AUGMENTED REALITY
AN INDUSTRY PERSPECTIVE

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Index AR Solutions, Manager, AR Engineering

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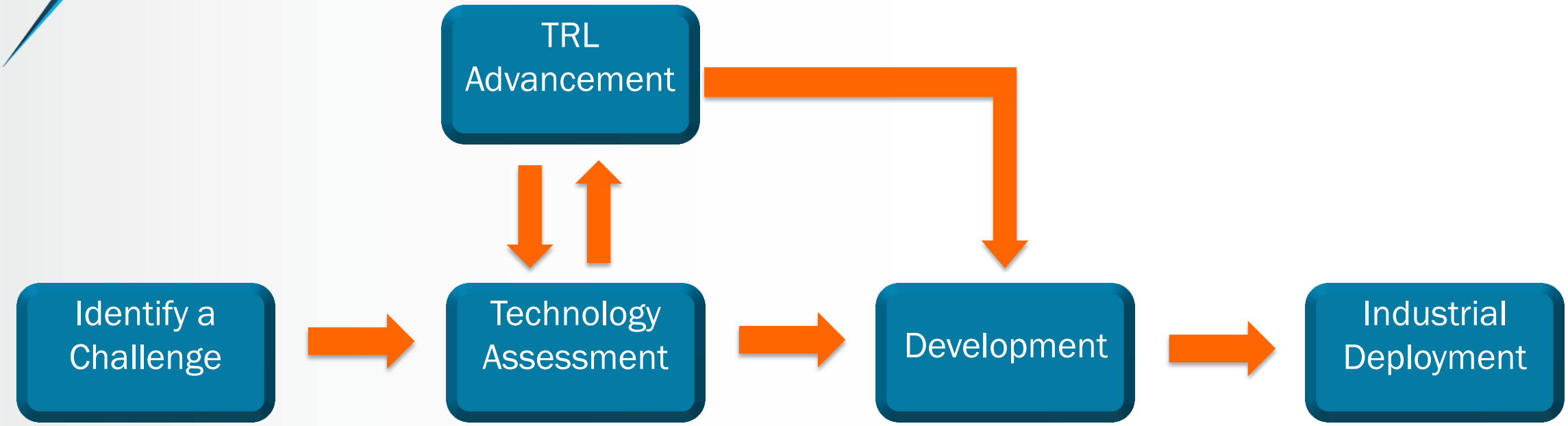
Genesis of an AR Use Case



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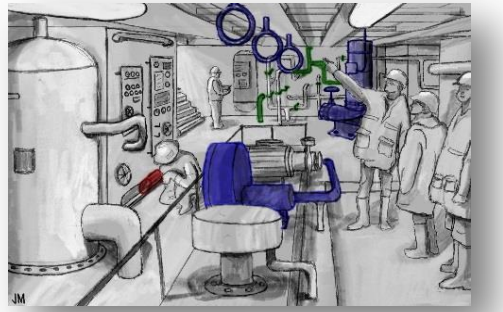
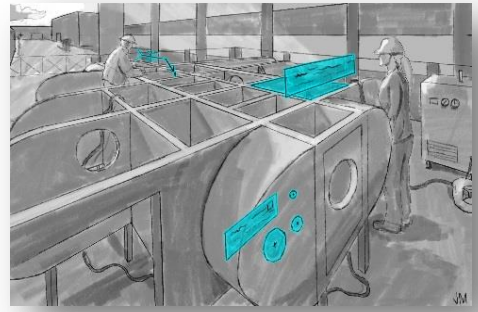
Use Case Classification Scheme

Technical Readiness

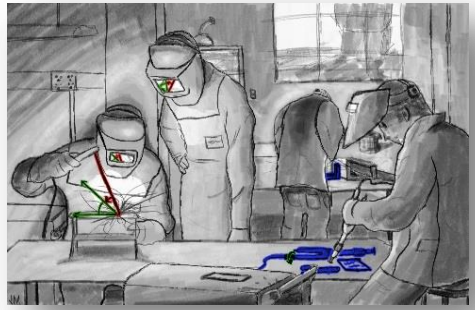
Inspection / QA



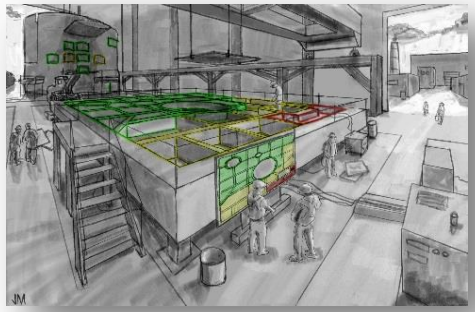
Work Instruction (Micro)



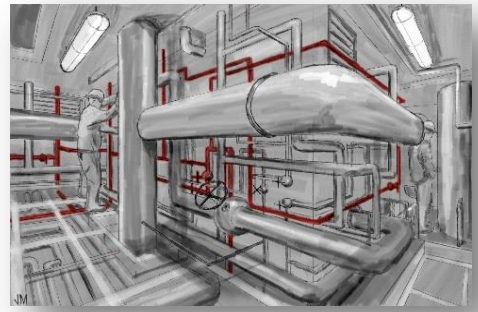
Training



Workflow Management (Macro)

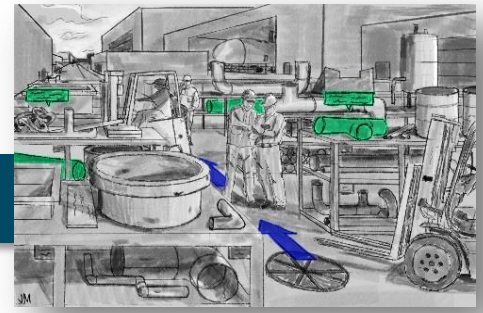


Operation (SA)



Safety

Logistics



Value in Many Situations; Solves Many Problems

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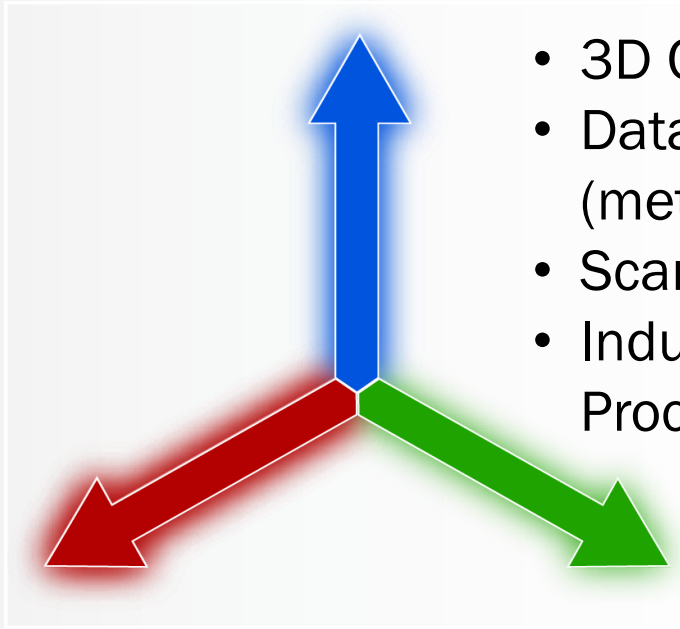
3 Axes…



Product Line	Product Life Cycle	Trade Skill
• 3D CAD • Data Collation (meta data) • Scanning • Industrial Processes	• New Construction • Operation • Maintenance • Overhaul • Inactivation	• Electrician • Pipe Fitter • Machinist • Welder • Painter • Ship Fitter • Inspector • Rigging • Etc…

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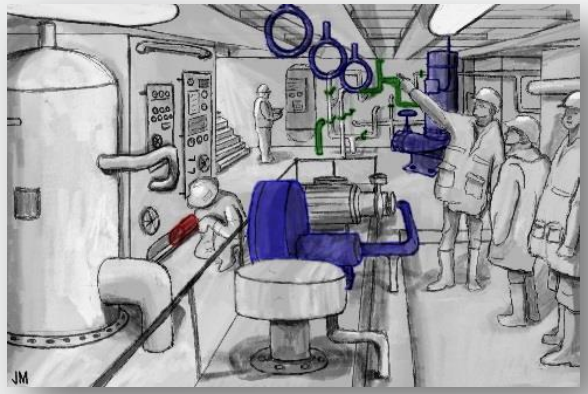
Inspection



Spatial evaluations are well-suited to successful AR deployments

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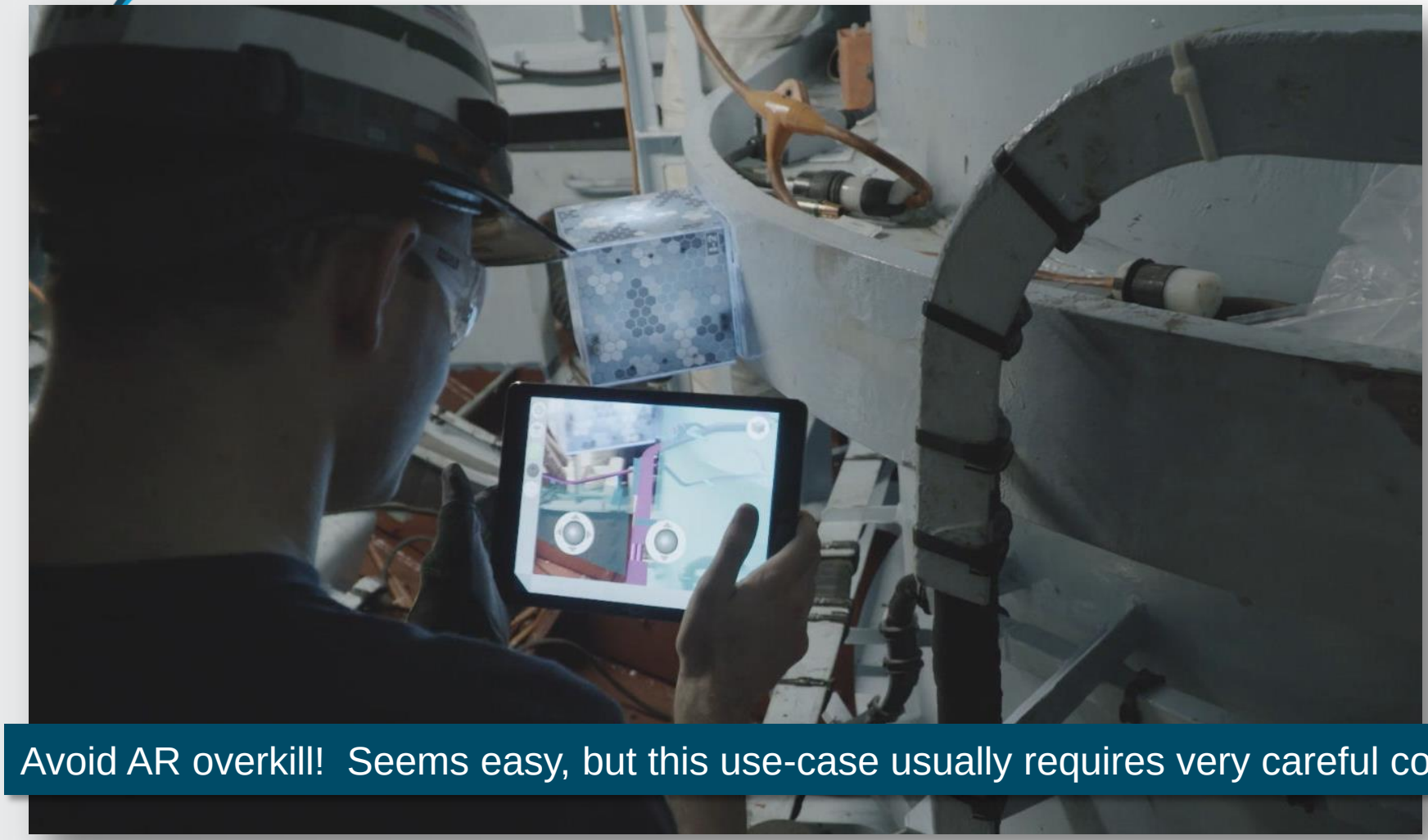
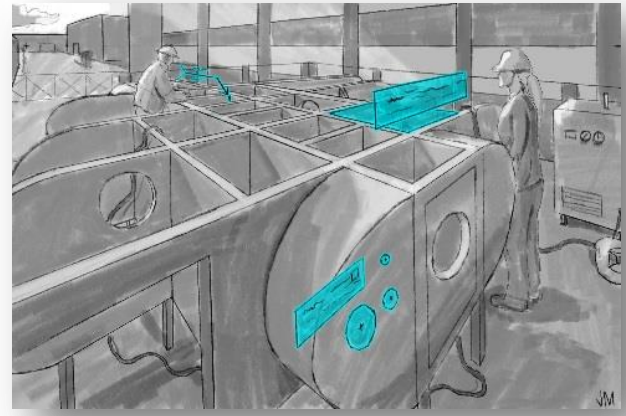
Work Instructions





Avoid AR overkill! Seems easy, but this use-case usually requires very careful consideration.

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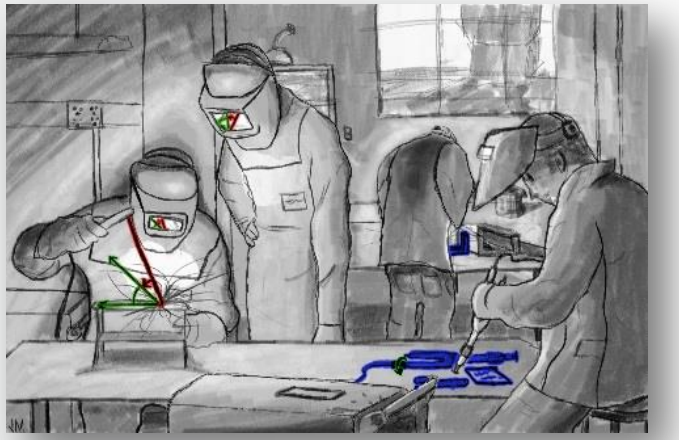
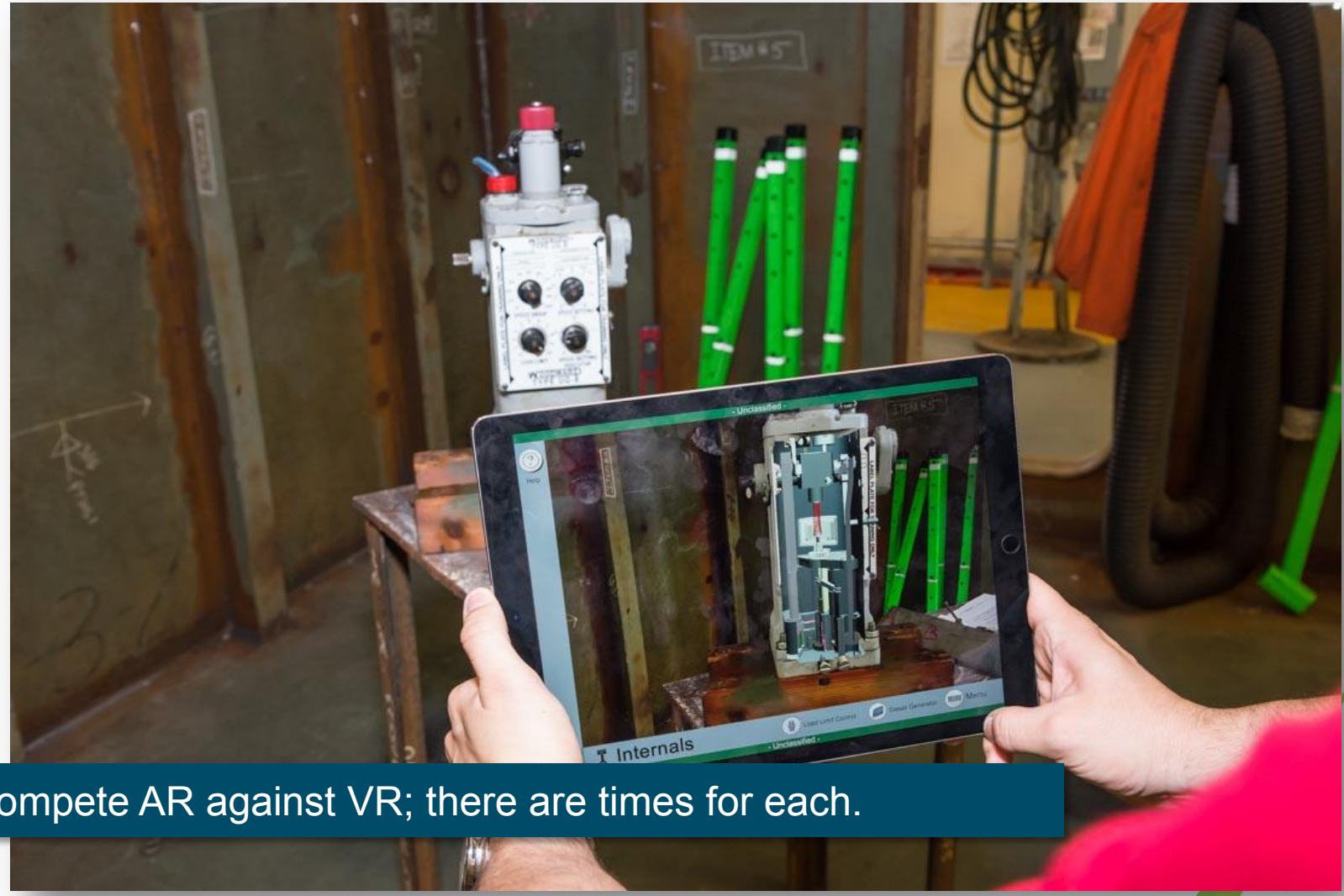
Training





Practicals. OJT. Refreshers. Don't compete AR against VR; there are times for each.

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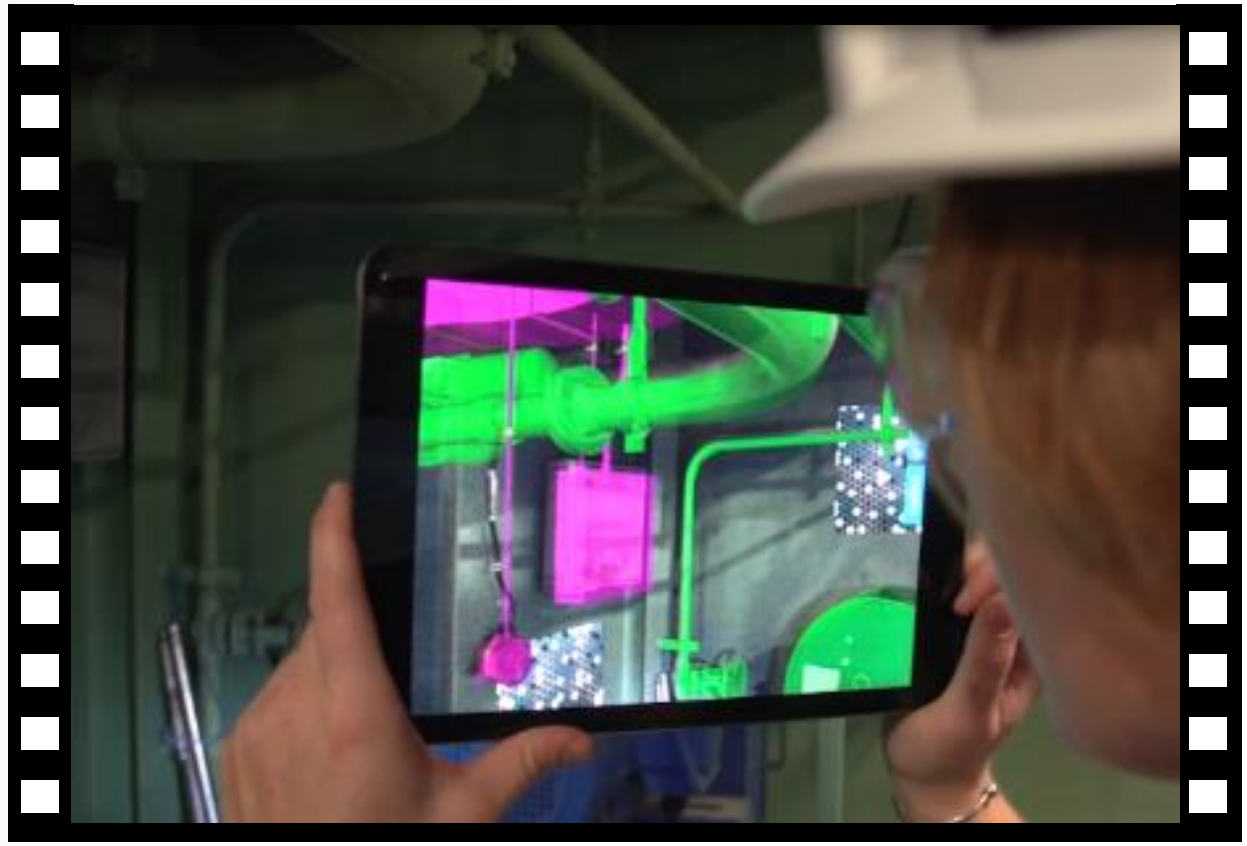
Video



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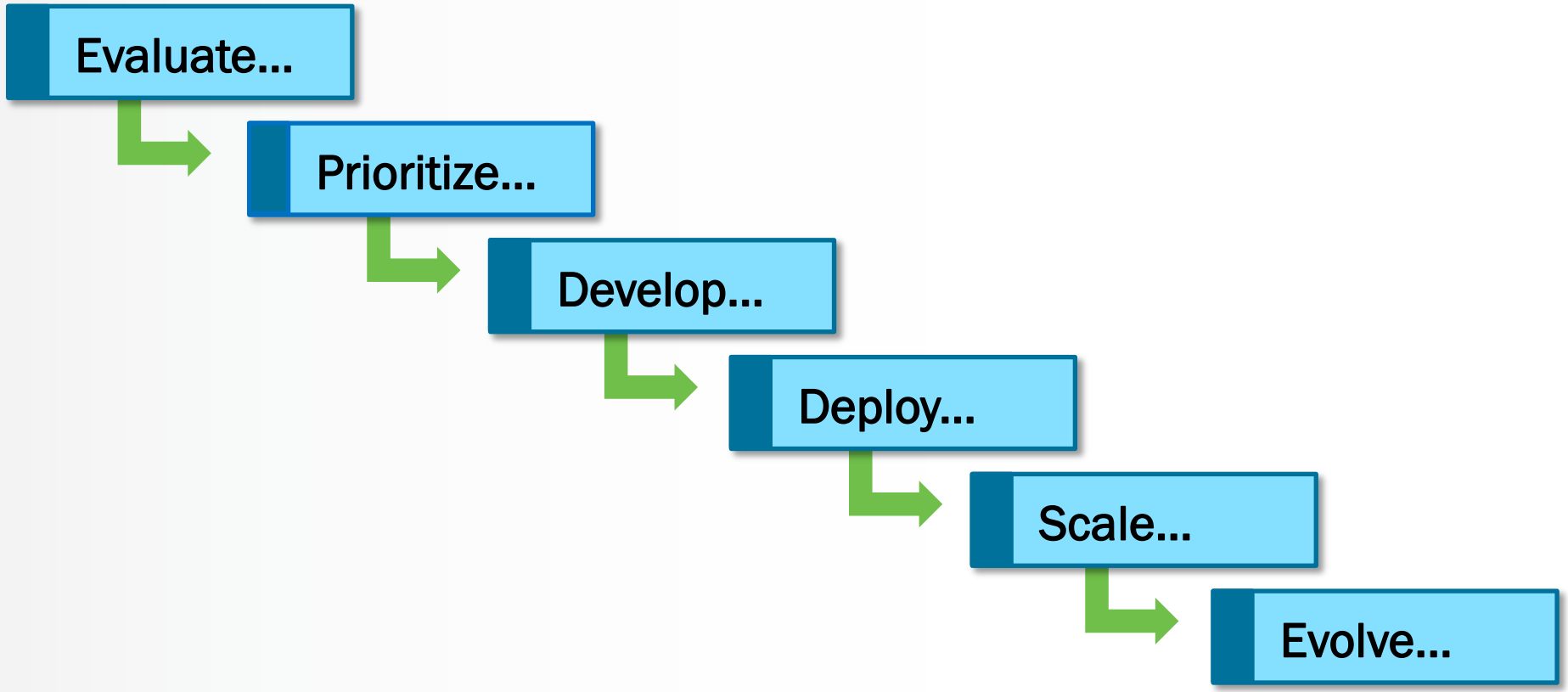
Recap...



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Dan Arczynski
Index AR Solutions, President and CEO

June 8, 2016

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High Impact Applications

	Top Line			Bottom Line			
Industry Sectors	Marketing, Sales & Comms	Customer Value Proposition	Safety	Manufacturing & Construction	Inspection	Logistics	Training	Operations & Maintenance
Basic Materials	X	X	X	X	X	X	X	X
Conglomerates	X	X	X	X	X	X	X	X
Consumer Goods	X	X	X			X	X	X
Financial	X							
Healthcare	X	X	X			X	X	X
Industrial Goods	X	X	X	X	X	X	X	X
Services	X	X	X			X	X	X
Technology	X	X				X	X	X
Utilities	X	X	X	X	X	X	X	X

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Company Enablers and Obstacles

Enablers

- AR is “Ready Now”
- AR is “Easy to Use”
- Company Data “In Place”
- “Ubiquitous” Smart Mobile Devices
- Emergence of AR Industry ”Trailblazers”

Obstacles

- AR is “Not Well Understood”
- AR is “Not Easy to Create”
- ”Short Term” View
- “Wait and See” Attitude for the right hardware
- Trailblazers are “reluctant to share” results

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The Six P's

	Description
Prototype	An AR sample that uses current client data and product. Timeframe is 4-6 weeks.
Proof of Concept	Compare a current client process to a new AR-based process and demonstrate its feasibility and value. Timeframe is 6-8 weeks.
Pilot	A small-scale effort and study to determine and evaluate key client performance factors and metrics. Timeframe is 1-2 months.
Project	A collaborative effort creating a targeted AR solution for client processes or products with explicit success criteria, such as showcasing AR, ROI, etc. Timeframe is 2-5 months.
Program	A rollout of AR solutions across a broad range of processes or products. Meaningful impact on revenue, cost, schedule, quality and safety. Timeframe is 1-2 years.
Production	A full-scale rollout across the company. Significant impact on the top line, bottom line, balance sheet and shareholder value. Timeframe is 2-4 years.

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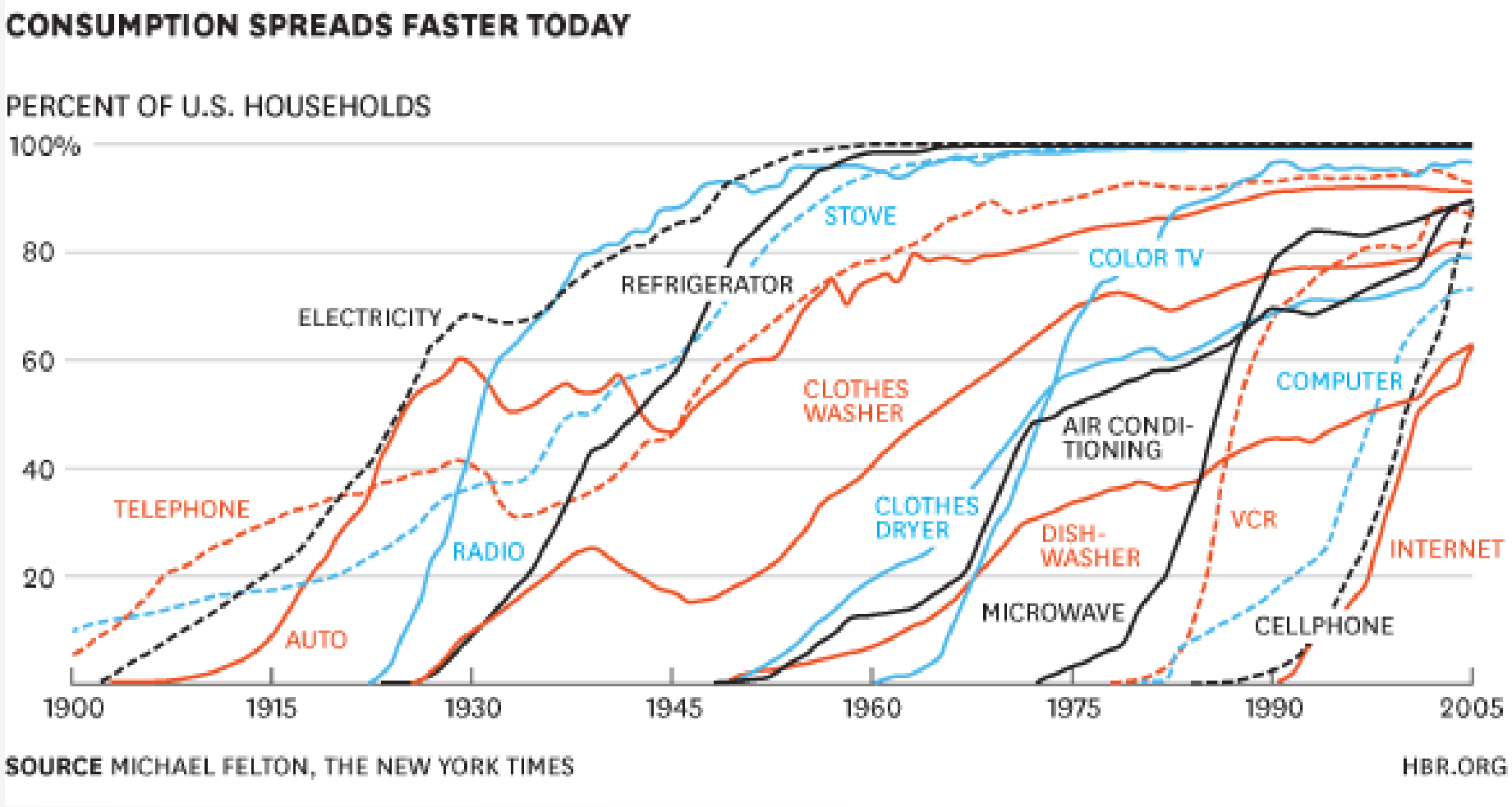
Historical Adoption “S” Curves



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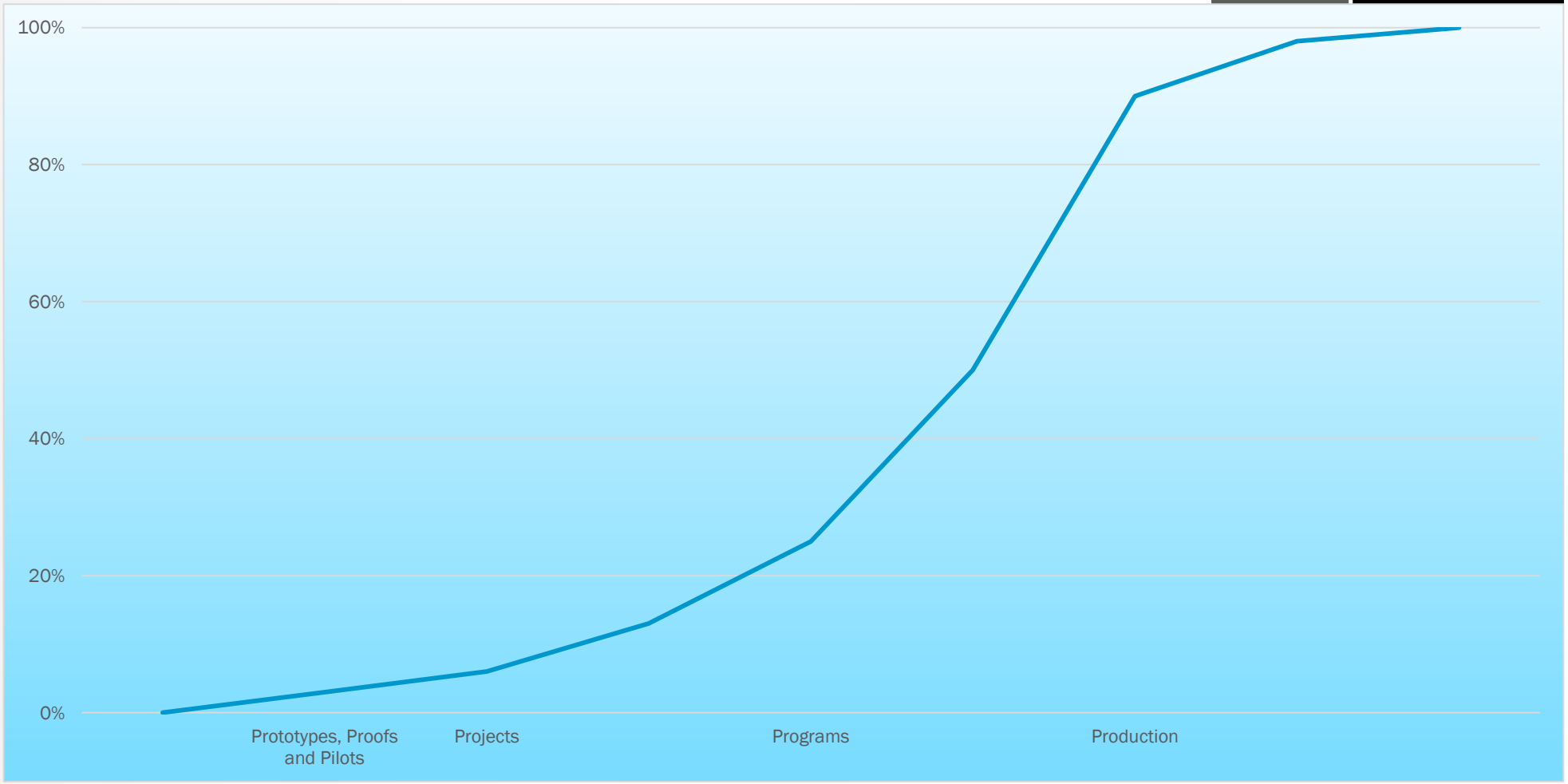
Expected AR Adoption “S” Curve



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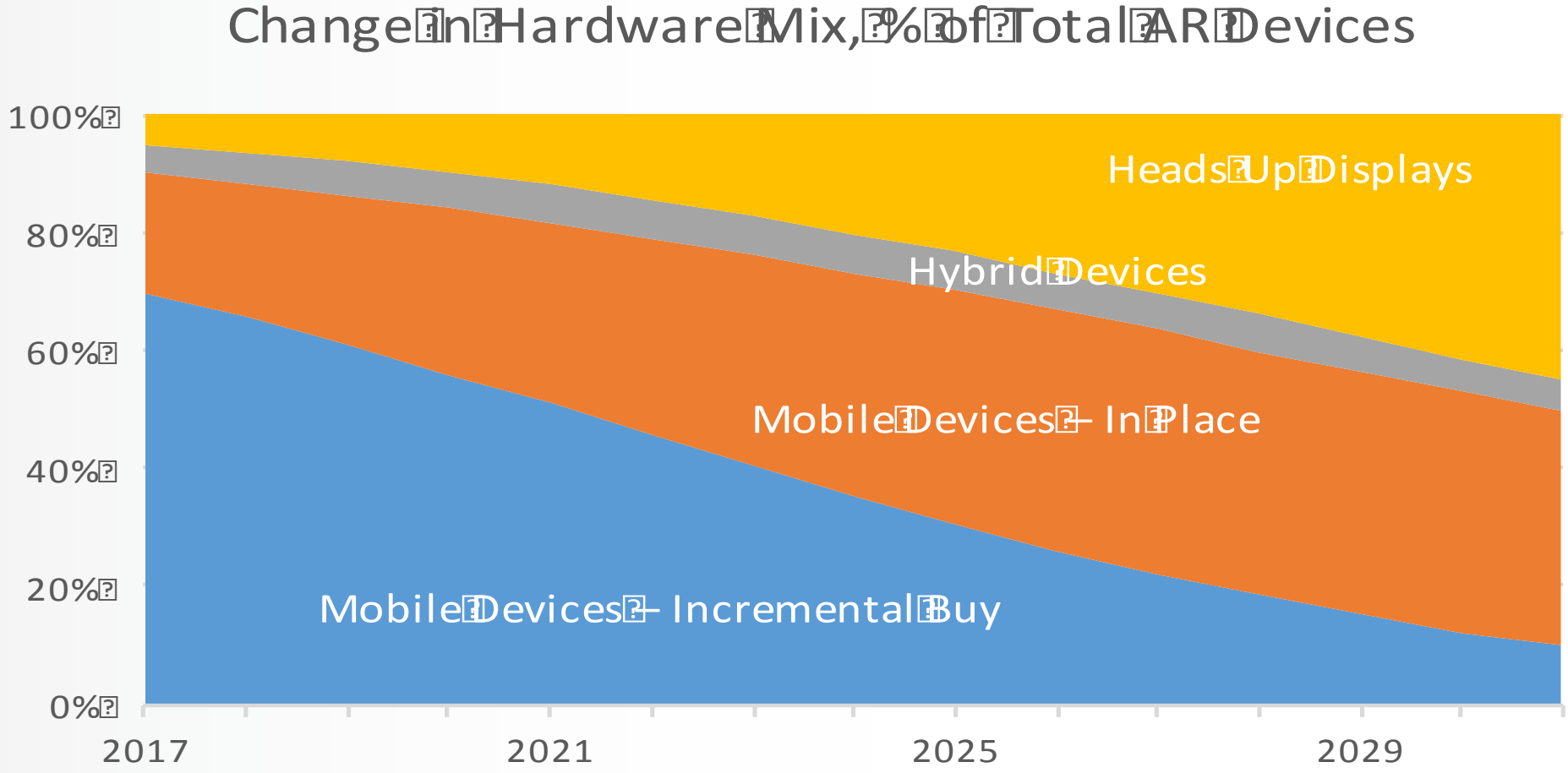
Mix of AR Hardware



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Take Always

AR is “Ready Now” and “Easy to Use”

Every Industry Segment Will See an Impact

First Movers Will Gain a Competitive Advantage

Waiting for Hardware is a Mistake

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Who Has the First Question?

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