# Interview Augmented reality is not rocket science

Microsoft HoloLens: What it can do, what it costs and why it could be worth using

Recently I’ve had the opportunity to meet Markus Back (Journalist Wissen und Technik) and Ruben Sprich (Photographer) at the Swiss Smart Factory to show how we’re using Microsoft Augmented Reality with HoloLens and Microsoft Guides to simplify trainings for all their production line demonstrators.

Augmented reality offers many advantages for companies. Urs Rüegg from Microsoft Switzerland explains exactly what these look like and why the entry pays off quickly despite the high acquisition costs.

Read the interview [Augmented Reality ist kein Hexenwerk (technik-und-wissen.ch)](https://www.technik-und-wissen.ch/microsoft-hololens-augmented-reality-kein-hexenwerk.html)

By Markus Back (text) and Ruben Sprich (photos)

HoloLens in action: Self-experiment of Markus Back in the Switzerland Innovation Park Biel/Bienne. (Photo: Ruben Sprich)

Urs Rüegg from Microsoft Switzerland: "HoloLens experienced a boost at the beginning of the Covid-19 pandemic, when many companies had to reduce the workforce in their factories to a minimum due to contact restrictions." (Photo: Ruben Sprich)

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