

VIRTUAL AND AUGMENTED REALITY TODAY, TOMORROW, FUTURE

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Presentation plan

- VR & AR market
- Problems of the market
- Areas of application:
 - Now, tomorrow and in the future
- Questions and Answers

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VR & AR MARKET

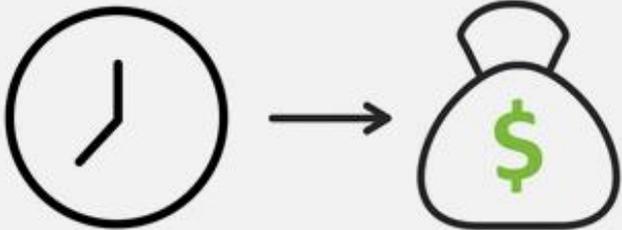


BEGINNING OF VR & AR INDUSTRY



2012

KICKSTARTER



4 hours

250 000

2014

facebook



2 bilions

facebook

\$2 billion



htc

More than 140 000 sales



Google

More than \$529 million investment



Daydream



SONY

About \$1million sales



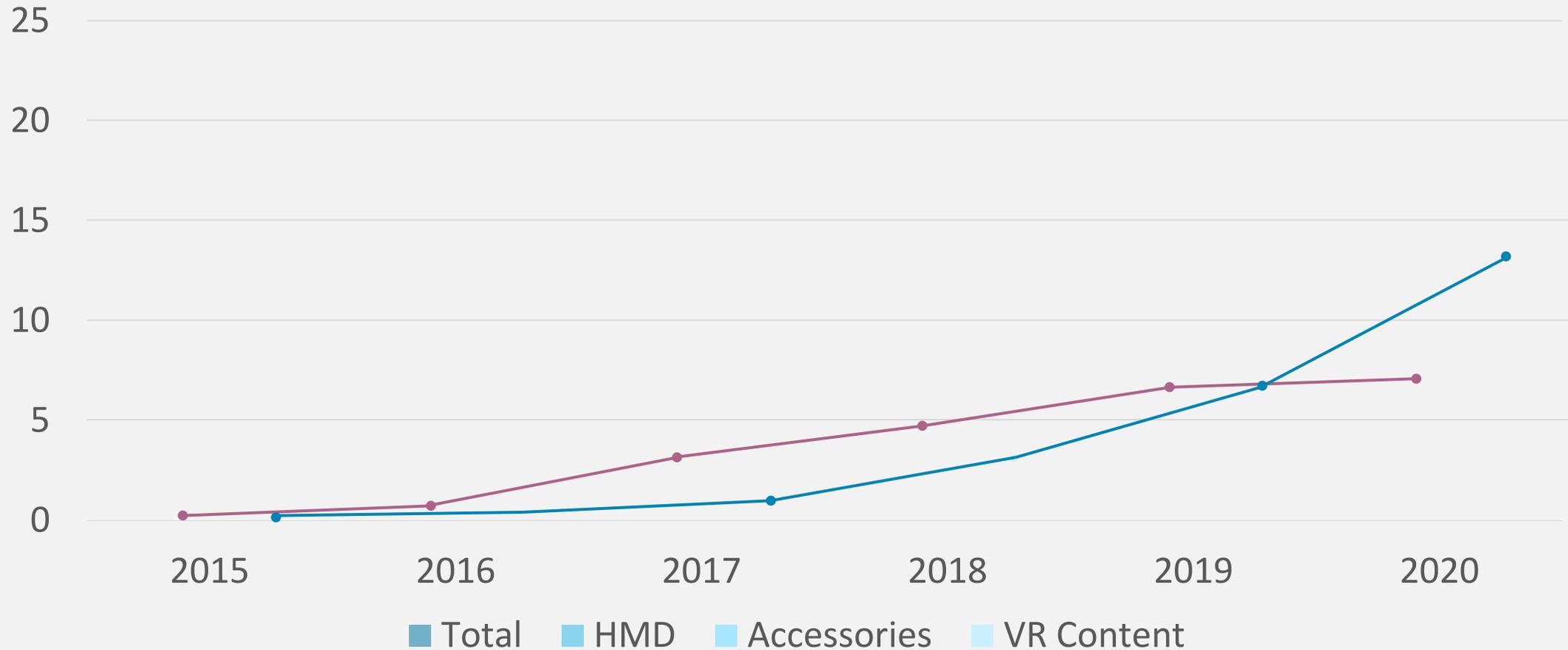
Microsoft HoloLens

Thousands of sales

TOP IN VR & AR

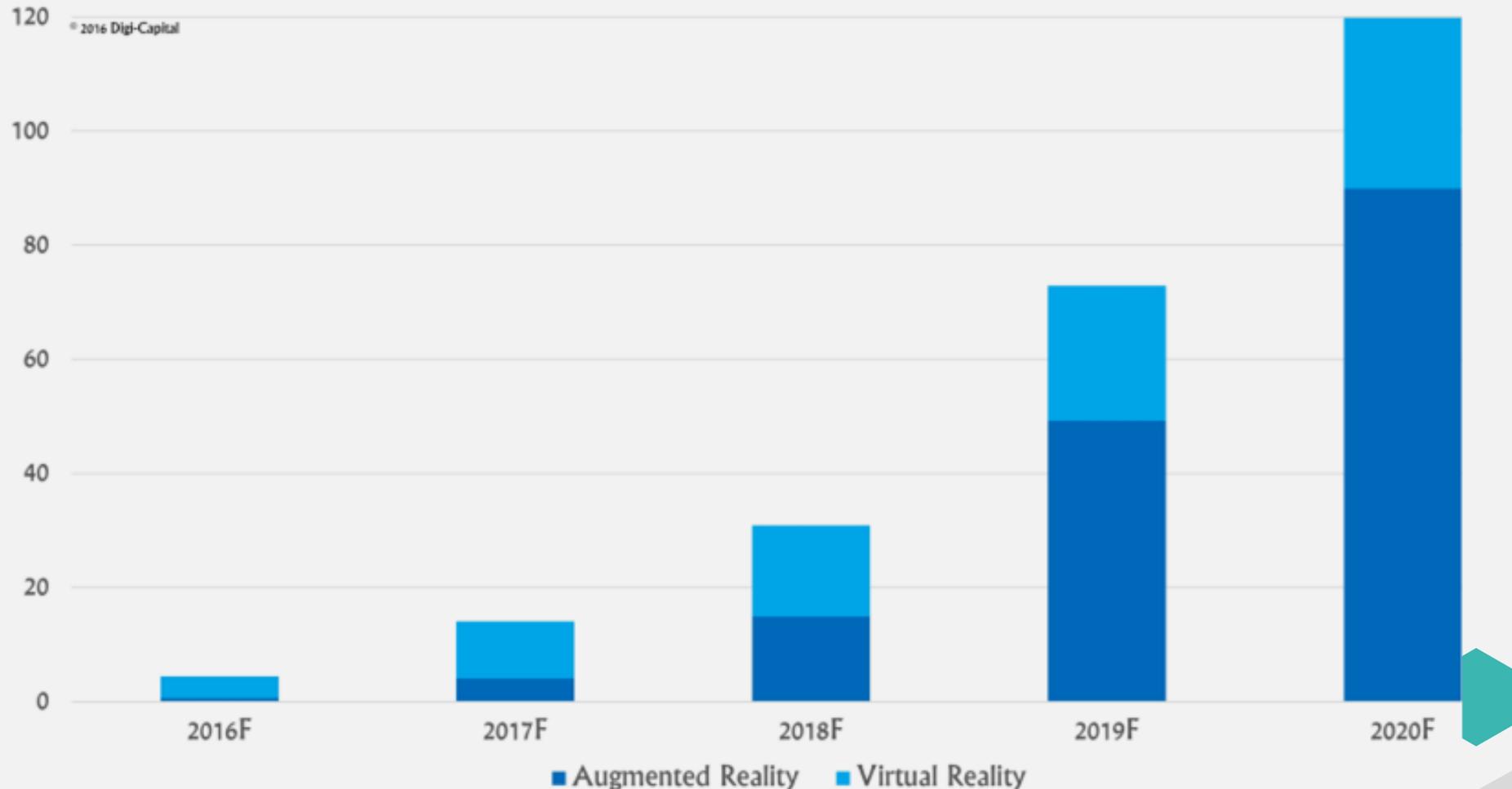
FORECAST FOR MARKETS

Classification of sales volumes by categories HMD /
Accessories / VR Content, billion \$



FORECAST OF VR / AR REVENUES FROM DIGI-CAPITAL

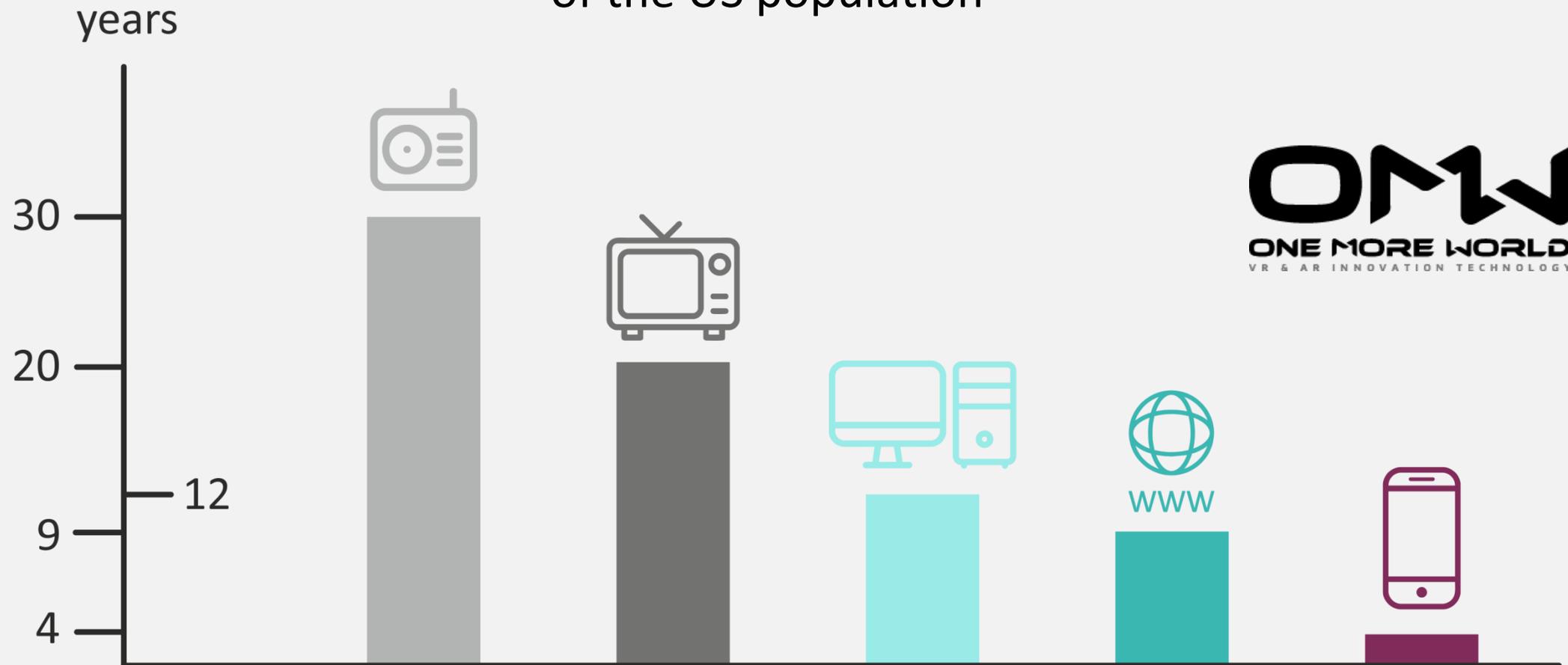
Digi-Capital™ Augmented/Virtual Reality Revenue Forecast (\$B)

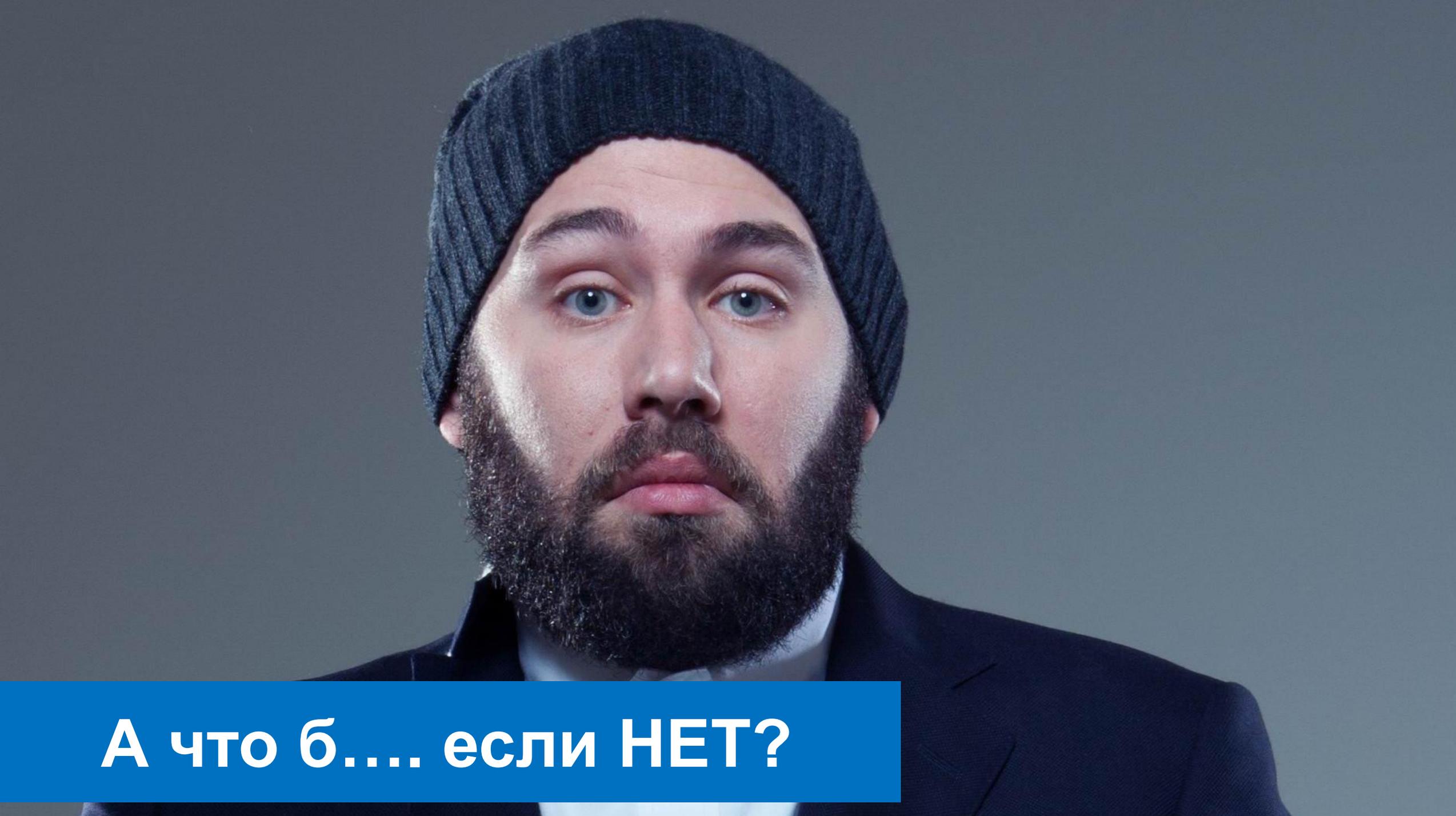


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DYNAMICS OF TECHNOLOGY INTEGRATION

How many years have passed since the invention to cover $\frac{1}{4}$ of the US population





А что б.... если НЕТ?

PROBLEM №1

EXACT position tracking in space.
Without external devices

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**FUTURE:
CONVENIENT VR HELMET WITHOUT WIRES**

PROBLEM №2

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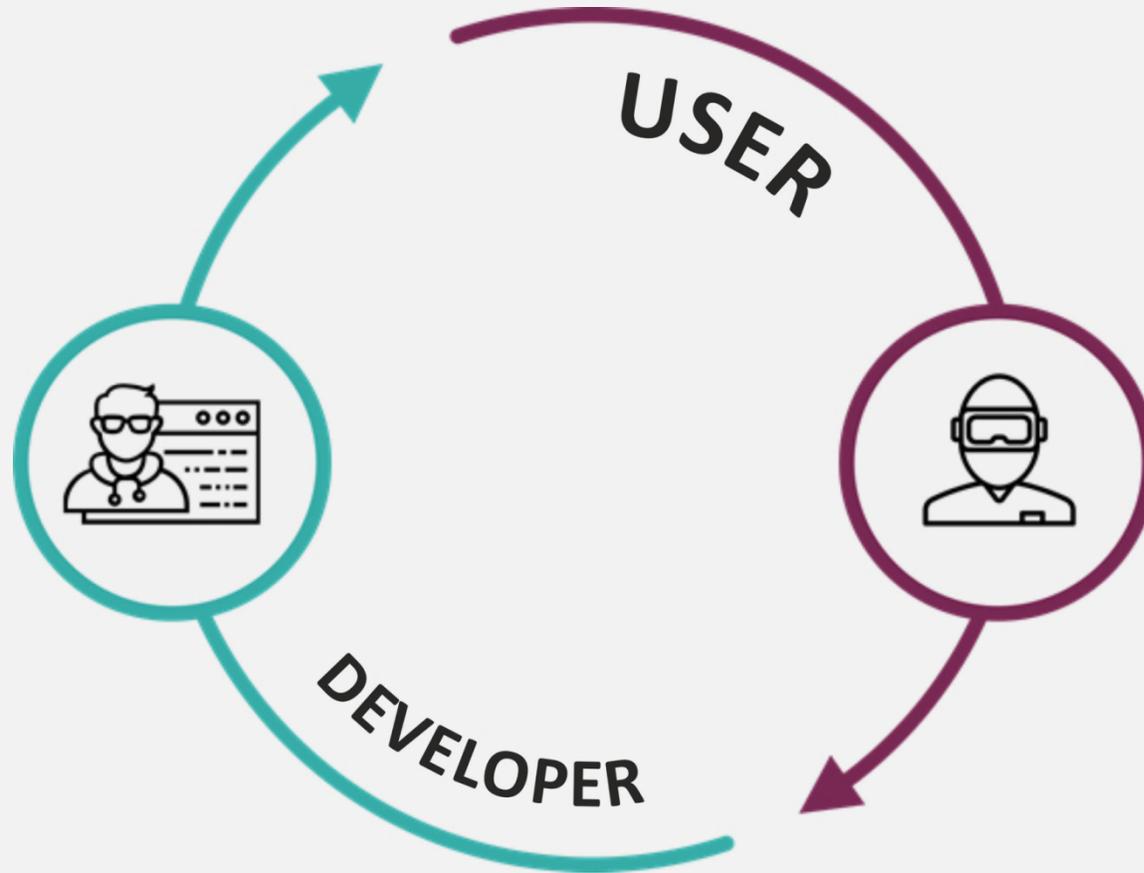
**Nausea and
dizziness**



PROBLEM №3

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No content



PROBLEM №4

Expensive



PROBLEM №5

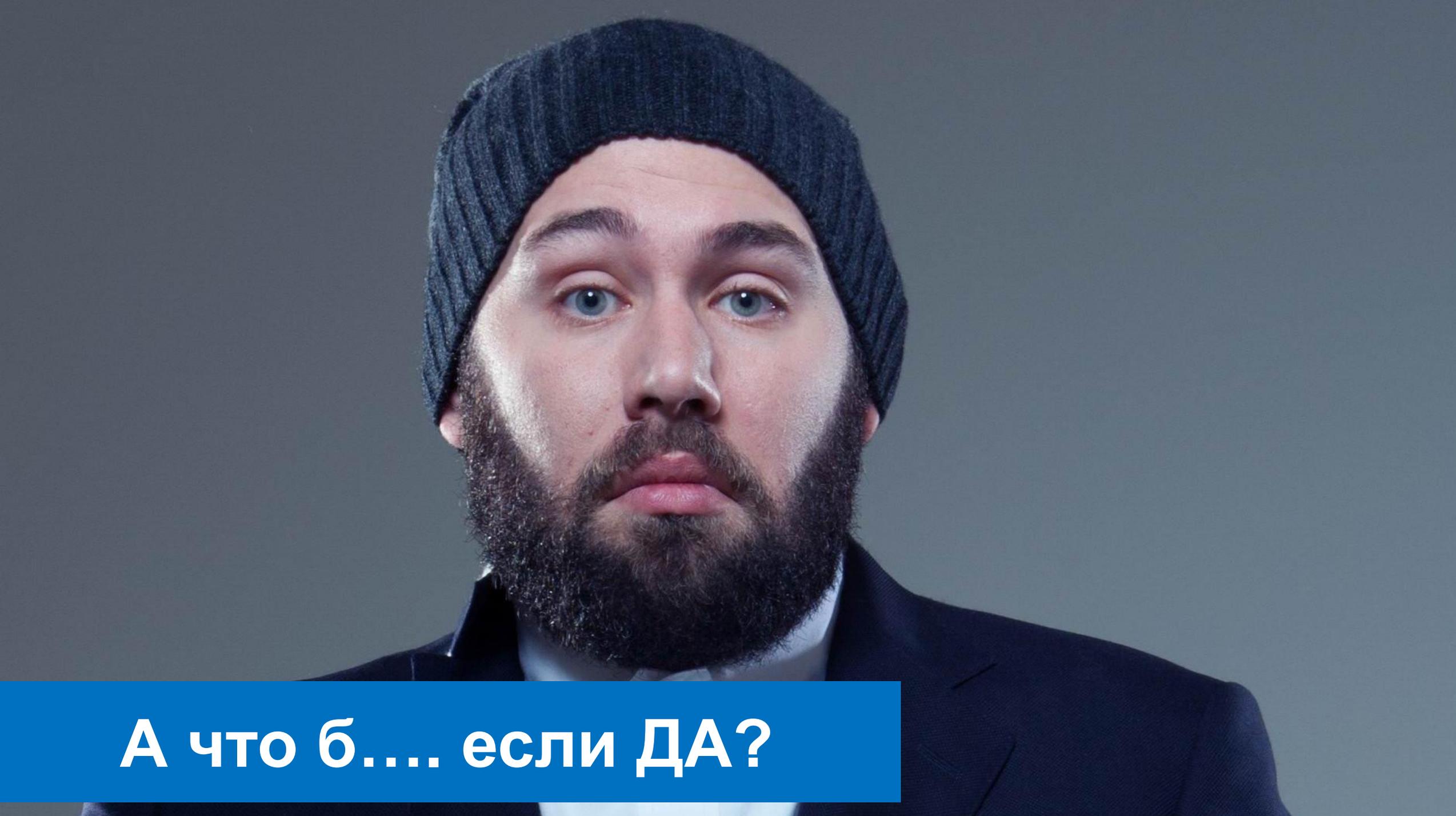
Not suitable for everyday life



FUTURE: EVERYDAY AR GLASSES

OMW
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VR & AR INNOVATION TECHNOLOGY

Slim, lightweight design



А что б.... если ДА?



VR & AR FOR BUSINESS

CYBERLIT
VR EDUCATION TECHNOLOGY



TODAY: GAMES AND QUESTS



TODAY: MARKETING

WOW effect

- Exhibitions
- Sales + Showrooms



TODAY: B2B TRAINING

CYBERLIT



Проблематики

The background image shows two male industrial workers in a factory. They are wearing white hard hats, safety glasses, and earplugs. One worker, wearing a dark blue polo shirt and yellow gloves, is focused on working with a tool on a large, curved metal component. The other worker, wearing a blue denim shirt, is looking on and holding a clipboard with a pen, appearing to be documenting the work. The environment is filled with large, dark metal parts and machinery.

Время на обучение

Риск для сотрудника

Затраты на обучение

Убытки в случае ошибки

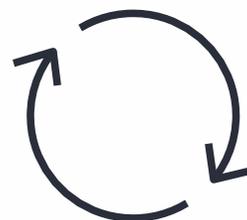
СОГЛАСНО ИССЛЕДОВАНИЯМ В
ПРОЦЕССЕ ОБУЧЕНИЯ ЧЕЛОВЕК
УСВАИВАЕТ:



10%
ТОГО, ЧТО СЛЫШИТ



50%
ТОГО, ЧТО ВИДИТ

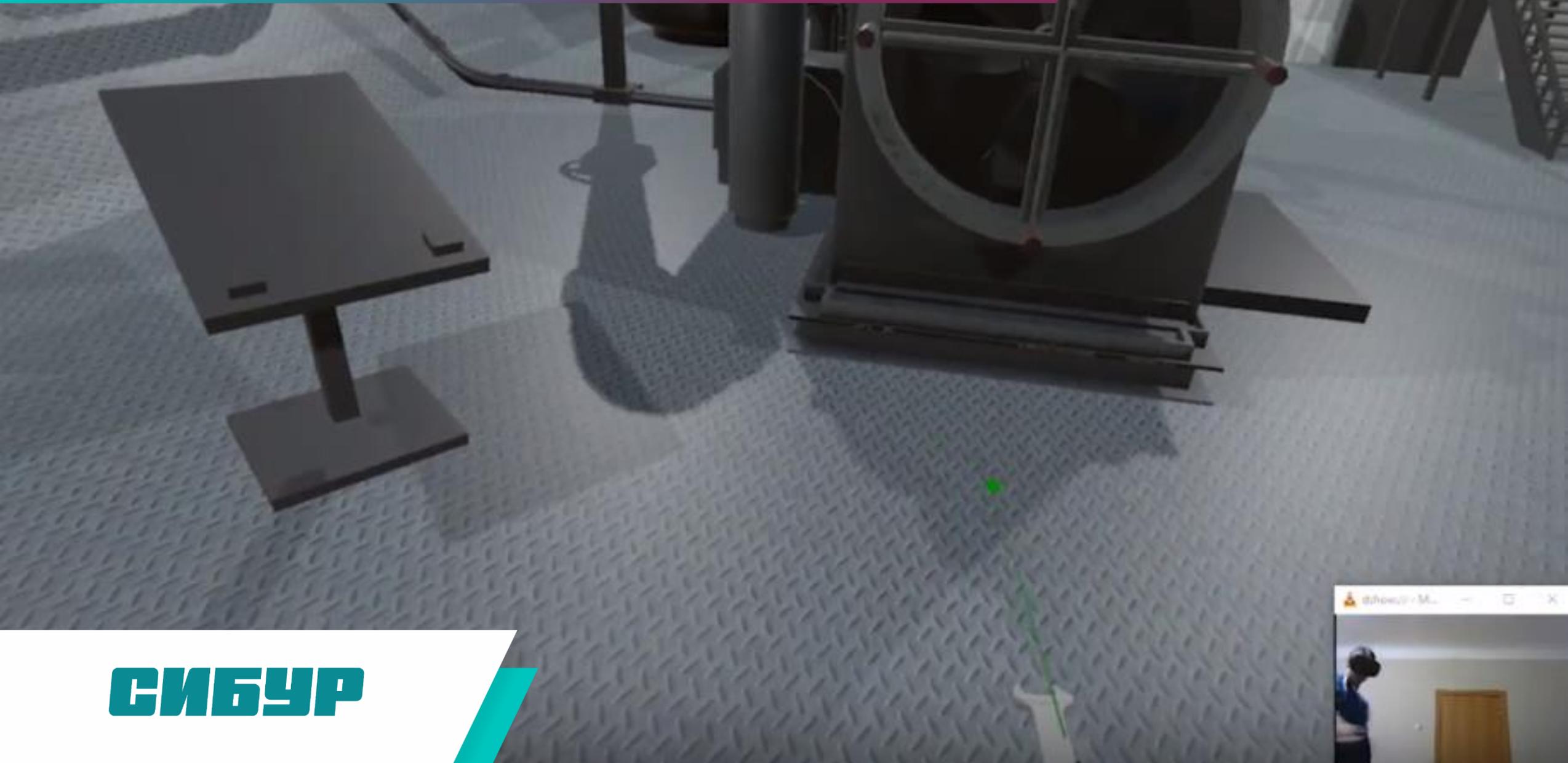


70%
ТОГО, ЧТО ПРОИГРЫВАЕТ В
ДЕЙСТВИЯХ



90%
ТОГО, ЧТО ДЕЛАЕТ САМ

Лучше один раз увидеть <http://cyberlit.ru>



СИБУР

Любой форм фактор



ПРИМЕРЫ УЧЕБНЫХ КУРСОВ

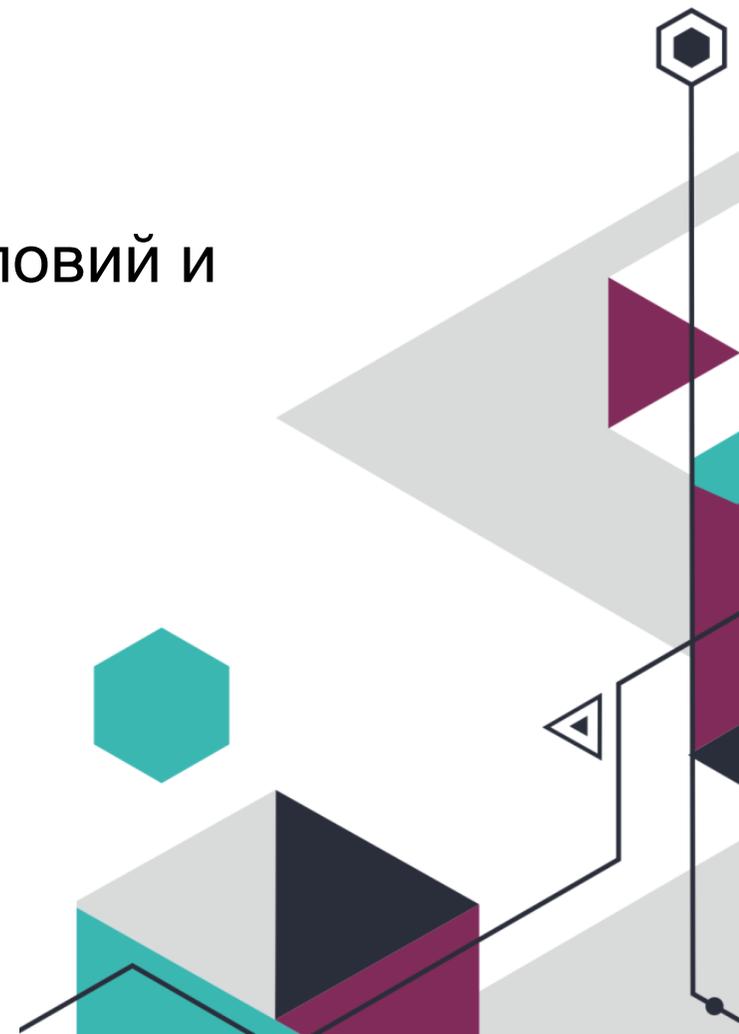
СИБУР

Обслуживание турбоприводного компрессорного агрегата

ГАЗПРОМ
НЕФТЬ

ГПН Ямал. Устранение опасных условий и упреждение опасных действий

- Работа на спецтехнике
- Отработка чрезвычайных ситуаций
- Ускорение ввода объекта в эксплуатацию
- Виртуальные инструкции





TODAY: LOGISTICS



LOGISTICS
Proven 25% increase in warehouse
picking productivity

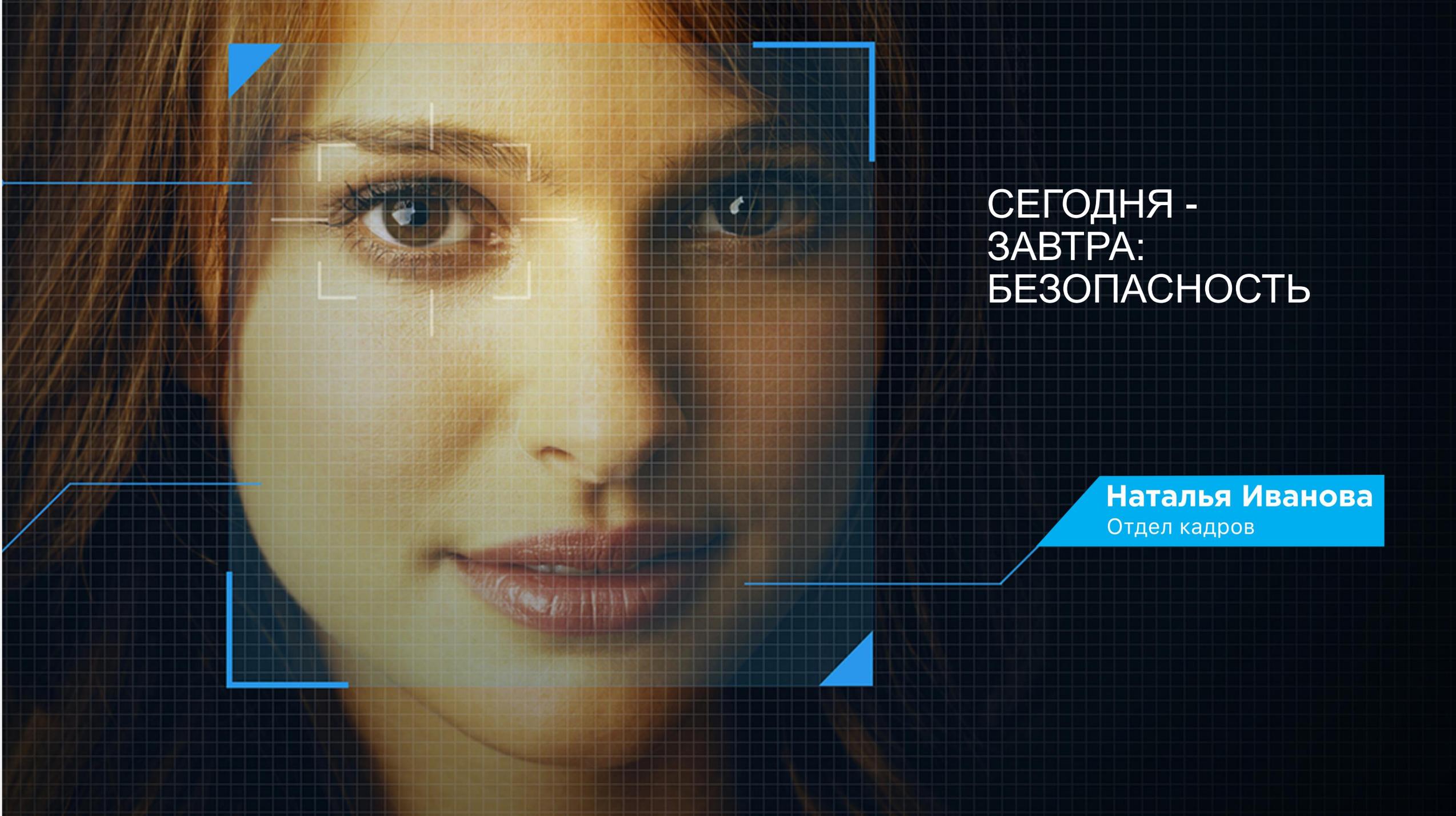
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VR & AR INNOVATION TECHNOLOGY



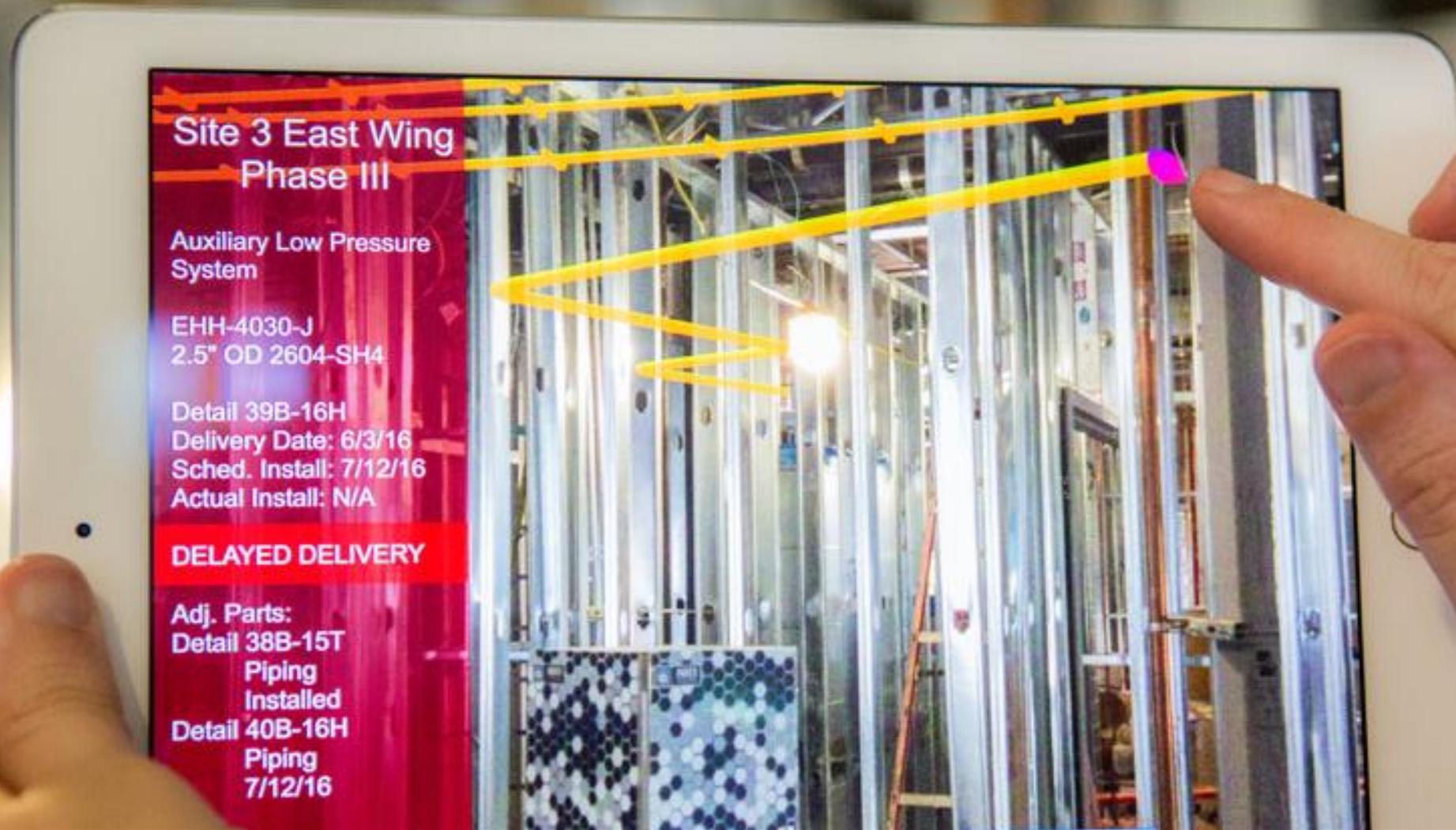
СЕГОДНЯ:
ОБСЛУЖИВАНИЕ
ОБОРУДОВАНИЯ БЫСТРАЯ
ПОМОЩЬ & КОНТРОЛЬ





СЕГОДНЯ -
ЗАВТРА:
БЕЗОПАСНОСТЬ

Наталья Иванова
Отдел кадров



СЕГОДНЯ: СОПРОВОЖДЕНИЕ
СТРОИТЕЛЬНЫХ И РЕМОНТНЫХ РАБОТ



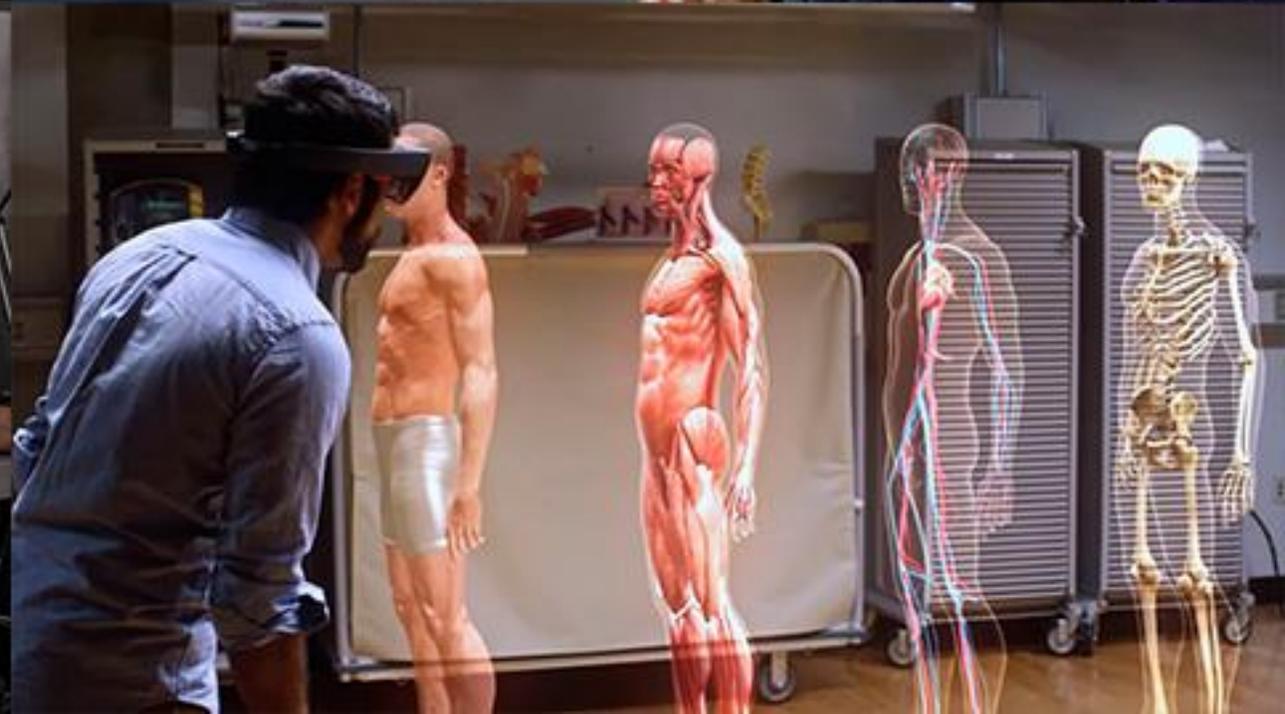
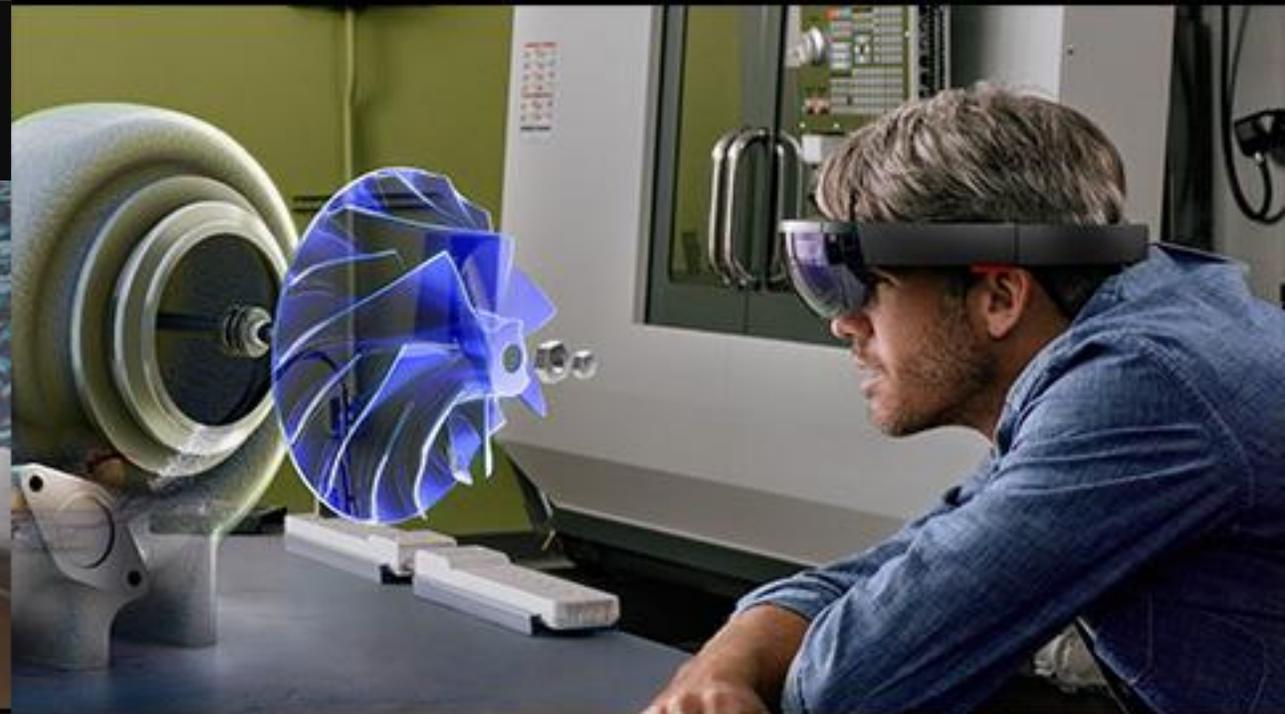
ЗАВТРА: УДАЛЕННОЕ СОПРОВОЖДЕНИЕ

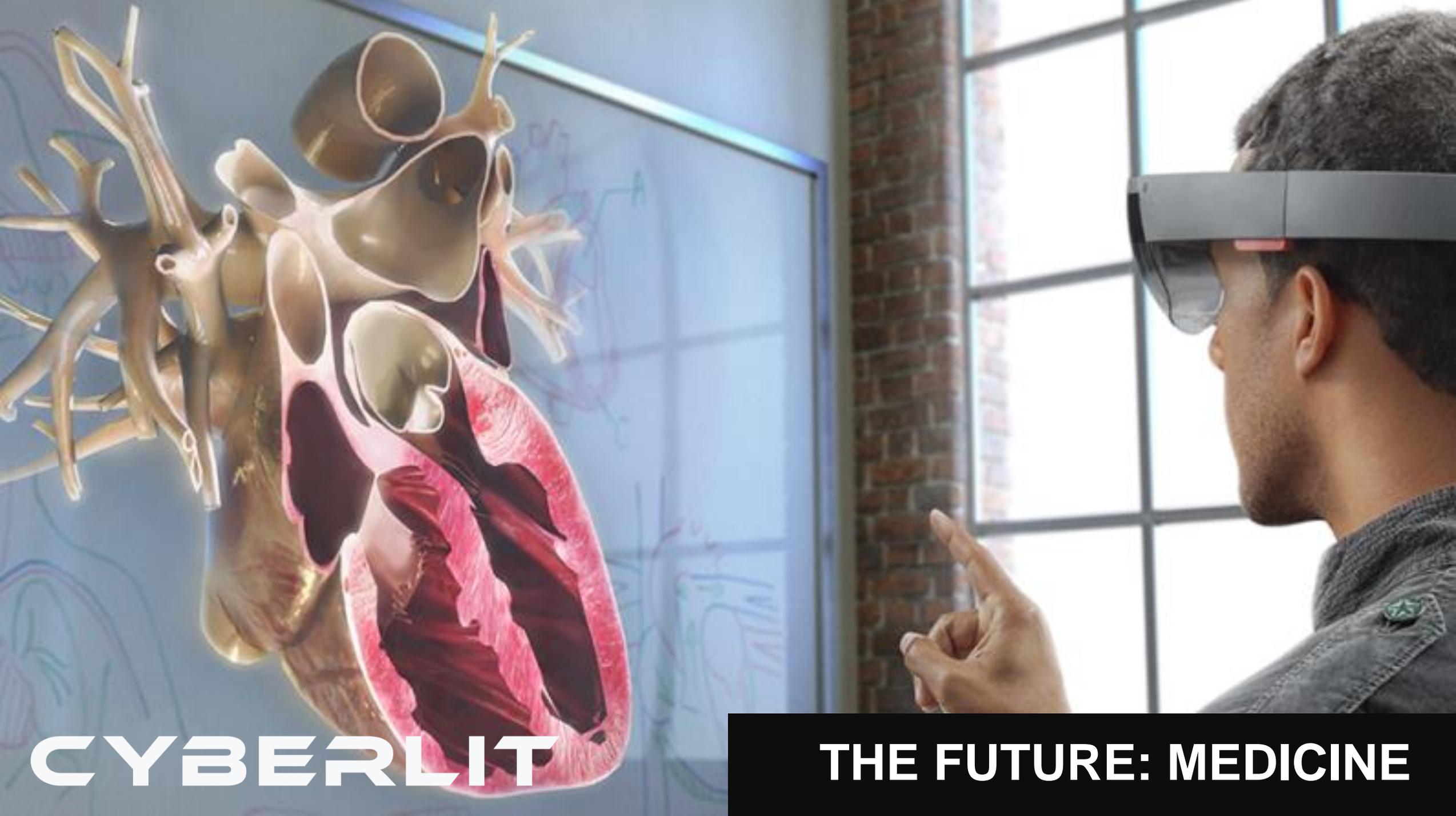


THE FUTURE: ARMY



THE FUTURE: ENGINEERING





CYBERLIT

THE FUTURE: MEDICINE

THE FUTURE: EDUCATION



CYBERLIT



THE FUTURE: in everyday life





Questions?

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