ENTERPRISE AR
Challenges in Business adoption for Industry 4.0

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Apple has acquired Metaio, an augmented reality startup that launched way back in 2003 as an offshoot of a project at Volkswagen. The company’s site said it stopped taking new customers, and now a legal document shows Apple has bought it. The document confirms a transfer of shares of the startup to Apple on May 21st/22nd.
Succeeding in today’s digital world is a challenge that can’t be solved simply by consuming more and more technology, or, as some fear, replacing humans with the technology.

*People First: The Primacy of People in a Digital Age - Accenture, 2016*
Service & Remote Maintenance
Middleware, enabling realtime connection between remote experts and field technicians.

Loosen this screw, but don’t remove it. Then opposite site.
Meet Mike, a field service engineer
Now meet Thomas, a real field service engineer.
It wouldn’t work for Thomas…
Today’s SME Challenges

• Content
• Hardware
• Interaction
How to make AR work for Thomas

- Content authoring through the dev.eco-system
- Enterprise IoT-connected
- Hands-free HMDs
- Fits under the protective visor + over glasses
- Operable in high-noise and high-temperature environments
- New ways of interaction - thermal, haptics, etc.
- Ready-to-ship today
2025

- $500 Bln - Global Repair and Maintenance Market
- $80 Bln - AR/VR Market

...if we solve Thomas’s problems

*Virtual & Augmented Reality: Goldman Sachs Report, January 2016*
Thank you!

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