



**PRODUCT
MARKETING**



**BRAND
STRATEGY**



**HR, TRAINING
& ONBOARDING**

VIRTUAL REALITY CROSS INDUSTRIAL USE CASES

"For adding Value to your Business"

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CORPORATE IMAGE AND BRAND STRATEGY

Description of Use Case

The Korean corporation Doosan, in cooperation with VR company present4D, documented many of its construction projects all around the world to be experienced in 360° tours. The facilities can be toured in VR on their website and have been used on trade fairs to explain the complex construction processes.



Company issuing the Use Case

The Doosan Group is a South Korean conglomerate which provides electrical power, desalinated drinking water, construction equipment, advanced machinery, defense supplies, houses, highways and bridges, chemical processing equipment and industrial engines.

Added Value of VR Technology for this Cross-Industry Category

- Global availability
VR web browser tool.
- More customer proximity
Customers get to know the production site.
- Image enhancement
Present the image of an innovative company.
- Emotionalization of products/services
Convey emotions for industrial products and services.

Challenges in this Cross-Industry Category

- VR storytelling needs to be adjusted to corporate identity while maintaining the reputation of the company
- Convey the right impression and message of the company
- VR as potential tool to address new target groups with the right distribution of the message

Outlook on Future Possibilities with VR in this Cross-Industry Category

- New multi-sensory dimensions to the VR user experience with interactive and immersive controller technologies or scent systems
- Heat map technologies for the analysis of the behavior and gazes of the users to collect data to enhance the VR experience
- New standalone HMDs (eg Oculus Go from Facebook and other mobile solutions) to leverage VR web browser solutions with higher quality than existing cardboard offers

Similar Use Cases

- [General Mills 360° virtual visit video to enhance corporate image affecting HR recruitment.](#)
- [Accenture 360° video to present their new innovation center in Paris.](#)

Sources of Use Case

- [Doosan web application presenting various locations in a 360° format](#)
- [Video of the VR experience at trade shows](#)

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PRODUCT MARKETING

Description of Use Case

KHS GmbH is promoting its filling and packaging solutions by a virtual plant planning with 3D visualization and a VR environment. The application was presented at various trade fairs. By linking 3D programs and software, designs for orders and selected customer offers are transferred into the VR environment and can be visualized. Thanks to their solution, customers can benefit from a much shorter planning phase and more efficient assembly as opposed to conventional 2D plant planning.



Company issuing the Use Case

KHS GmbH is a German supplier of filling and packaging solutions for glass, PET, keg and cans with headquarter in Dortmund.

Added Value of VR Technology for this Cross-Industry Category

-  Process efficiency improvement
Improved planning phases and faster decision process
-  Higher information retention
Highlight of company's product offering
-  Emotionalization of products/services
Convey emotions for industrial products and services
-  Image enhancement
Presentation of an innovative company and strong brand

Challenges in this Cross-Industry Category

- Mobile vs tethered/high end HMDs - the choice of quality depending on product design and functionality
- Selection of HMDs - depending on point-of-sale (e.g. shop or trade fair or online offer)
- Hygiene factor wearing the same headset - consideration of hygienic measures during events or fairs

Outlook on Future Possibilities with VR in this Cross-Industry Category

- More immersive interaction with the supplier's products by haptic hardware integrations and high-quality 3D objects
- Personalized animations with the different products based on customer preferences
- Standalone HMDs (e.g. Oculus Go) for very cost efficient empowering of sales reps
- Option to directly buy the products advertised

Similar Use Cases

- [Boursin Sensorium 360° Video in the category Food Industry.](#)
- [The North Face and Jaunt VR 360° outdoor adventure VR experiences.](#)

Sources of Use Case

- <https://www.khs.com/medien/presstexte/presseinformationen/detail/khs-anlagenplanung-in-3d-und-virtual-reality-effiziente-konzeption-und-montage/> (press release with description in German)
- <https://www.khs.com/en/media/press-articles/press-releases/detail/khs-line-design-in-3d-and-virtual-reality-efficient-conception-and-on-site-installation/> (press release with description in English)
- <https://www.youtube.com/watch?v=HiCLOB92LsM&feature=youtu.be&t=1m4s> (video showing the VR application in English)

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HR, TRAINING & ONBOARDING

Description of Use Case

VR enables immersive learning, training and onboarding programs. Virtual educational applications can be promoted by custom-made VR education software and different stationary or mobile hardware platforms.

Hands-on learning experiences enable much higher learning efficiency and a collaborative training environment. On-the-job teleportation and scenario-based trainings using interactive environments improve productivity and teamwork.

Company issuing the Use Case

Munfarid Consulting is an innovation company in the Middle East with unique learning and training offerings for academia, public schools, and industrial clients.

Added Value of VR Technology for this Cross-Industry Category

- Higher information retention
Significantly improved learning efficiency
- Global Availability
Multi-user and conference options
- Emotionalization of learning & training content
Convey emotions for environments, objects and processes
- Image enhancement
Presentation of an innovative company for HR recruiting

Challenges in this Cross-Industry Category

- Integration of VR into existing eLearning platforms
- Mobile vs tethered/high end HMDs - the choice of quality depending on required interactivity with objects
- Selection of HMDs - depending on training environment (e.g. classes, on-the-job, trade fairs, or online offer)
- Hygiene factor wearing the same headset - consideration of hygienic measures during training courses



Outlook on Future Possibilities with VR in this Cross-Industry Category

- VR as a complementary tool to common learning materials and concepts with focus on emotional experiences
- Standalone HMDs (e.g. Oculus Go) for very cost efficient empowering of training courses
- Combination of learning concepts with other interactive and haptic feedback devices

Similar Use Cases & References

- <http://www.immersivelearning.news/infografik-vr-ar-anbieter-immersive-learning/>
- <https://www.engram.de/view-virtual-reality.html>
- <https://unimersiv.com/reimagining-education-and-the-effectiveness-of-virtual-reality-training-35/>
- <https://blog.walmart.com/innovation/20180920/how-vr-is-transforming-the-way-we-train-associates>

Sources of Use Case

- <https://munfarid.org/immersive-learning-programs/workforce-training>

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