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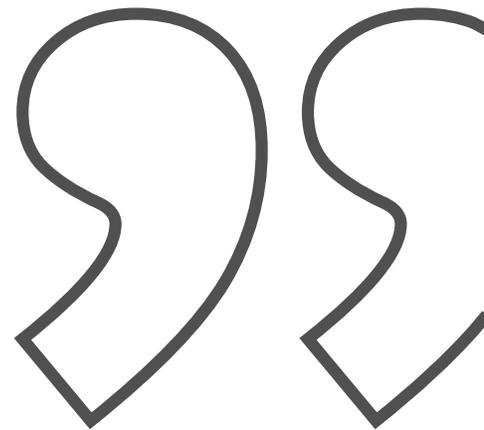
Seeing the unseen

Imagining contextual digital experiences



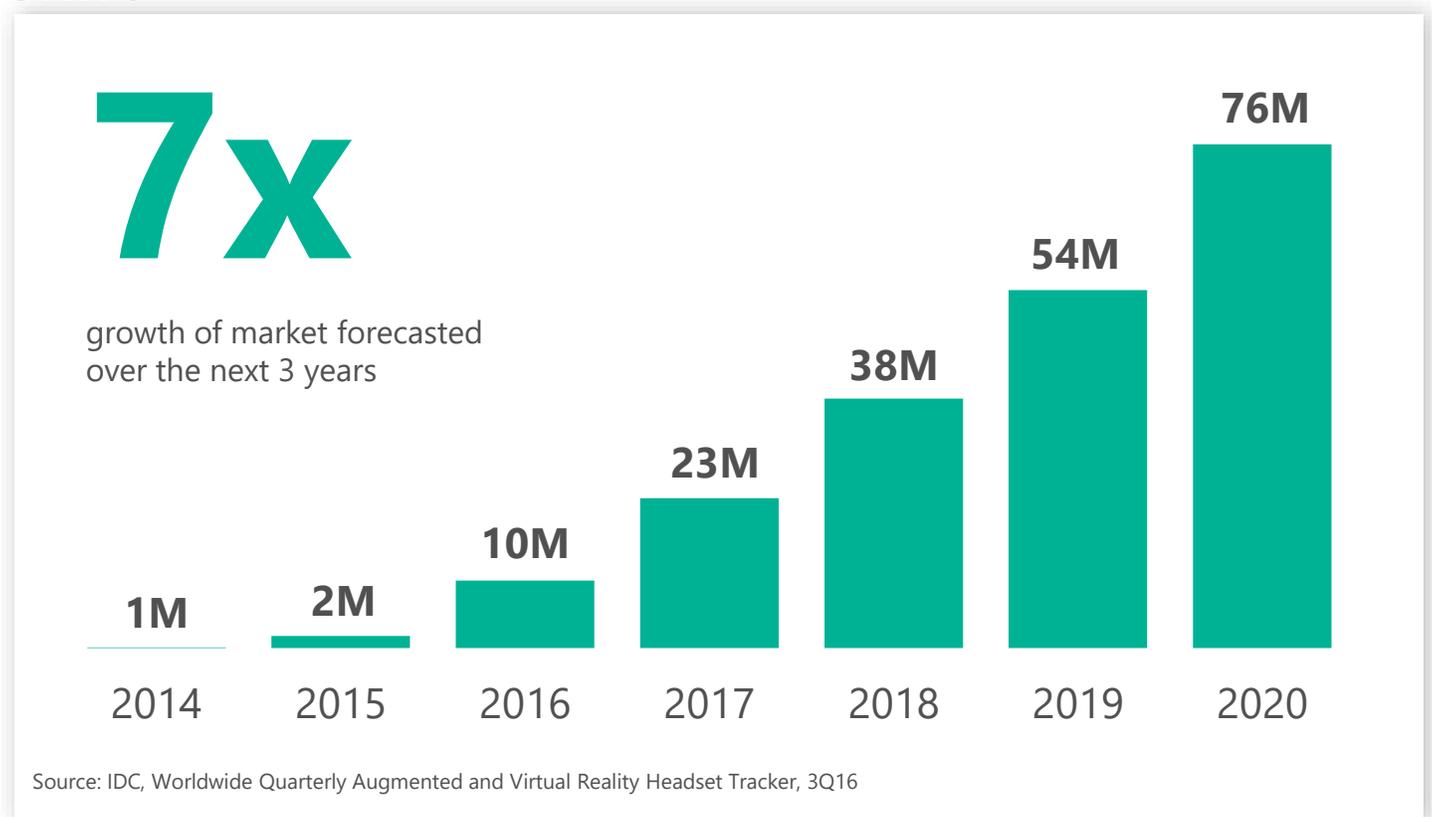
We are standing at the threshold of the next revolution in computing — a revolution where computers empower us to expand our capabilities and transcend time, space, and devices, a revolution where we immerse ourselves in virtual worlds of our choosing, and we accomplish seemingly impossible things while making lasting memories with the people we love.

Alex Kipman



The next computing paradigm is here

Consumers are increasingly using wearable devices and organizations are ramping up pilot programs to meet this fast approaching shift



MARKET OPPORTUNITY

IDC forecasts Head Mounted Displays (HMDs) shipments to reach ~**76M** units by 2020 growing at 65% CAGR – that’s 7 times the growth of market through 2020,

ABI forecasts ~**64M** units by 2020 growing at 94% CAGR and

Gartner forecasts sales of HMDs to grow to ~**40M** by 2020 growing at a CAGR of 140%

Mixed reality is the blending of the physical and digital worlds

Physical

The state of things as they “actually exist” through our human senses without any technology.

Digital Reality

Artificially created sensory experiences of people, environments and objects, which can include sight, touch and hearing.

Mixed Reality

Blends the physical into the digital and the digital into the physical.

It will revolutionize many business processes

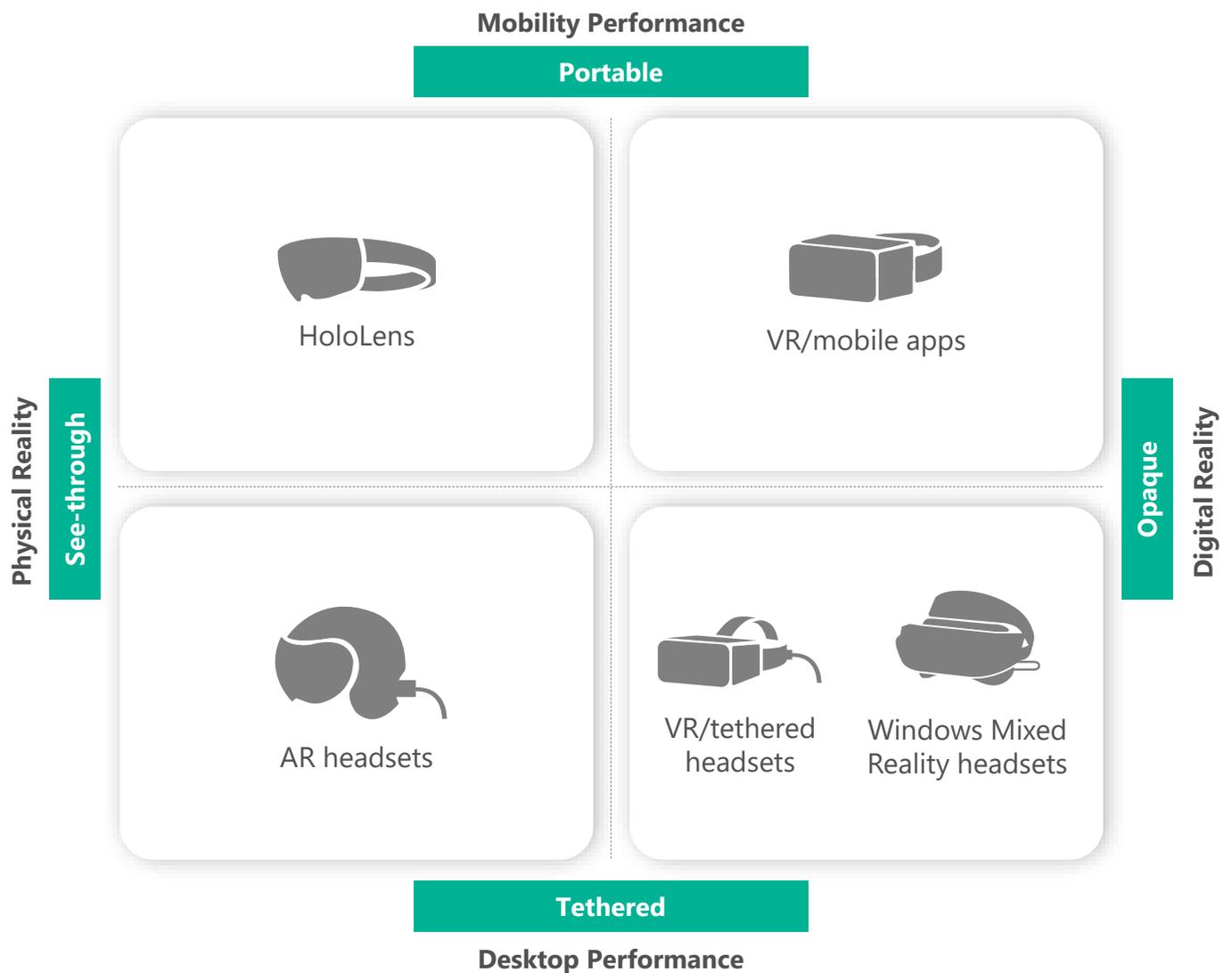
With mixed reality...

Auto manufacturers can visualize their vehicle prototypes before building clay models.

Product designers will be able to experience 3D models of their products without printing or making physical models.

Doctors can visualize patient’s exams in more detail and in 3D to better plan surgeries and improve outcomes.

Delivering distinct experiences across the spectrum



What does mixed reality mean for your business?

A woman on the left and a man on the right are wearing mixed reality headsets. They are looking at a 3D architectural model of a building structure, which is displayed on a table. The man is pointing at the model with his right hand. The woman is looking at the model with her left hand. The background is a bright, modern interior space.

Mixed reality empowers every organization to create, problem solve, and collaborate in 3D.

Reduce timelines and costs and create more accurate solutions with better previewing capabilities Bring customers closer to products at all stages of the buying journey Improve team communication and collaboration through high-fidelity digital rendering.

Imagine if...

You could interact and work on 3D information at full scale and in real-time.

Transform customer experience by delivering highly personalized experiences that allows the customer to learn, envision, and customize the product in 3D.

Scale expert experience to solve complex issues in real-time with innovative job aids such as real-time work instructions, on demand remote advisor for assisted diagnosis and remote visualization capabilities to streamline operations and attain operational agility.

Design in real world context, seeing the concept in real-scale and 3D. Speed up design processes, eliminate prototypes, dramatic reduce time to market and costs.

Transforming to contextual 3D digital experiences

FROM

Foot traffic in retail and dealer locations are declining, customers are better informed than sellers, the buying experience lacks consistency and sellers are unable to showcase products in compelling ways.

Purchasing decisions are changing by new competitors, brokers or disrupted by peer-to-peer sharing of access to goods.

High turn-over in the sales force creates challenges to keep up with training in an engaging and cost effective way.

TO

Our current and potential customers are enticed and excited to use our sales tools for exploring our products.

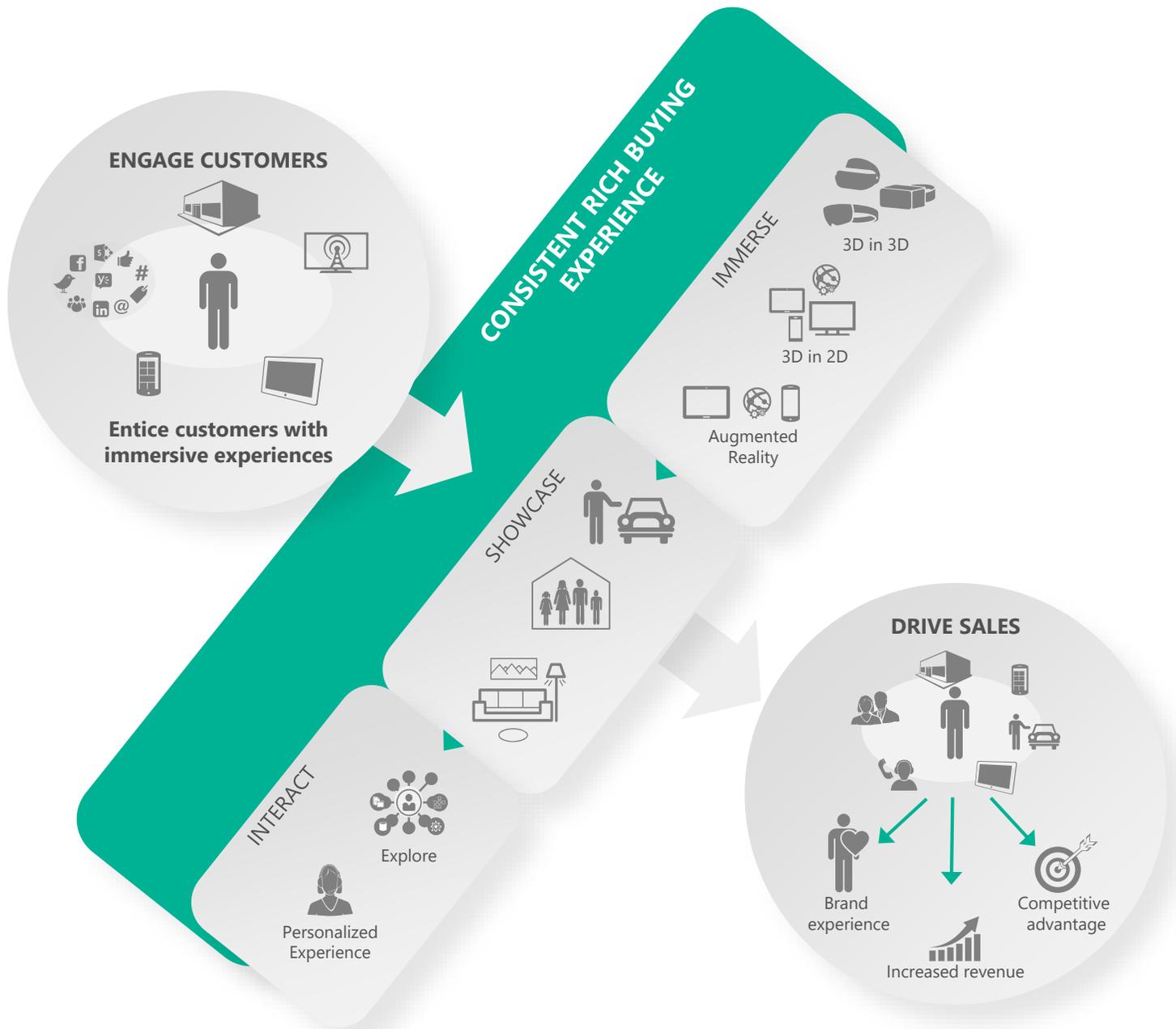
Customer interactions are highly personalized based on customer behavior and interests, where contextual and personalized information is provided to help customers learn about products.

We have transformed our sales and marketing approach to "personalized experiences."

When Customers interact with our products in Mixed Reality, we track their interactions and gain data insights that is valuable in the design and marketing of our products.

Solution storyboard

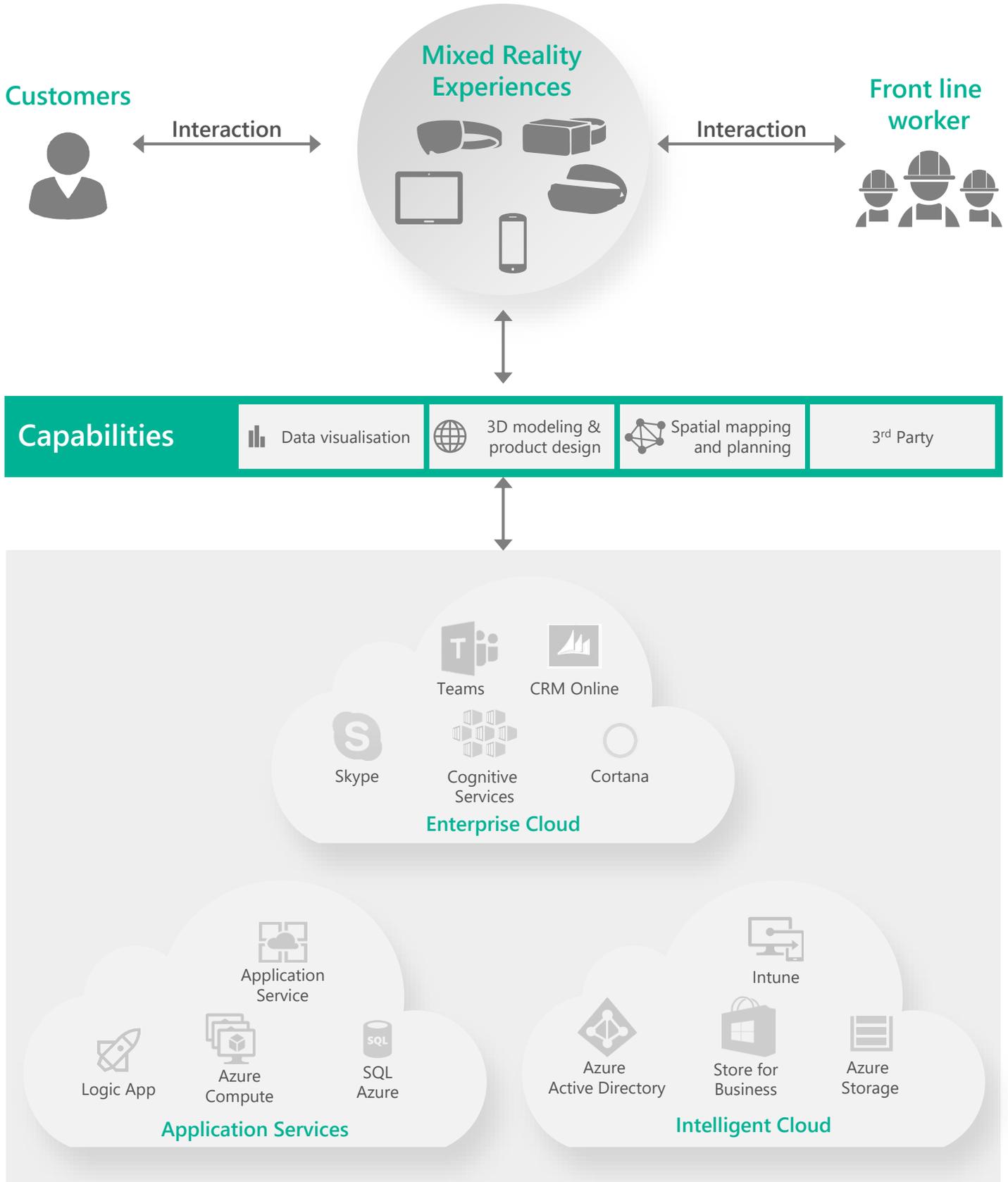
Deliver unforgettable experiences that differentiate



Top-line Impact: Shorten sales cycles driving top-line and bottom-line revenue.

BENEFITS	START	STOP	CONTINUE
Better and faster decision making	3D visualizations in the real and physical worlds for an engaging and compelling digital consumer experience	Providing arbitrary product information to buyers	Focusing on differentiated customer experiences
Foster collaboration across teams	Measure customer response to highly personalized and repeatable product and brand experiences	Declining sales conversion rates	Working across teams
Create breakthrough customer experiences	Collaboration across teams	High costs to deliver engaging in customer experience	Improving the productivity of the front line worker
Bring digital content to life at real-world scale		Using traditional product demonstration methods without any contextual value delivery	Enabling seamless and easy consumer interaction channels
Drive productivity and customer satisfaction			Focusing on cross-sell/up-sell opportunities

Technology storyboard



Innovative scenarios

Outcomes

Better decision making

**Faster collaboration
across teams**

**Create breakthrough
Customer experiences**

**Bring digital content to
life at real-world scale**

**Drive productivity and
customer satisfaction with
remote assistance**

Scenarios

1

Higher confidence and better decisions across physical locations, both synchronously and asynchronously

2

Create entirely new collaboration tools to help disparate functions and teams to work together

3

Engage customers in immersive product experiences together

4

Visualize the unbuilt environment at real world scale

5

Collaborate remotely as if you were there, by providing a digitally assisted field service in real time

Higher confidence and better decisions across physical locations, both synchronously and asynchronously



WATCH VIDEO



Make the Invisible Visible™

Create entirely new collaboration tools to help disparate functions and teams to work together



WATCH VIDEO



JAPAN AIRLINES

Engage customers in immersive product experiences together



WATCH VIDEO



Visualize the unbuilt environment at real world scale



WATCH VIDEO



Collaborate remotely as if you were there, by providing a digitally assisted field service in real time



Heather Palmarez
Senior Tech - Seattle



WATCH VIDEO



thyssenkrupp

Designing your mixed reality strategy



Optimal impact happens at the intersection of micro revolutions, unforgettable experiences, and digital ready culture

Challenge the status quo to imagine the art of the possible, advance human experience, transform business with game changing strategies and technology that positively progress societal change.

Engage Customers

Engage your customers with new, rich, differentiated experiences that will define the future of buying.

Empower Employees

Empower your workforce with enhanced virtual collaboration opportunities, such as contextual support and simulations for training.

Optimize Operations

Innovate operations with remote experts, assisted diagnosis, remote visualizations, and 3D assembly guidance.

Transform Products

Transform product design capabilities with spatial prototyping, enabling 3D modelling to improve efficiency and accuracy.

Empower organizations to achieve more
by accelerating the value imagined and
realized from their digital experiences

Imagine. Realize. Experience.

microsoft.com/digitaldifference

