

BUILDEASE AR

Simplifying setup and Assembly with Augmented Reality Innovation

Exploring the Future Through Technology



TOPICS IN DIGITAL MEDIA &
COMMUNICATION

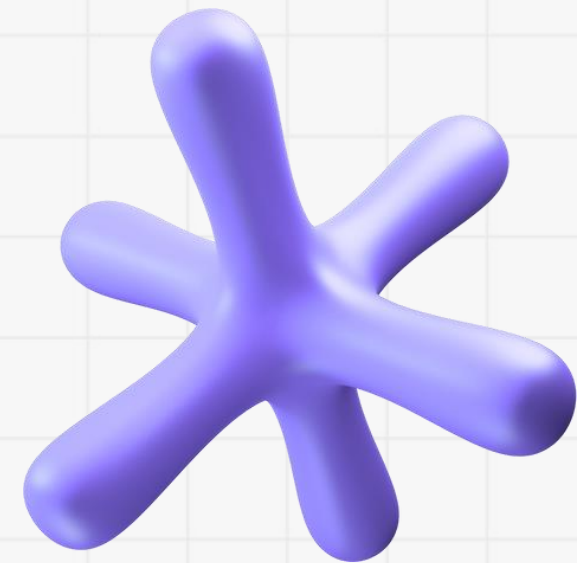
Assignment - 2: Pitch
Presentation

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Understanding AR

- AR Tech overlays digital information onto our real-world environment in real-time, enhancing how we interact with everything from everyday objects to complex systems.
- Widely adopted across sectors like retail, real estate, healthcare, and manufacturing, for tasks ranging from virtual try-ons to complex assembly instructions.
- Advancements in mobile computing, AI, and 5G are propelling AR to new heights, making it more immersive and intuitive than ever before.



Still Stuck with Complicated Manuals?



The problem : We get setup manual guides thicker than our favourite books!, Looking for a way to reduce the complexity of reading through and confused state when setting up?



The problems faced with manuals:

- Confusion
- Reduced user experience
- Time consumption
- Accessibility issues
- Product damage due to user error



Introducing BuildEase AR

- Interactive AR Guides: Point your device at products for step-by-step assembly overlays.
- Real-Time Troubleshooting: Instantly receive tips and fix issues as you assemble.
- Enhanced Visualization: Interact with 3D models to view parts from any angle.
- User-Friendly: Accessible for all skill levels, simplifying complex assemblies.
- Broad Compatibility: Works with a diverse range of products, from furniture to electronics.
- More accessible through overlaying audio, colour disability options with changing RGB's.



Manual Assembly Fails

Things when instructions lack details

WHAT IKEA CHAIR IS
SUPPOSED TO LOOK LIKE



WHAT IT LOOKS LIKE



2.

OK

Click OK to ok.

Instructions
unclear

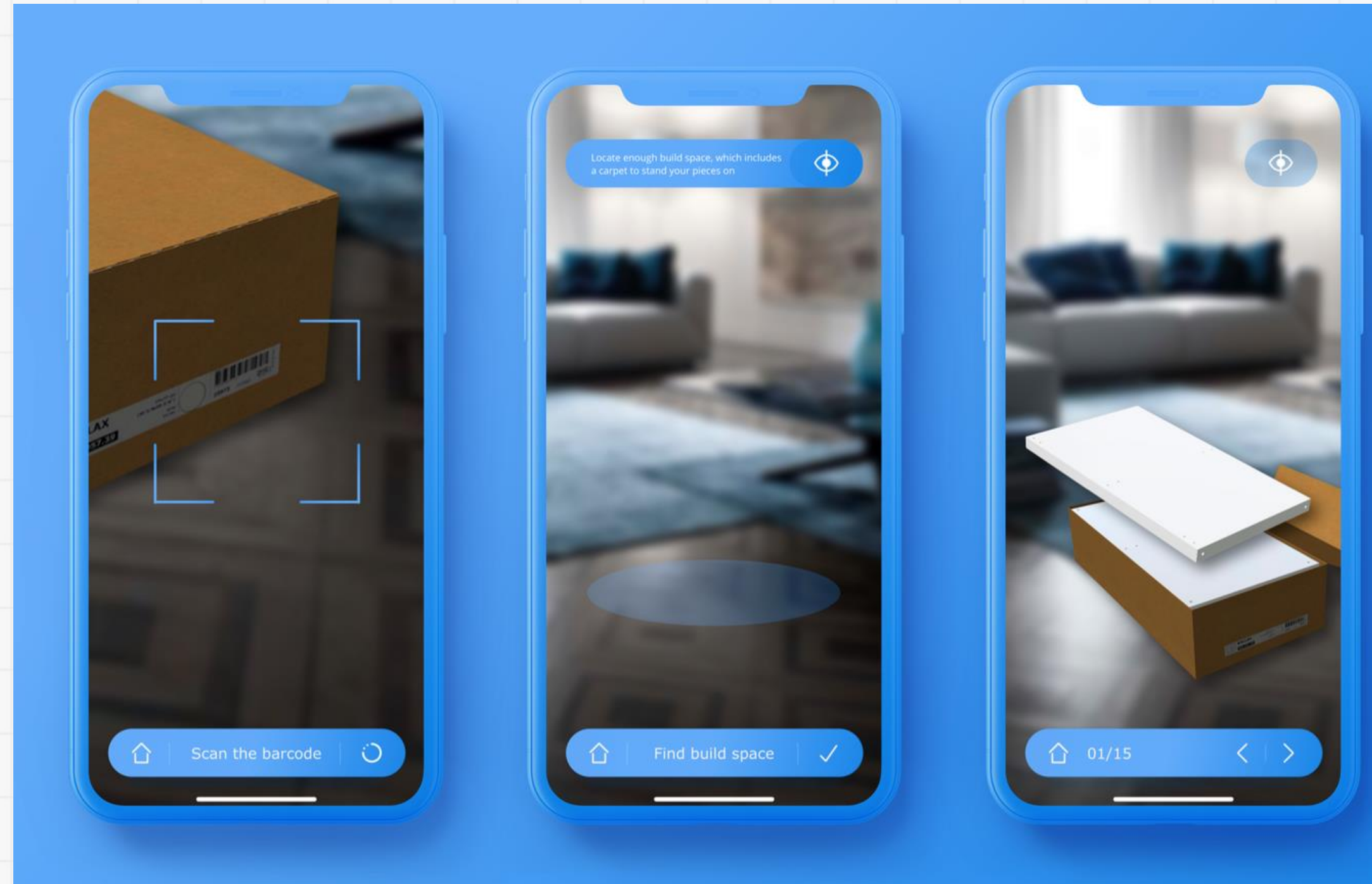


not stuck in washing machine



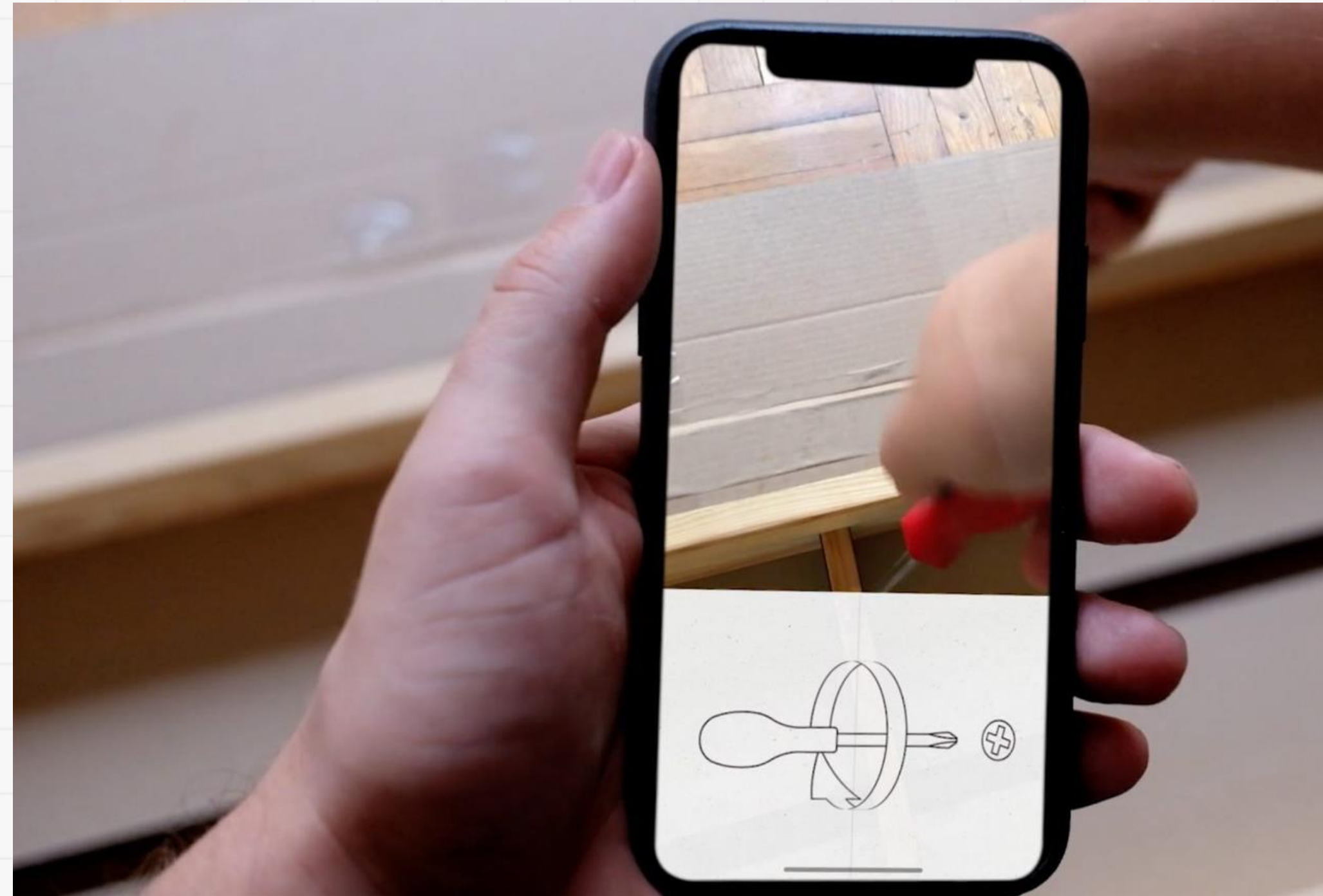
How Does BuildEase AR Work?

- Scan your product
- Follow real-time AR instructions
- Enjoy your perfectly assembled item



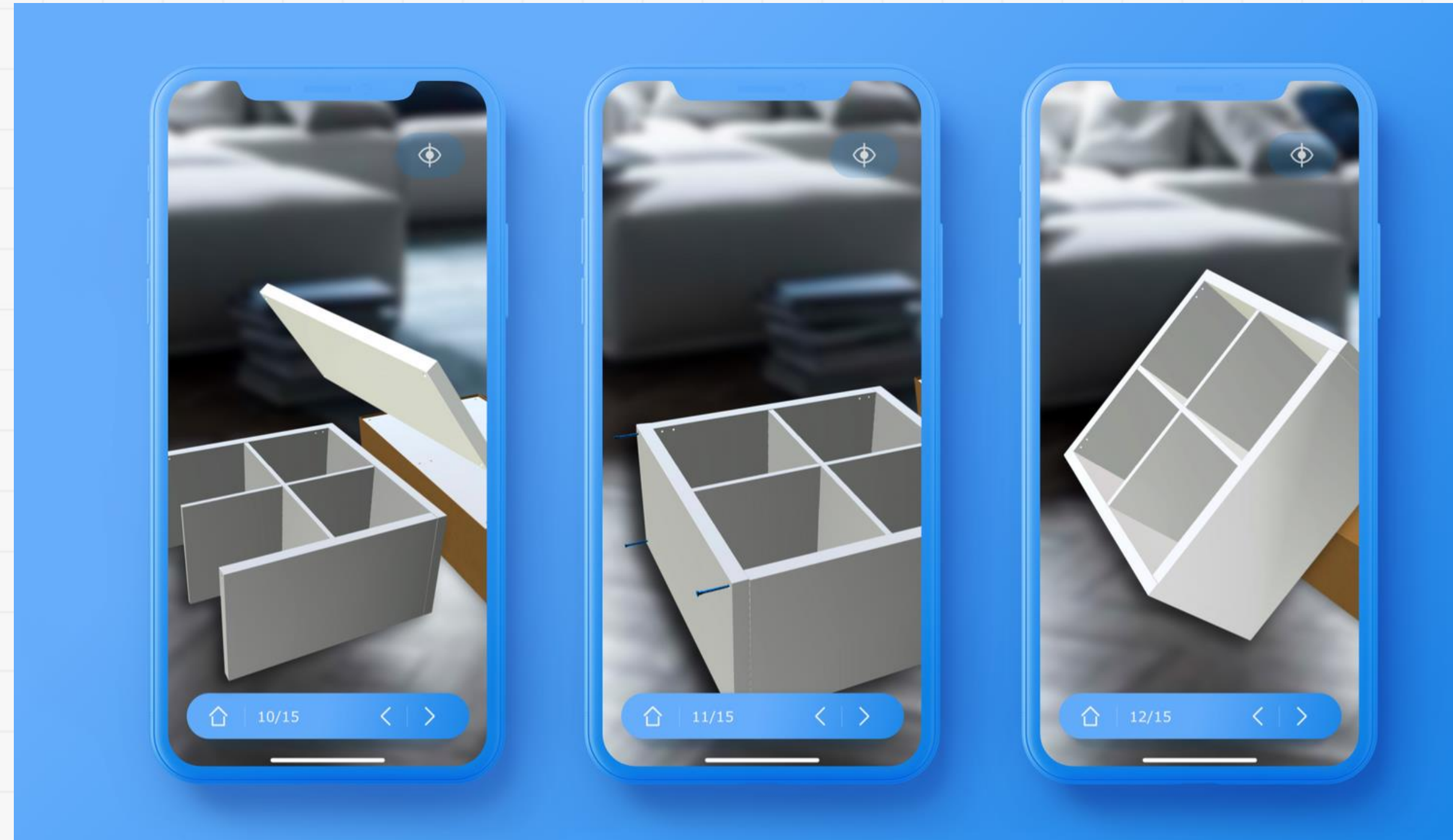
How Does BuildEase AR Work?

- Multi-Modal Interface(Instructions in text, images, audio, 3 dimensional animations)



How Does BuildEase AR Work?

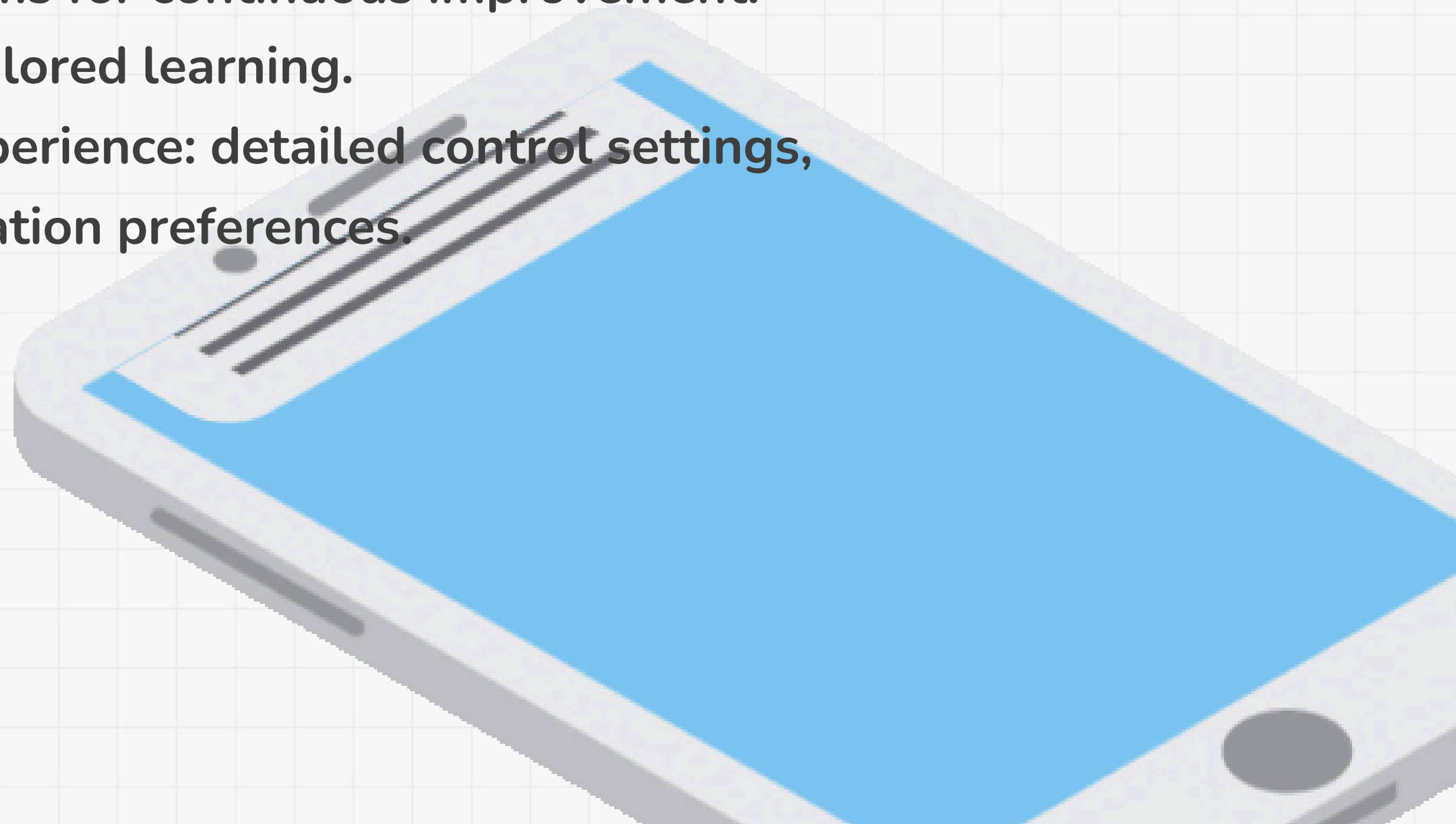
- Enable or disable text based instructions and voice based instructions on your comfort.
- Personalisation with your desired interface. (Graphical overlays)



Why You'll Love BuildEase AR

Potential Values through feedback

- for all age groups and skill levels.
- user feedback mechanisms for continuous improvement.
- clarity, efficiency, and tailored learning.
- personalizing the AR experience: detailed control settings, language options, navigation preferences.

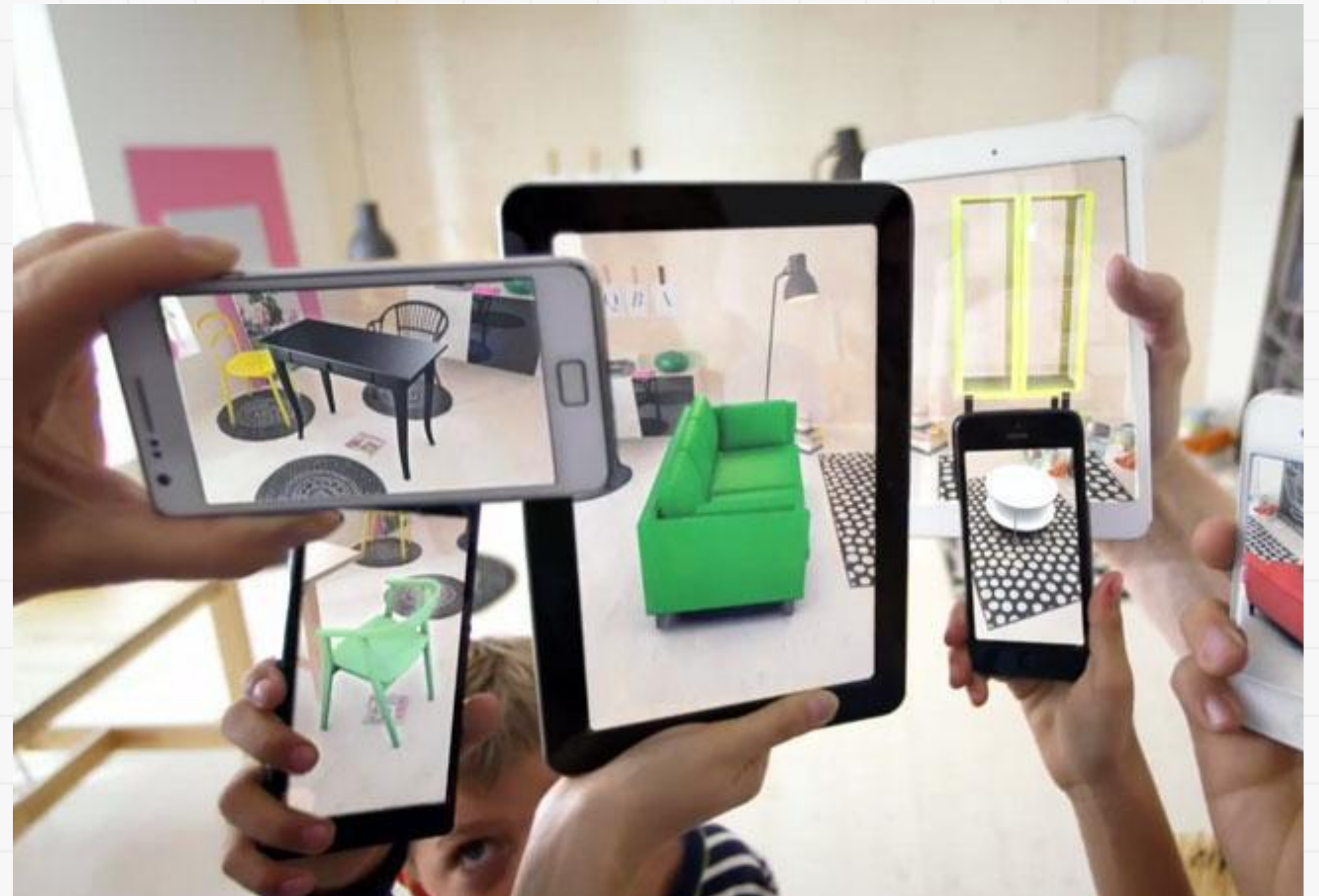


Why You'll Love BuildEase AR

Before:



After:



THANK
you