

B2B Reality Check on AR/VR

CI Design 1.25.2018



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Agenda & Logistics

Introductions & Logistics

AR/VR/MR Overview

Determining Opportunities

Case Studies

Team Roles

Q&A

More Resources

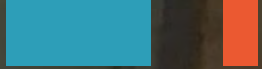
Demonstrations



BMAMKE
BUSINESS MARKETING ASSOCIATION



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Logistics





Introductions



Jim Taugher
CEO & Creative Director



Scott Hill
COO & Digital Advocate



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Interactive Designer



Brent Kaufman
Director, Digital Alliances



Charlie Schmidt
Sr. Development Lead



Dylan Taugher
Operations & Account





About CI Design

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Creative Alignment



#StoryStrategyActivation



Why AR/VR?



Why AR/VR?

Users are ready & engaged

Hardware costs dropping

Development technology parity

Speeds business decisions

Differentiates your brand

Higher message retention

It is **Hot!**

Gartner predicts smartphones drive more than 90% of AR-related experiences by the end of 2018

2016 PWC Study

more than one in three manufacturers to adopt VR & AR technologies by 2018





Common Uses

Sales & demos

Trade event marketing

Service & support

Training & instruction

Prototyping & specifications

Collaboration & troubleshooting

Remote facility tours

Others?

VR simulations can be powerful motivators for people's buying behavior.

Stanford's Virtual Human Interaction Lab



Sales & Demos



The key to B2B marketing is driving customers through the sales funnel.

The most important stage is evaluation –a crucial moment where VR can help you stand out.

Your customers see your product up close and personal.

It's a trade show, site visit, & presentation rolled into one...

Chief Marketer





Specifications & Measurement





Space Planning





Product Installs & Support





Why Now?



Overview

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Experience Types

Handheld Augmented Reality (Mobile / Tablet)

Portable Mixed Reality (Hololense)

Immersive Virtual Reality (Completely Artificial Space)

Spatial VR = Mixed Reality (Physical & Virtual Spaces Matched)





Overview

Augmented Reality – Real World + Superimposed 3D Content



AR





Smartphone / Tablet



 Gaze Click	 Directly Click	 Virtually Walk	 Physically Walk	 Physically Lean
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AR



Overview

Virtual Reality – Artificial, Immersive 3D Experience



Mobile or Tethered?

VR





Oculus Rift



 Gaze Click	 Directly Click	 Virtually Walk	 Physically Walk	 Physically Lean
LIMITED				

Tethered

VR





Overview

Virtual Reality – Artificial, Immersive 3D Experience



Mobile or Tethered?

VR





Overview

Mixed Reality – Real World Object Tracking + Virtual Reality



MR



AR Technologies

- Marker approach
- Markerless approach
 - ARKit - iOS
 - ARCore - Android



VR Technologies

Unity 3D game engine (C#, .NET Core)

ARKit (Swift, C#)

ARCore (Java, Kotlin)

iOS programming (Swift, Objective C, C++)

Android programming (Java, Kotlin, C++)

3ds Max

Blender 3D

Vuforia



vuforia™



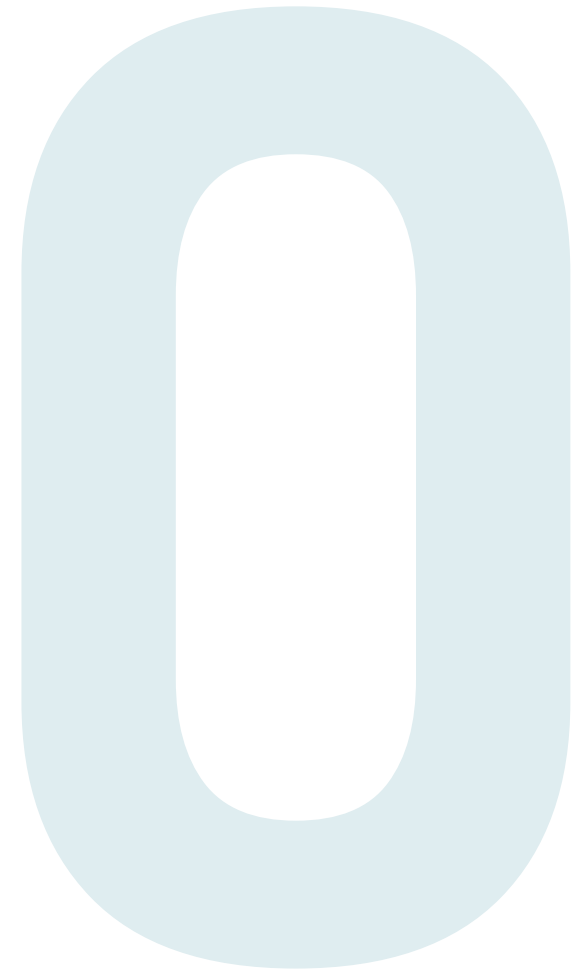
Objective-C





Considerations

1. Audience demographics
2. Experience environment/s
3. Content suitability
4. Hardware compatibility
5. Functional viability
6. Business purpose
7. User value



Planning

- How do users want to engage?
 - Will digital overlays add value?
 - AR/VR makes sense for the environment?



Planning

- Where can AR/VR overcome barriers?
 - Key decision making points
 - More fluid navigation
 - Self-directed user flow





Planning

- Avoid promotional ploy alone
 - Speed understanding of product or service
 - ROI & data for you



Planning

- Value for users (customers & employees)
 - Engaging experience
 - Improve brand interaction



Planning

- Logistics considerations
 - Hardware plan
 - Audience adoption demographics
 - Delivery method for experience

A large, light blue number '5' is positioned on the right side of the slide. In the top right corner, there are two small vertical bars, one blue and one orange.The logo for 'cid' is located in the bottom right corner. The letters 'c' and 'i' are blue, and the letter 'd' is orange.

Planning

- Content Considerations
 - Channel integration
 - Content delivery and maintenance



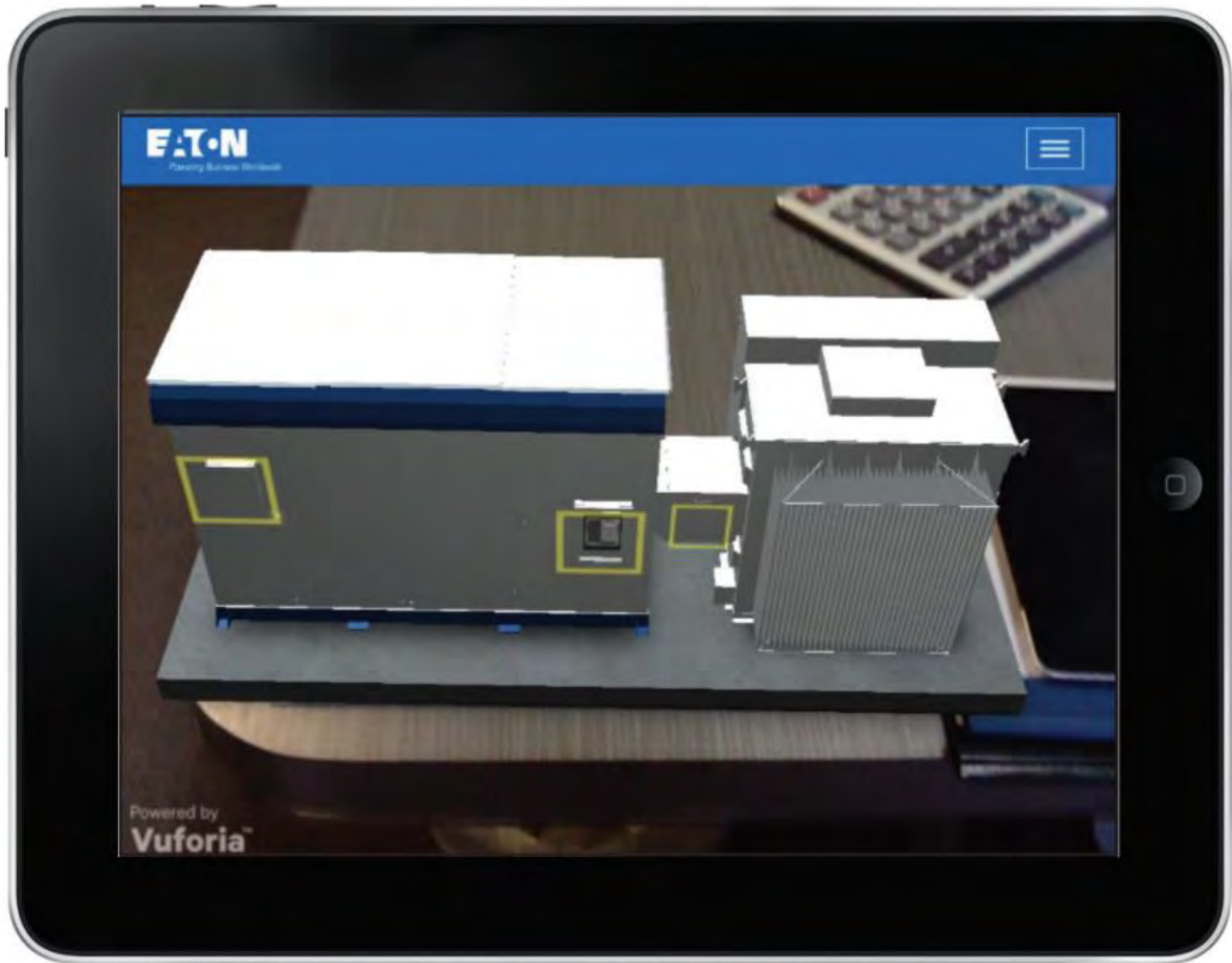
Planning

- Business value
 - Clear KPIs
 - Usability testing & improvement
 - Potential conversion points



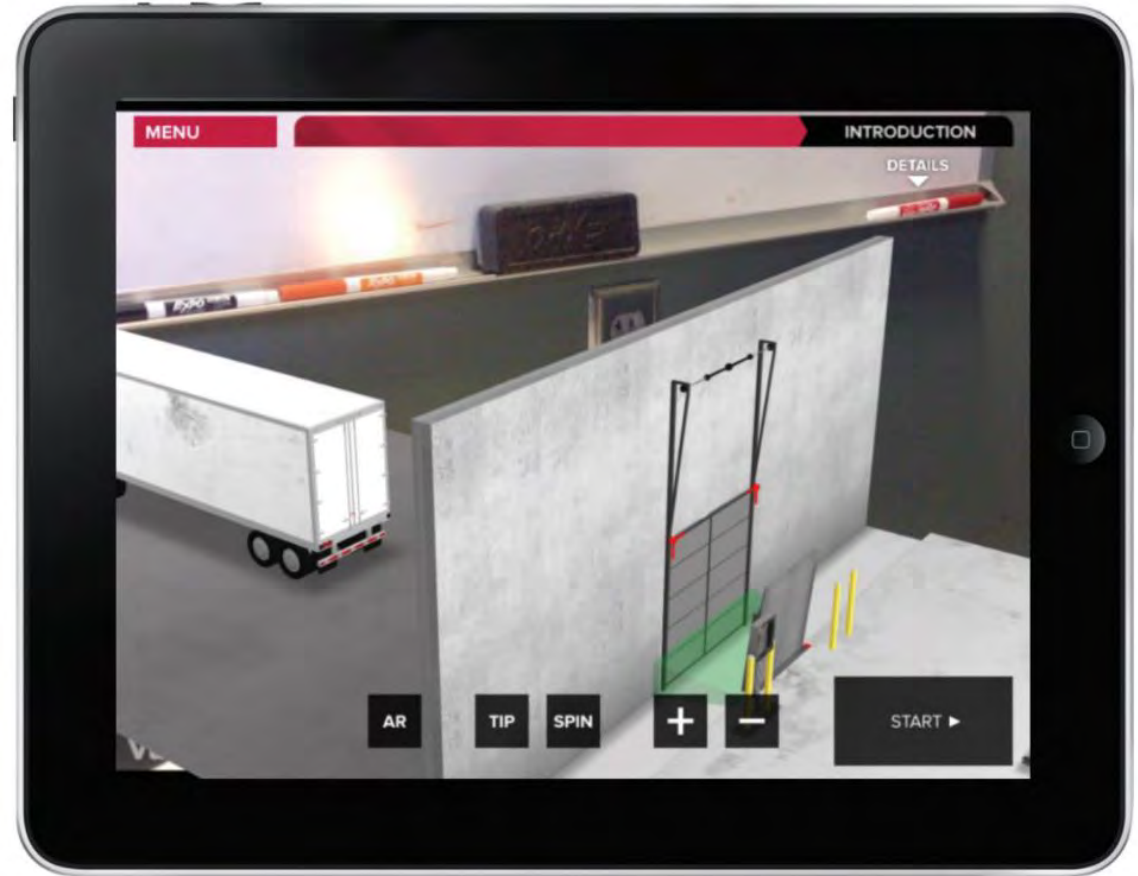
Use Cases





Bradley







The RMU TRUTH

Team Roles





Team Roles

Business Analyst

3D Modeling Designer

3D Animator

User Experience (UX) Strategist

Graphics Designer

Content Developer

Mobile Developers (for delivery)

AR/VR/MR Developer/s

Digital Project Manager





What's The Investment?

Factors To Consider

- Strategy & design
- Development & testing
- Hardware platform/s
- Delivery plan
- Training & Support
- Updates & maintenance

B2B marketers don't often get ahead of our B2C peers in technology, but that's the case with VR & AR.

B2C is held back by low mass adoption.

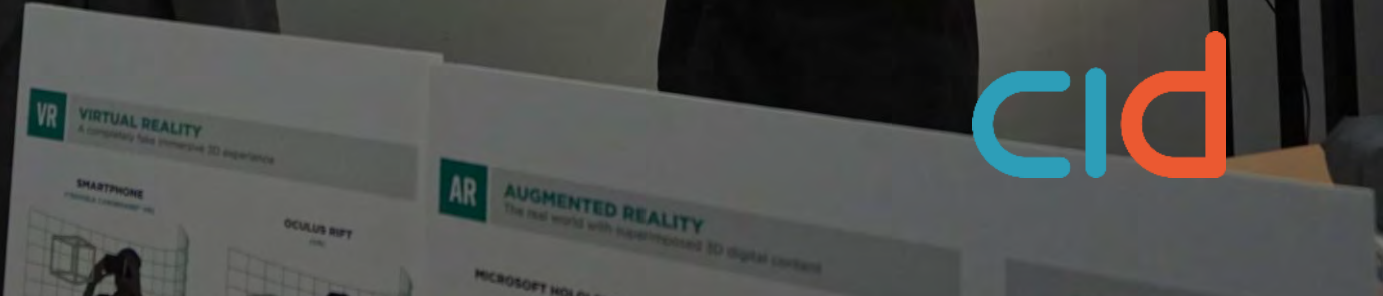
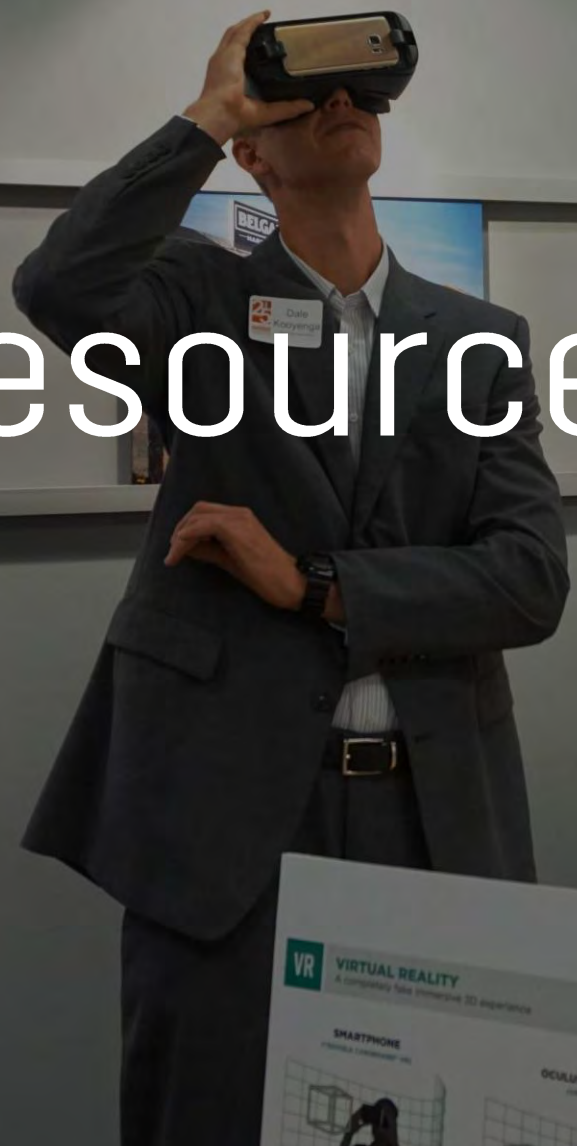
B2B marketers have realized the relatively small expense in VR/AR is easily offset by a few closed/won deals.

FORRESTER





More Resources





More Resources

CID planning [handout](#)

<https://www.roadtovr.com/>

<https://gizmodo.com/tag/virtual-reality>

<https://augmented.reality.news>

<https://techcrunch.com/augmented-reality-2/>

Questions or Consultation

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A woman in a bright pink coat is wearing VR goggles and adjusting them with both hands. She is smiling. A man in a black t-shirt is standing next to her, looking at her. In the background, there is a large screen displaying a 3D architectural rendering of a building. The scene appears to be a presentation or a workshop.

Questions?



Demo Time!



Thanks!

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