



THE FUTURE OF
EXPERIENCE WITH
**VIRTUAL AND
AUGMENTED
REALITY**



INTRODUCTION

As the world, business and consumers are moving everyday closer to the digital era, relationships are also transforming into a digital zone. From almost two decades ago when distant relatives would exchange emails and e-cards to the now common video calls and voice messages; technology has predominantly given interaction a two dimensional approach.

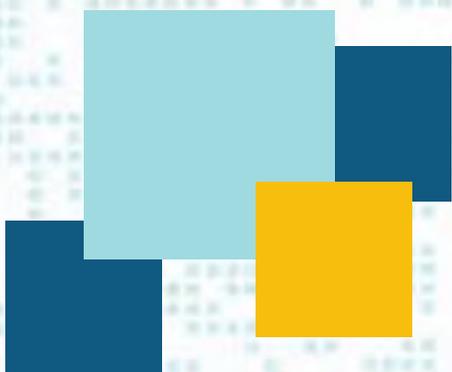
This new mode of communication has exploded and has entered into the lives of executives and layman. Complex video calls and integrated social media conversations are no more a complex methodology. This has helped in bringing people closer across multiple time zones and also encouraged frequent interactions.

However, unfortunately this has also developed a silo'ed society.

With all the advances in technology can we avoid becoming a silo'ed society and can it have a positive impact on relationships? Maybe.

The solution lies in Virtual Reality and Augmented Reality (AR) integrated with 3D Hologram.

Virtual and Augmented reality are disrupting the real world and real life, and providing immersive experiences with a new way of communicating, collaborating and working. This can be highly personalized, with fully immersive environment free of real-world distractions. Looking ahead, the possibilities are infinite.





A NEW WAY OF SEEING

It is not difficult to see why Virtual Reality and Augmented Reality is being publicized as the next frontier of experience, considering its potential growth is huge. In 2016, Deloitte predicted that the industry will break the \$1bn (£710m) barrier for the first time. While Goldman Sachs is predicting the market could be worth \$80bn (£56.8bn) by 2025. The opportunities are only getting bigger.

Today Augmented Reality & Virtual Reality are primarily getting enabled via Gear (like Samsung Gear, Google Glass etc.,

However, the potential of “Gear Less” enabled Augmented Reality & Virtual Reality, by and large still remains unexplored. The path breaking integration will definitely change the way we communicate and will certainly bring the “Emotion Quotient” to fore.

Let’s look at a recent example from right inside our homes.

We have all gotten back to the routine of daily life after celebrating Diwali, the festival of light. This festival

brings with it tons of festivities and togetherness. Family and friends meet and greet, video calls and voice calls are made to distance relations and real and virtual gifts exchanged. With technology seeping into every corner of our lives, distances have already reduced in the virtual world.

However, with Virtual and Augmented Reality ready to springboard into our daily lives, in the future distances between geographies **will not only reduce but may vanish altogether.**

Virtual and Augmented Reality are redefining the way we do businesses or communicate and will soon redefine the way we build and maintain relationships.

In the future, families may adapt to this new integrated technology of Augmented Reality, Virtual Reality & 3D Hologram and use it to their advantage to get a sense of being closer to each other.





Imagine Diwali in the 2030s.

Two families, one in Bangalore, India and other in New Jersey, USA will be preparing to celebrate Diwali in a virtual world. This world will enable the families to experience the festival face to face and interact like they are in the same room.

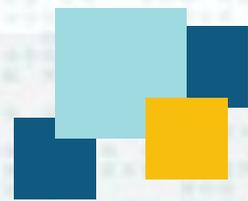
New Integrated technology platform will allow for the families to design creative seating arrangements allowing for a same-room interaction experience. The Virtual Reality and Augment Reality influence may be such that families will not only meet and greet virtually but may in fact take this to the next level –performing rituals together, cutting cake together, having delicious food together, bursting crackers together, and all this will definitely eliminate the distances between them.

It is this integrated and appealing perspective that Virtual and Augmented reality promises to the real world of possibilities.

Virtual and Augmented reality has opened doors to collaborative creativity in this digital world.



BRIDGING THE GAP ACROSS DISTANCE RELATIONSHIPS



The promise of Virtual Reality and Augmented Reality has excited us from decades, but this is now translating rapidly into reality with the available technology infrastructure. **AR and VR** has already been seeping into our lives with the aim of making life easier. It is already in our cars, our smartphones and soon inside our homes.

New integrated technology will bring in a new outlook, on how we interact with the world, and provide unlimited possibilities that will enhance our life making them more realistic, engaging and satisfying.

For creating a true immersive experience, New integrated technology platform rely on three pillars to stimulate human senses

Vibrant visuals which cannot be differentiated from real world

Accurate sounds that are parallel to real life

Intuitive interactions which makes you forget about the existence of an interface

We can now live our **dreams on-demand!** Thanks to VR and AR, our imagination will be the only limit to what we want to transform. Integrated technology platform will provide us a world full of creativity and possibilities, **where we will be able to go anywhere at any time**, with anyone and do anything. It is truly an exciting time, where we can redefine our life and interact across miles and regions. No distances will be long enough to travel, and no occasions will need to be enjoyed in isolation.

Silo'ed society will be removed with this immersive experience and all the gaps between distance relationships will be bridged providing a complete experience of sitting together and having real on time conversations with real world body language.

VR and AR together will change the way we communicate and interact.



Social interactions

Individuals can virtually meet, network, and communicate with one another while feeling as if they are physically located in the same place. Family get-togethers from distant locations will never be the same.



Shared personal moments

The people you care about can virtually feel part of the exact moment, whether it is your child's first birthday, an amazing performance, or a wedding ceremony.



Empathetic storytelling and immersive visualization

When you become part of the story and part of the scene, the storytelling can be much more impactful and empathetic. For example, you can know what it is like to live with a disability.

To forget that there is an interface operating, integrated technology platform need **natural user interfaces, precise motion tracking and minimal latency**. It incorporates simple gestures like movement of head, body language and sound with comprehensive accuracy. With these feature in place and with high level of accuracy, there is no difference between the virtual and real world.

As seen in our above example, celebrations like Diwali need not be celebrated away from families now, even with distance as a factor. With the experience available from next generation technologies, in the near future, all distances will be bridged and we will get to experience real life situations, wherein we are sitting next to each other, having conversations without any interruptions and with perfect live body language and head movements. With AR and VR integrating with the existing messaging tools, these technologies will enable us to, for example, do the rituals together, enjoy the festive food together and burst crackers together. Internet of things coupled with AR and VR technology will ensure that no moments are missed; gifts, smiles and jokes are shared exactly how they do in the real world.

ENHANCING RELATIONSHIP EXPERIENCE MANAGEMENT



Every experience is currently emerging from [digital transformation](#) that has both changed the way businesses interact with customers and design customer experiences resulting from “digital”, “social” and “mobile” technological changes.

Organizations have shifted their business strategy models and customer experience design to leverage these new technologies and gear up to deliver the new platforms of virtual and augmented reality. Welcome to the age of consumer virtual reality. Augmented and virtual reality need is now felt by common households and early adopters have immersed into this latest development.

The benefits of new technology platform to marketers are that it will disrupts the clutter and helps in making a memorable space in the user’s mind due to **emotional resonance, wide information accessibility and hypothetical experiences.** These factors together create a greater intimacy, and provides instant and flexible information according to the user’s preference. Hypothetical experiences allow

the consumers to feel multiple different situations in real-time as compared to one-dimensional representations. Specifically, AR and VR helps to enhance relationship experience management as it improves the customer journey, builds emotional engagement, understands complex customer behaviors and delivers highly personalized products.

Relationships are also improved at a personal level, enriching life and adding more value to day to day activities. When persons are separated with their families due to distance and different time zones, Virtual Reality and Augmented Reality, in the future will enable to bridge this gap and provide with a fulfilling experience of closeness and togetherness. All occasions will be celebrated together, providing the perfect life balance. As we had seen earlier, two families from Bangalore and New Jersey are able to celebrate the festivities and joy of Diwali together in a holistic environment. Usage of Virtual Reality and Augmented Reality gives immersive and complete experience, wherein it is difficult to make any distinguishes from real world.



ENABLEMENT'S OF GEAR LESS VIRTUAL AND AUGMENTED REALITY

According to Gartner, Brands should be built around customer experience and not the other way around. We have already read how virtual and [augmented reality](#) are providing a leverage to excel in customer experience but this is possible in this stage due to the various enablers available and due to their wide acceptance. What has changed in recent times is the wide **access** available to all via 24/7 mobile connectivity, large availability of **content** for users in the form of texts, images and videos and a profitable ecosystem for VR and AR.



Digital Enablers

Facebook Messenger, Hangout, Facetime, Skype, Viber, WhatsApp etc., these have become commonly used platforms which are easily accessible and wholly user friendly. Integration with these technologies on computers, tablets and smartphones are promoters of virtual and augmented reality. 250 apps are already available in this ecosystem.



3D Hologram Projector

By providing a three dimensional view of each scene, reality is enhanced and brings with it infinite possibilities. Nearly 1.3 million people subscribe to the YouTube 360 channel.



Network Communication Infrastructure

Network infrastructure refers to the hardware and software resources of an entire network that enable connectivity, communication, operations and management of an enterprise network.

We are only at the beginning stages of virtual and augmented reality, and there is a huge scope yet to be explored and adopted for business uses. Dreams are being translated into enhanced reality and this is having a positive impact on the society. The emotional satisfaction is provided for families who are in long distance relationships and experience management is leveraged with improved customer journeys.

How will this new technology fair? Time will likely tell, it's exciting to witness the creative uses of VR and AR and discovering how far it can push customer experiences.

ABOUT THE AUTHOR



Benjamin Sanjay has 16 years of IT experience. He has been working towards Digital Transformation initiatives across Industry Group. His core area of work lies in Innovative Solutions & Thought Leadership using SMAC++ technologies around Digital Transformation & Enterprise Services."

ABOUT HAPPIEST MINDS TECHNOLOGIES

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, **AI & Cognitive** Computing, **Internet of Things**, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across **product engineering**, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

To know more about our offerings. Please write to us at business@happiestminds.com