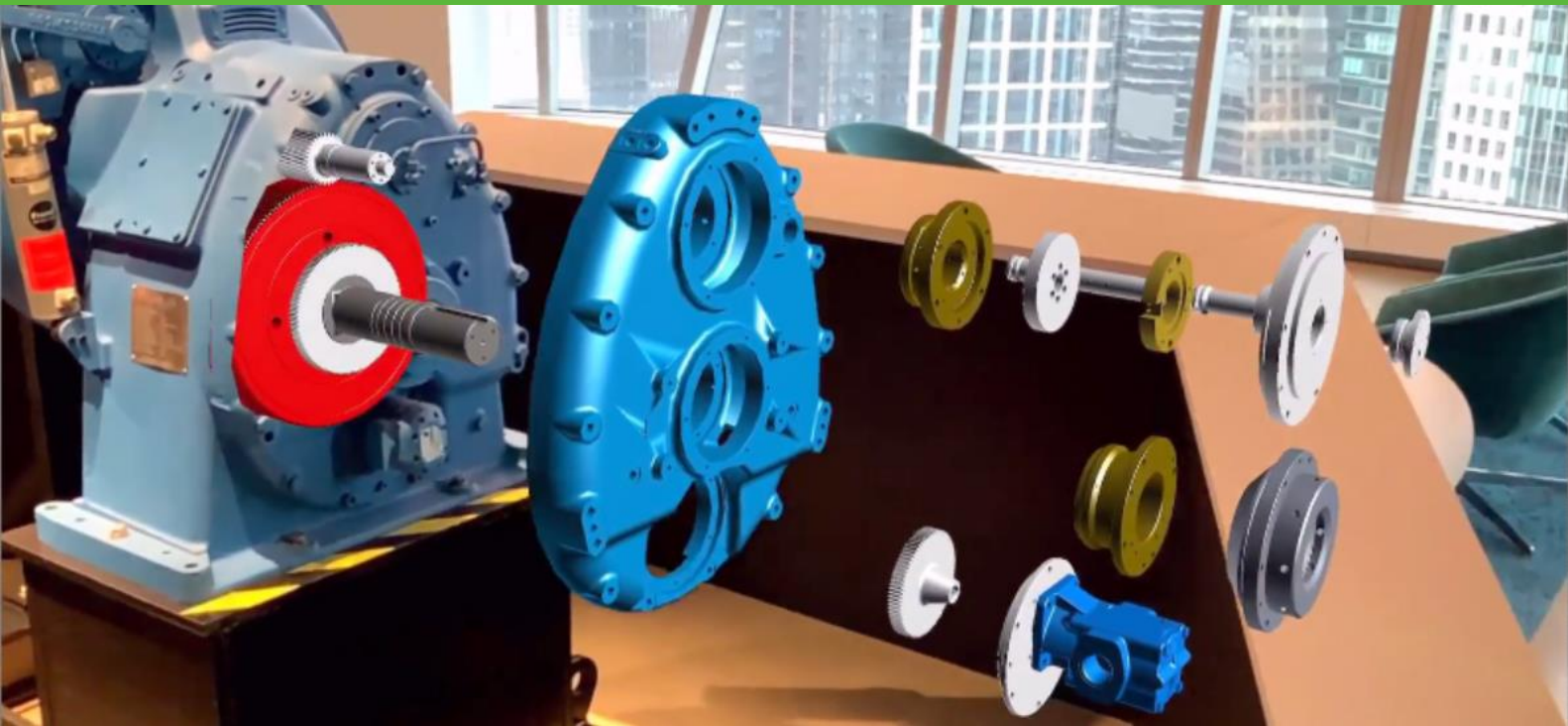# VUFORIA STUDIO

CONNECTING FRONT-LINE WORKERS TO CRITICAL INFORMATION WITH AUGMENTED REALITY

Improve workforce training and performance, deliver differentiated service, and enhance customer experiences Vuforia Studio is the most flexible, efficient way to author and scale 3 D augmented training content, step by step instructions, and virtual product demonstrations across the Industrial Enterprise These easy to consume experiences connect employees and customers to the relevant information they need to do their jobs successfully

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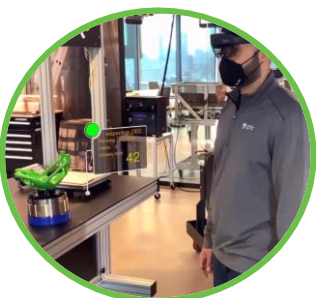## CONNECTING FRONT-LINE WORKERS TO CRITICAL INFORMATION WITH AUGMENTED REALITY

Improve workforce training and performance, deliver differentiated service, and enhance customer experiences. Vuforia Studio is the most flexible, efficient way to author and scale 3D augmented training content, step-by-step instructions, and virtual product demonstrations across the Industrial Enterprise. These easy-to-consume experiences connect employees and customers to the relevant information they need to do their jobs successfully.

Scalable AR Content on-Demand and In-Context

Vuforia Studio allows technical content creators to transform existing 3D CAD or scan data, into detailed AR experiences tailored to specific product models and configurations.

These experiences may also include 3D animations, IoT and business systems data to help employees and customers better understand how to operate, maintain, and demonstrate complex equipment in the context of their physical work environments.

Experiences authored in Vuforia Studio can be deployed to the cloud or on-premise and viewed anywhere, anytime on industry-leading devices across the enterprise.

" With augmented reality, students can learn faster and get more comfortable with the material. We wanted them to learn more quickly how complex systems work and become familiar with maintenance and inspection tasks."

— Joseph Gelardi, CEO, Vectrona

WHY VUFORIA STUDIO? ?

Optimize Learning & Performance:
Improve worker safety, efficiency and understanding for complex tasks with interactive 3D AR experiences including virtual product componentry and IoT data visualization.

Reduce Time & Cost of Training:
Virtual and On-Asset training content enables distance learning and remote training while increasing engagement, retention and understanding in less time than traditional methods.

Improve Field Service:
Step-by-step instructions and easy parts identification for many different product configurations help field engineers perform at a higher level and reduce time to repair.

Enhance Customer Experiences:
Provide end-customers with differentiated service through visual product companions and self-service/operate/train AR experiences that improve operational efficiency and reduce downtime.

Solving High Value Use Cases Across the Enterprise

While Vuforia Studio offers the flexibility to address a broad variety of use cases, some of the more popular scenarios are:

- **Product Familiarization – Training –** Virtual Asset or On-Asset 3D training visually demonstrate complex products to enable better familiarity and deeper understanding of how they work.

- **3D-Guided Service Instructions -** In-context model-specific instructions which overlay 3D content on-top of physical assets to guide technicians through complex maintenance and repairs.

- **Parts Identification** – Visualize hidden parts or identify visually similar parts to enable repair or reorder which saves time for the technician and reduces inventory costs due to errors.

- **Customer Self-Service** - Product specific AR experiences that provide guidance for end-customer operation, maintenance, service, and installation of OEM equipment.

- **Product Visualization -Demonstration** - Virtually validate design, custom configuration and fit into a physical space by placing a virtual product representation in context of the customer's environment.

Key Features At A Glance:

EFFICIENT, FLEXIBLE AUTHORING	ON-PREM OR CLOUD DEPLOYMENT	IOT & BIZ SYSTEM INTEGRATION	ONLINE & OFFLINE EXPERIENCES
ADVANCED TRACKING METHODS	DIGITAL THREAD ENABLED	BROAD DEVICE SUPPORT	VIRTUAL ASSET OR AR OVERLAY

A Powerful AR Solution That Connects Digital and Physical Workspaces

Vuforia Studio is comprised of 2components:

- **Vuforia Studio** – "Best of both worlds" - leverage 3D CAD data to create AR experiences in an efficient authoring environment which also provides the flexibility to customize and enhances experiences via CSS and JavaScript.

- **Vuforia View** - The immersive AR experiences created with Vuforia Studio can be accessed and viewed across the enterprise from the Vuforia View app on a variety of industry-leading devices.

As part of the Vuforia Enterprise AR Suite, Vuforia Studio is the ideal solution for customers who are looking to implement an AR strategy, have skilled resources and need the flexibility to accommodate more advanced and varied use cases to solve high-value business problems.

For more information please contact:
Sylvie Loos / Head of Services
Telephone: +49 8441 8596 342
Email: sylvie.loos@arsandis.com

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