AREA
Augmented Reality for Enterprise Alliance

Augmented Reality for Enterprise Alliance

The AREA & AMRC Workshop
26th – 27th March 2019

Improving Performance

Relevant data

Resource management

Real-time compliance

Increasing Efficiency

Reduce Time

Minimise Errors

Lower Costs

**Logistics
Warehouse picking**

DHL - **25%**

productivity gains with fewer errors and more-engaged worker

**Field Services
Remote Assistance**

Xerox – **76%**

technical problems resolved without any on-site help

**Field Engineers
On site repairs**

KPN – **11%**

reduction in overall costs for service teams use AR smart glasses

**Training
Instruct and guide**

Boeing - **35%**

less time to train new staff than using traditional 2-D drawings

**Inspection
Final sign off**

Newport News - **96%**

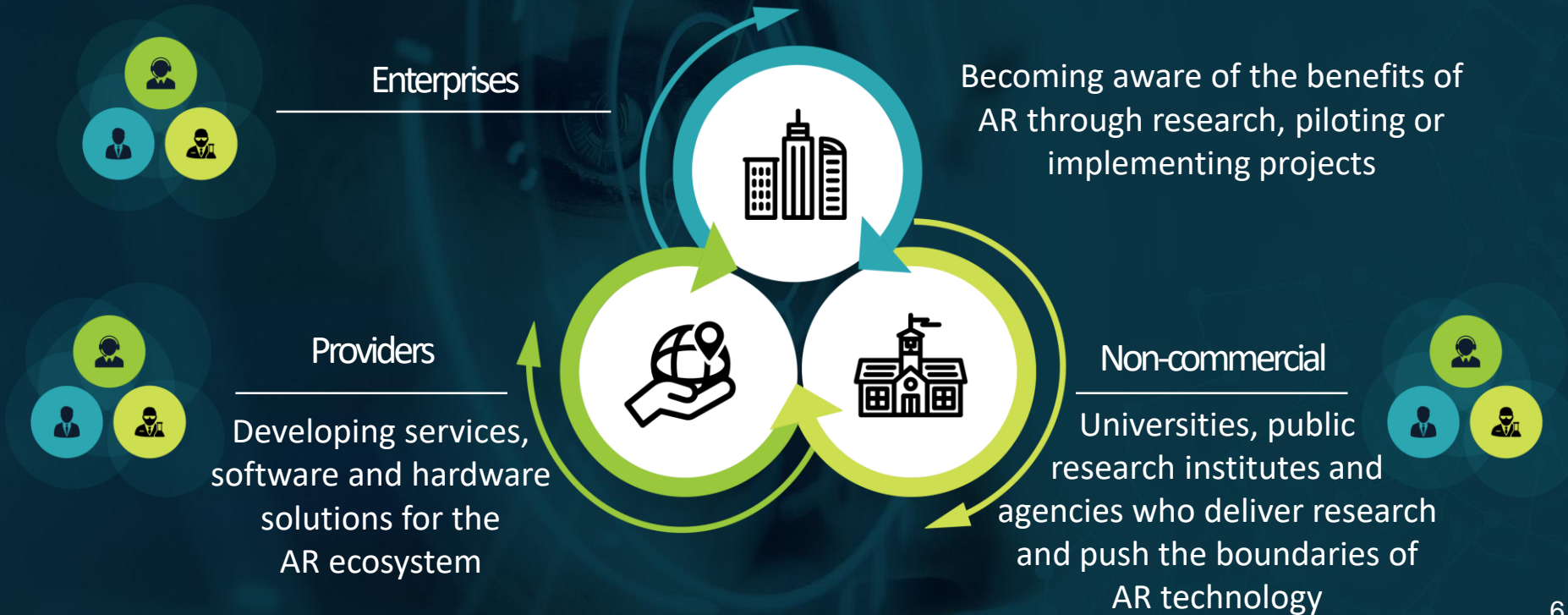reduction in inspection time (36 hours to 90mins)

**Medical
Vascular procedures**

AccuVein - **45%**

less doctor escalations (calling for assistance)

Source - WHY EVERY ORGANIZATION NEEDS AN AUGMENTED REALITY STRATEGY

The AREA is...

...the only global, membership-funded non-profit alliance dedicated to helping accelerate the adoption of Enterprise Augmented Reality (AR) by supporting the growth of a comprehensive ecosystem

The Comprehensive Ecosystem

AREA

Enterprises

Becoming aware of the benefits of AR through research, piloting or implementing projects

Providers

Developing services, software and hardware solutions for the AR ecosystem

Non-commercial

Universities, public research institutes and agencies who deliver research and push the boundaries of AR technology

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HARDWARE	SOFTWARE & SERVICES	SERVICES	CUSTOMER	RESEARCH

56 members –
26 Mar '19

AREA Supports AR the Ecosystem

Thought Leadership

The AREA creates, collects and curates neutral, up to date enterprise AR content, created by thought leaders and experts

Networking & Marketplace

The AREA facilitates an environment for the AR community to connect, sharing experiences, partnerships and insights related to AR adoption

Educate

The AREA supports programs that will close the AR skills gap by promoting continuing education and job openings

Reducing Barriers to adoption

The AREA committees focus on adoption issues including Research, Security, Requirements and Safety

AREA Committees Reduce Barriers to Adoption

Requirements

Owns and manages the global set of enterprise AR requirements

Safety

Identifies, classifies and prioritizes AR safety risks and develops risk reduction recommendations

Security

Identifies, classifies and prioritizes AR security risks and develops risk reduction recommendations

AREA Committees Reduce Barriers to Adoption

Research

Funds and organizes research programs that are defined and agreed upon by its members

Human Factors

Develop, evaluate and provide feedback and guidance about current HF principles, research protocols and methods

Marketing

Creates and delivers marketing programs to promote the enterprise AR ecosystem and its members

Welcome, introductions and focus over the coming 2 days

Agenda

Get under the skin of AR with our interactive sessions, keynote talks from leaders in the industry and learn more from a range of panel sessions, hands-on learning and more.

Day #1 Tuesday 26 March
Registration starts 11h30
Finger buffet lunch at 12h00

12h30: **Welcome and introductions** from AREA President, Paul Davies of Boeing and AMRC including an overview of the current AR ecosystem from AREA Executive Director, Mark Sage

13h15: **Join the AR Journey: an overview and introduction to AR** (short presentation and Q&A)
- What are the key AR use cases (business problems) that can be solved
- Hear from leading companies and AREA members who have deployed AR; use cases, experiences and challenges.
- Understand why it makes good business sense for your organisations to get on board the AR journey, now.

14h00: **Atheer presentation on 'How Porsche Transformed Automotive Dealer Service with AR'**

14h15: **Jordi Boza, Director of Sales EMEA from Vuzix presentation on 'Augmented Reality: I want to try this. How do I get started?'**

Agenda cont ...

Day #1 Tuesday 26 March cont …

14h30: **Workshop – Understanding AR uses cases and Requirements** (with integrated breaks)
Hands-on learning session with **The AREA's Researcher, Dr. Michael Rygol** in a facilitated roundtable discussion
- Work with AREA members and other enterprises to discuss how AR can benefit your organisation
- Discuss and document use cases and key requirements (hardware, software and business)
- Understand the different AR use cases and requirements through networking with peers and experts

16h00: **Learn more about the potential of AR, latest developments and more from leading global technology company, PTC.**

17h00 - 18h30: **'Mix 'n Mingle' networking session**
- Enjoy complimentary drinks and snacks while you experience the latest AR technology from key providers and enterprise organisations delivered to you on Factory 2050's state of the art shop floor

NOTE: there is a 'hard stop' at 18h30 when Factory 2050 needs to close

Agenda cont ...

Day #2 Wednesday 27 March

08h00: **Overview, recap and objectives for the day**

08h30: **'The Next Frontier of Collaboration: Exploring the cognitive gap and potential of XR technologies' presentation from David Francis from UK-based Theorem**

09h00: **'Workforce Challenges posed by AR: A panel discussion' chaired by AREA Board Member, Christine Perey with a selection of expert panellists and influential decision-makers.**
- Learn more about convincing your stakeholders why they should and how they can invest in AR.
- Discuss how to work with your workers to achieve effective inclusion and involvement and secure longer-term buy-in.

09h30: **The AREA Research Capability presented by AREA Board Member, Christine Perey.**
- Immerse yourself in an holistic view of the AREA research capability and initiatives and look forward to new opportunities and possibilities as well as gaining an understand of how to get involved.

09h45: **Master Class – AR Human Centered Design: A hands-on interactive session**
- Learn from ThreeSixty Reality, a leading UK-based human centred design consultancy specialising in virtual and augmented reality.
- Understand how to move from idea, through concept to the design phase, working with both staff and stakeholders and explore how to develop a KPI approach to design thinking

Agenda cont ...

Day #2 Wednesday 27 March cont ...

10h45: **Human Factors and the related Safety challenges facing organisations on the AR adoption journey.**
- Learn more about the AREA human factors and safety framework and how it can help when delivering AR projects
- Participate and engage with AR Safety best practices and preview the AREA Safety Committee Infographic

11h15: **Security is Key: Overcoming the challenges of AR security**
A pre-recorded video session to take a closer look at the security challenges posed by AR and how organisations can mitigate them.

12h00 LUNCH & NETWORKING

12h30: **Microsoft presentation and demo**
- Hear more about Microsoft's MR Strategy and recent announcements made at Mobile World Congress last month.

13h15: **Three Minute Provider Pitch – overview of the AREA AR providers and their solutions**
- Hear from selected AREA providers as they share more about their organisations and related AR work.

13h30: **Open floor: share you AR work**
- Join the discussion in a supportive setting where you can share your AR journey, future plans, challenges, rewards and support needed.

13h45 WORKSHOP CLOSE, SUMMARY AND NEXT STEPS

AREA

AREA

**Table by table
Before each new session**

**Name, company, role and
experience in enterprise AR**

Carry on the conversation - informal meetup

AREA

Health and Safety rules

- **one drink per person in the Mix 'n Mingle' networking session**

Please join us for an informal "get together", meet old and make new friends:

7pm onwards

Mercure Sheffield Parkway Britannia Way, Catcliffe, Rotherham, S60 5BD

6mins by car
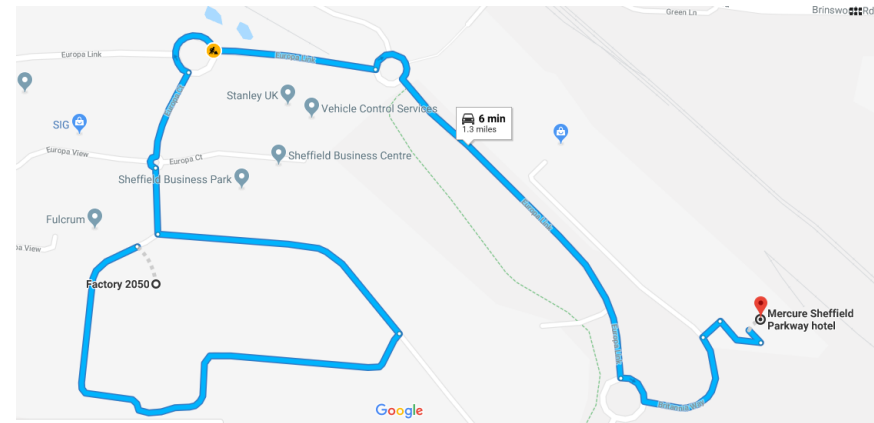
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Join the AR Journey:
An overview and introduction to AR

Atheer

'How Porsche Transformed Automotive Dealer Service with AR'

Vuzix

'Augmented Reality: I want to try this. How do I get started?'

Dr. Michael Rygol, The AREA
Understanding AR uses cases and Requirements

PTC

The potential of AR and latest developments

'Mix 'n Mingle' networking and demo session

Overview, recap and objectives for the day

Theorem

'The Next Frontier of Collaboration: Exploring the cognitive gap and potential of XR technologies'

Christine Perey, AREA Board Member
'Workforce Challenges posed by AR: A panel discussion'

Christine Perey, AREA Board Member
The AREA Research capability

ThreeSixtyReality
Master Class – AR UX Design:
A hands-on interactive session

The AREA

Human Factors and related safety challenges facing organisations on the AR journey

The AREA

*Security is Key:
Overcoming challenges of AR security*

Microsoft
MR Strategy and demo

Three Minute Provider Pitch
Overview of the AREA AR providers and their solutions

Open floor

Share your AR work

Workshop close, summary and next steps

Thank you for your time and valuable contribution