
Designers		Time (100-800) hours dependent on complexity + support and testing	AR: For a simple applications at least \$50,000 for an app like Pokemon Go upwards of \$1 million
Testing			
Support			
Subscriptions to Software (Vuforia, Unity, etc)			

What is Needed to Start Developing/Using?

- ◊ 3D models
- ◊ Server
- ◊ Platform to host applications
- ◊ Software to develop (Unity, Vuforia, ARCore, ARKit, etc)
- ◊ Location Based, Image Tracking, Environment Scanning, SLAM(Simultaneous Location and Mapping)
- ◊ Headsets? Mobile? Standalone?
- ◊ AI, Machine Learning, Emotive Tech
- ◊ DESIGN!!!

Don't Limit Yourself!!

The Time to Start is Now.

Start Researching, Developing, Testing,
Implementing, and Learning.

Sources

Current Users of VR:

<https://www.flickr.com/photos/saulalbert/36063786755>

Use Cases:

<https://roundupreads.jsc.nasa.gov/pages.ashx/203/Faking>

<https://pixnio.com/computer-arts/photomontage/artificial-intelligence-virtual-reality-programming-virtual-informatics-creativity>

Benefits:

<https://www.pexels.com/photo/gray-scale-photography-of-woman-wearing-virtual-reality-headset-1573857/>