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INDUSTRIAL USE CASES FOR VR AND WEB3D TECHNOLOGIES

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This white paper is about the business benefits of multiple forms of VR, AR, rendering, image capturing, image processing and image output.

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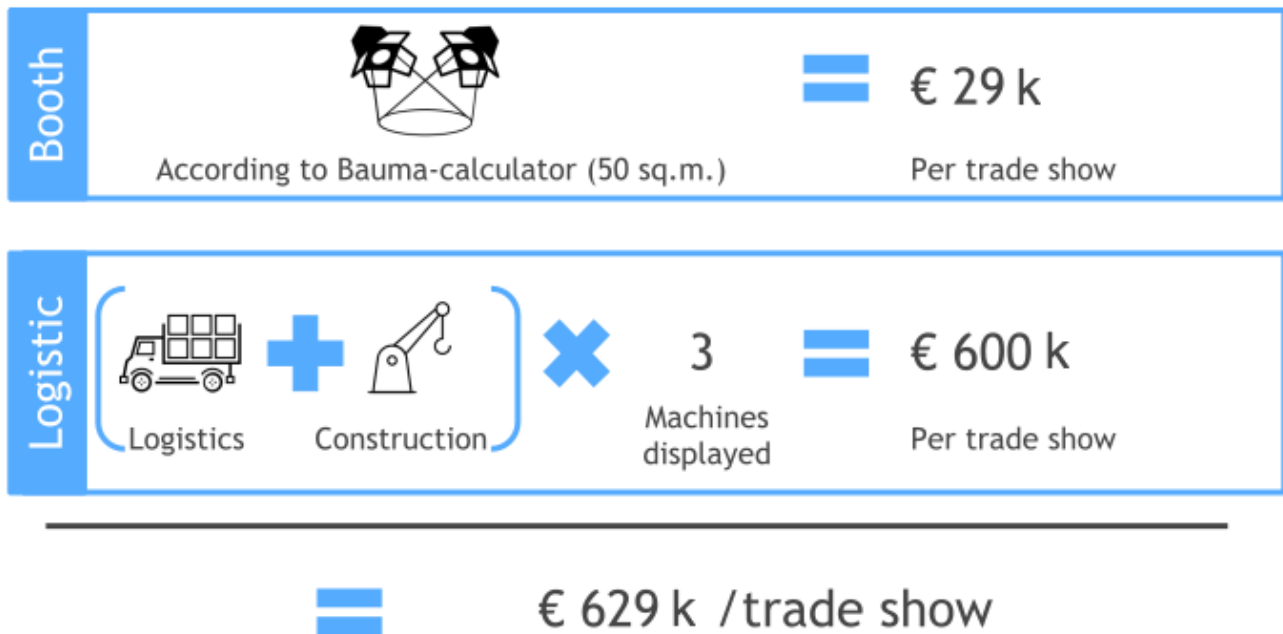
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ONLINE LEAD
GENERATION

USE CASE: TRADE FAIRS

Limited space, high costs of logistics, and a decreasing number of leads makes trade fairs less and less attractive for producers of complex machines.



Costs for trade fairs include transportation, construction, space (per square meter), and hosts.

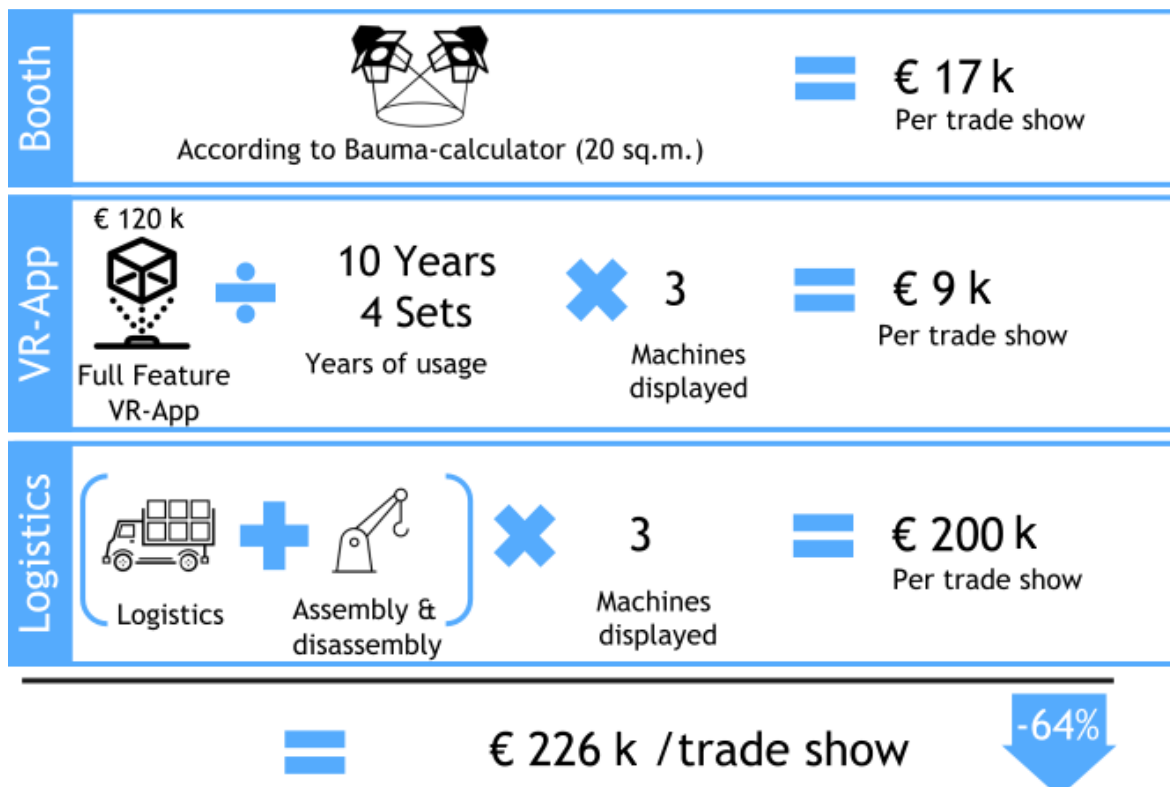
Trade fairs are especially cost-intensive for machine manufacturers as transportation and construction costs are high.

SOLUTION:

INTERACTIVE VR EXPERIENCE AT TRADE FAIRS

VR can significantly reduce costs for logistics, infinitely expand the space of exhibition booths, and enable producers to connect with potential customers through a captivating experience.

- VR provides the opportunity to set up complex machines in virtual space within an exhibition booth
- Transportation and construction costs go to zero, cost per square meter decreases significantly
- VR provides captivating way to connect with prospects



VR-Hardware: 5 Sets (800€ each) / (5 years of usage x 4 trade shows/year)
= € 200/trade show

USE CASE: SALES

The greatest challenge for sales is that the presentation falls short of conveying the product's features and complexity.

Current options for sales reps:

- Brochures
- Presentaton
- Video



Large machines can't be transported to potential customers for trial and demos.

Complex processes have to be explained and illustrated on paper, restricting the sales experience.

SOLUTION:

IMMERSIVE SALES EXPERIENCE THROUGH VR

VR empowers sales reps by providing interactive experiences that expand the possibilities of reality.

- Sales approach becomes exceedingly more interactive – customers can try out products beyond the possibilities of real machines (dive into parts, watch from different perspectives etc.)
- Sales reps can present the entire product-portfolio through a portable device (photorealistic)
- Complex processes can be shown instead of explained



**Faster conversion
cycles
(portable trial & demos)**



**More efficient
sales-meetings
(complex processes explained)**



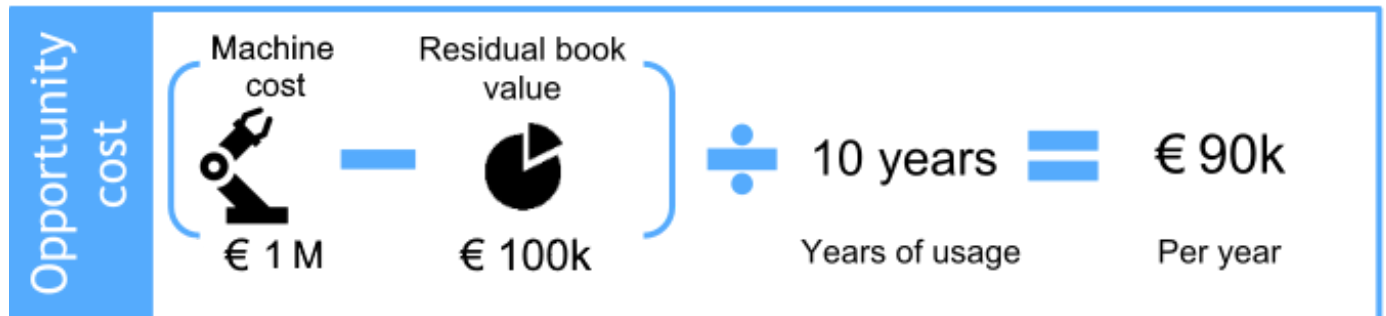
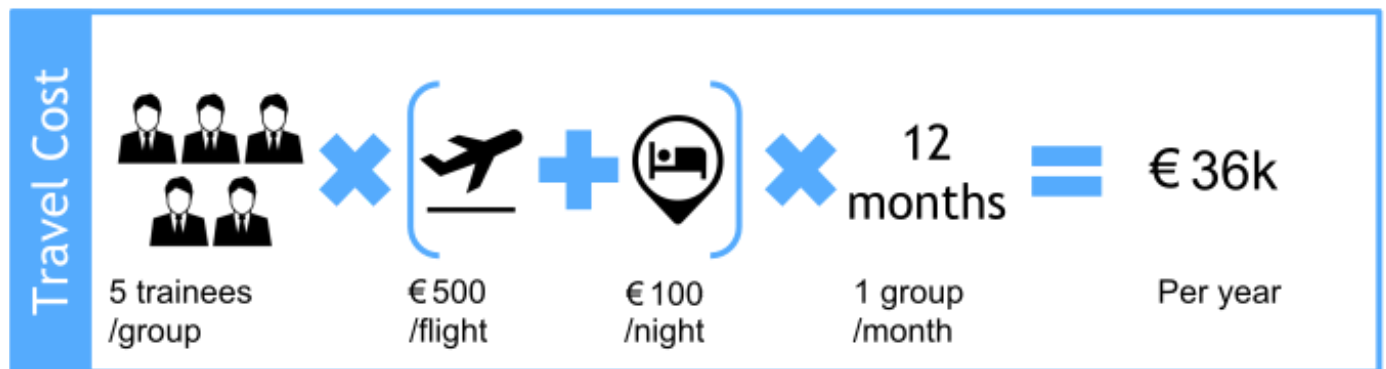
**Innovative & visually
appealing product
presentation**

**Simplification of
international
sales**



USE CASE: TRAINING

Keeping machines for training purposes ties up capital and comes with logistical challenges.



= €126k /year

In low quantity productions with high margins, assigning a machine for the sole purpose of training ties up significant amounts of capital.

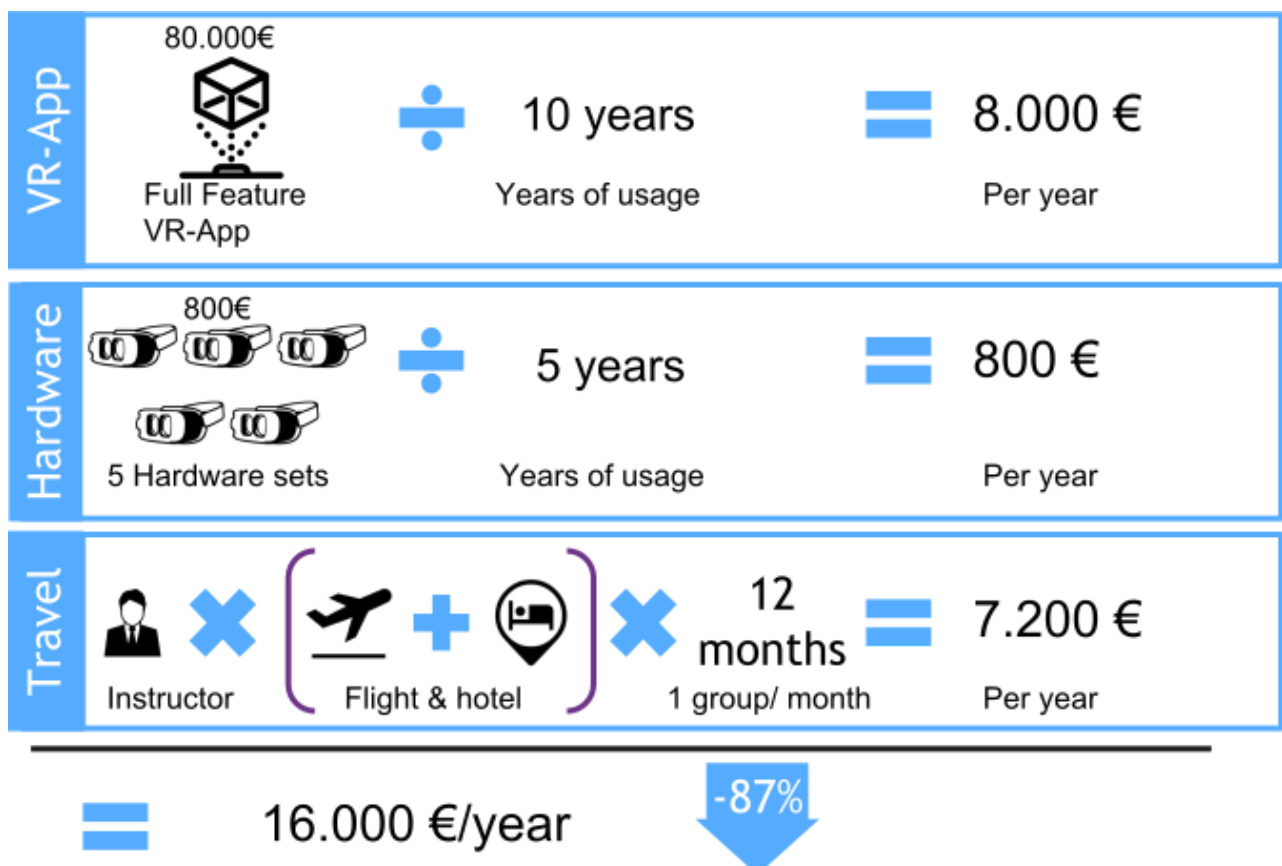
Having the training machine in one place comes with logistical challenges for attendees (costs, scheduling etc.)

SOLUTION:

VR-POWERED LEARNING EXPERIENCE

VR powered training is asset-light, portable, and can provide immersive experiences beyond the possibilities of reality.

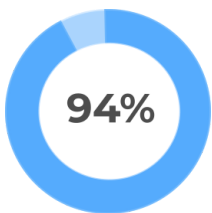
- Digitizing training through VR frees assets without compromising the learning experience
- With VR, training is highly portable & flexible - solving logistics, scheduling, & travelling challenges
- Training can be conducted before machines are available, & experiences go beyond what is possible in reality



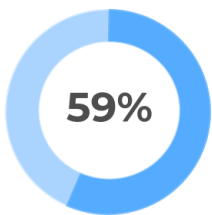
USE CASE:

ONLINE LEAD GENERATION

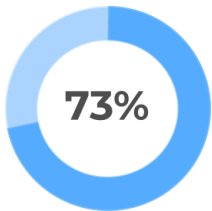
Digitization has empowered potential B2B-customers to research information on their own and to emerge from their dependence on sales reps.



... use online channels to research for B2B buying decisions



... prefer online research to interacting with a sales rep



...of the surveyed millenials (20-35 years) are involved in buying decisions of their company; 34% are the main decision maker

Sources:

Forrester (2015) n = unknown,

Accenture (2014) n = 5.053 marketers worldwide

- Sales reps have served their purpose as sole source of information on products
- 94% of B2B-customers use online channels for researching potential products
- Machine manufacturers have to position themselves as thought leaders and share relevant content online

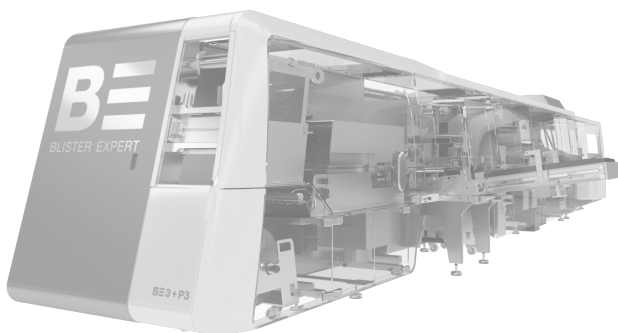
SOLUTION:

VIRTUAL SHOWROOM FOR INBOUND LEAD GENERATION

With interactive, web-based experiences, machine manufactures can position themselves as innovation leaders, gaining attention from media as well as other thought leaders in their industry.

- A persuasive online presence can increase inbound lead generation (e.g. more interaction on website)
- Leveraging VR/3D results in more sharable content for paid and earned media channels (press coverage, coverage in blogs etc.)
- 3D-experiences on owned channels support branding as innovation leader with spill-over effects for other departments (e.g. recruiting)

MACHINE MANUFACTURERS



AUTOMOTIVE MANUFACTURERS





CONTACTS

VISARD GmbH

Firkenweg, 7,
85774 Unterföhring,
Germany

Tel: +49 (0) 89 95 45 860 10

Fax: +49 (0) 89 95 45 860 19

Email: info@visard.com

Website: visard.com