FB – Developing 3D simulation tools to accelerate the launch of AR/VR products and services for $400B Social Media Tech Giant

**Business Challenge:**

* Our client – A fortune 50 social media giant intended to roll out AR/VR services for its 2.9 billion user bases
* Lack of 3D simulation tools specifically designed to handle novel use cases targeted by the client resulted in significant delays in the rollout of AR/VR services

**Business Requirements:**

* With a 2.9 billion user base and a need to accelerate the development of 3D simulation tools, our client needed a 3D SME/ consultant to work with the business and technology teams to develop new tools and expanding existing toolset using 3D technologies to enable rapid prototyping and testing of AR/VR services for its end users

**Our Approach & Solution:**

* Creospan provided a 3D SME with significant experience in this space to solve this challenge for our client
* We adopted the following approach for this client
  + Conduct consultative sessions & understand the needs of our client
  + Understand how 3D rendering works in indoor environments
  + Develop 3D simulation environments to provide testing platforms for newly developed AR/VR services
  + Launch this solution in an iterative manner
* Solution
  + Over a period of 8 months, we launched new 3D simulation services to enable accelerated testing of newly developed AR/VR services by 10+ technology teams of our client working on a variety of AR/VR products and services that are yet to be launched in the market

**Business Benefits**

* **Accelerated launch of AR/VR products and services**
  + The newly launched 3D simulation tool and services significantly accelerated (32%) the pace at which the client was able to prototype and test AR/VR devices and services
* **Cost Savings**
  + Accelerated launch of AR/VR devices enabled by these 3D simulation tools resulted in 22% reduction in costs associated with prototyping, testing and launch of new AR/VR devices and services
* **Enabling Business Expansion** 
  + Our client was now able to significantly scale the prototyping and launch effort of novel AR/VR services across the world for its $2.9 Billion users thereby enabling business expansion in different regions

**Technology Stack:**

* C++, CUDA, OpenGL, Unity, UnReal
* Trajectory Estimation, Collision Estimations,

**Consultant interviewed for this case study: Gerard Banel (FB)**

**\*\* Note the numbers mentioned in this case study are estimates since we don’t have access to real numbers**