

THE ABCS OF AUGMENTED AND VIRTUAL REALITY

What is it and What Can it do for Your Business?

ABOUT

A

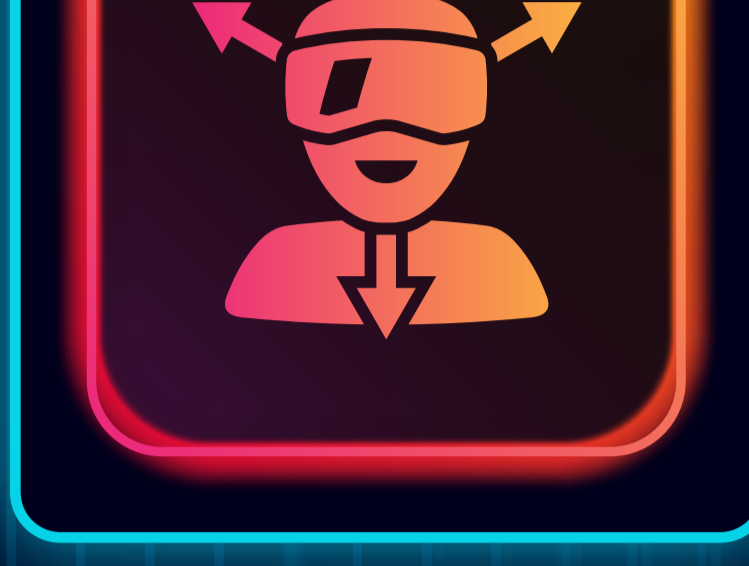
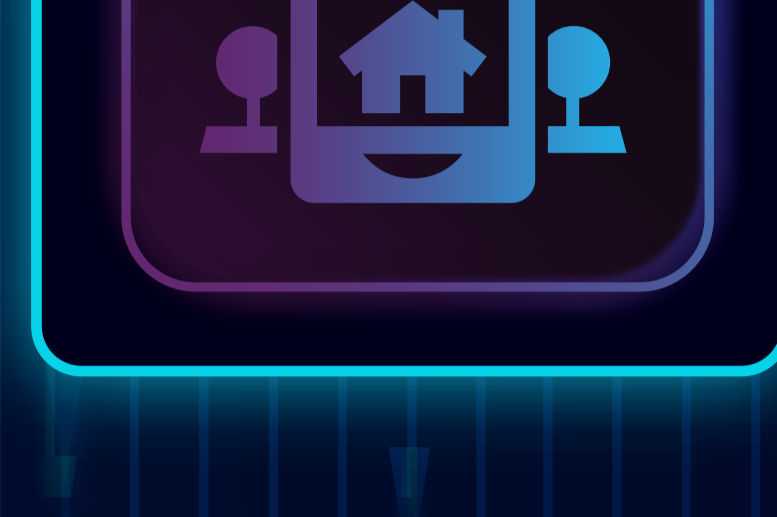
The extended reality segment (comprised of **Augmented**, **Virtual** and **Mixed realities**) is a developing part of today's tech ecosystem that offers a breadth of advantages for digital business and end users.

What do these terms mean?

Here's the breakdown:

AUGMENTED REALITY (AR)

These applications supplement our world with digital overlays, adding to the physical world with digital information.



VIRTUAL REALITY (VR)

These use cases are fully immersive, surrounding users in an entirely virtual environment. The most well-known cases of this can be found in VR gaming.

MIXED REALITY (MR)

Sometimes called hybrid reality, is a more recent development. MR expands on AR, merging digital objects and environments with real ones in a wholly interactive way.



The ways in which these technologies can be applied for both business and entertainment purposes are vast and revolutionary – but first, **we must build a framework AR, VR and MR can thrive on.**



BUILDOUT

B

What do extended reality technologies require in order to deliver on their ultimate potential?

It comes down to three major factors:

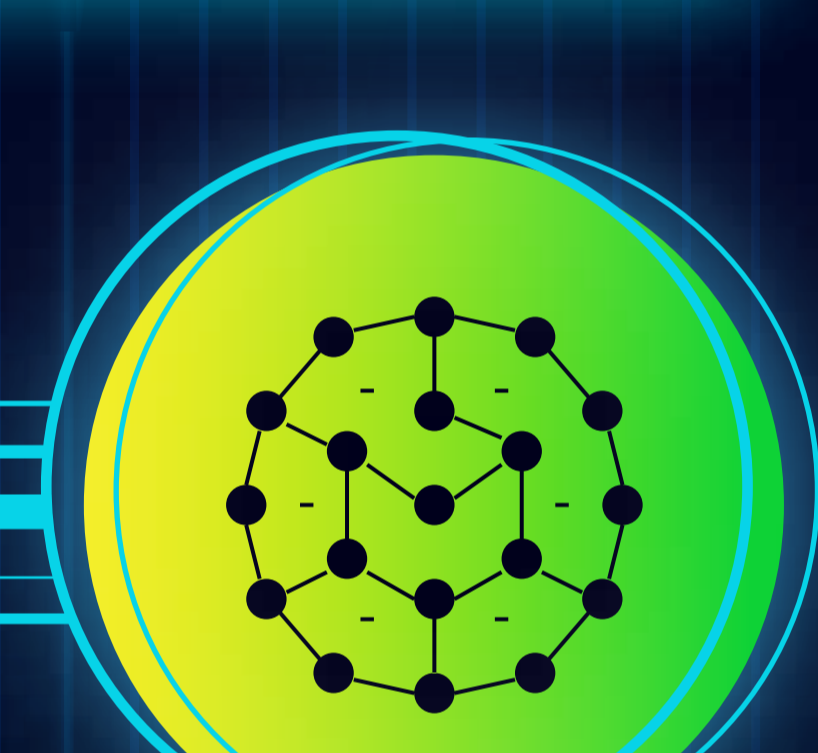
LATENCY



CAPACITY



REACH



Here's the secret to ensuring all three can coexist for maximized performance: **Edge Computing.**

By bringing networks and computing closer to the data's origin – aka, closer to the user – we can create ultra low latency and maximized bandwidth for more users. The results? Less jitter, less lag and **a truly disruptive extended reality experience.**

The edge data center is key for edge computing, and facilities like **1623 Farnam** will be instrumental in developing these cutting-edge applications.



CONSUMPTION

C

Augmented Reality, Virtual Reality and Mixed Reality **aren't just for gamers.** Here's some potential ways in which these technologies can help bring a range of industries into the future:

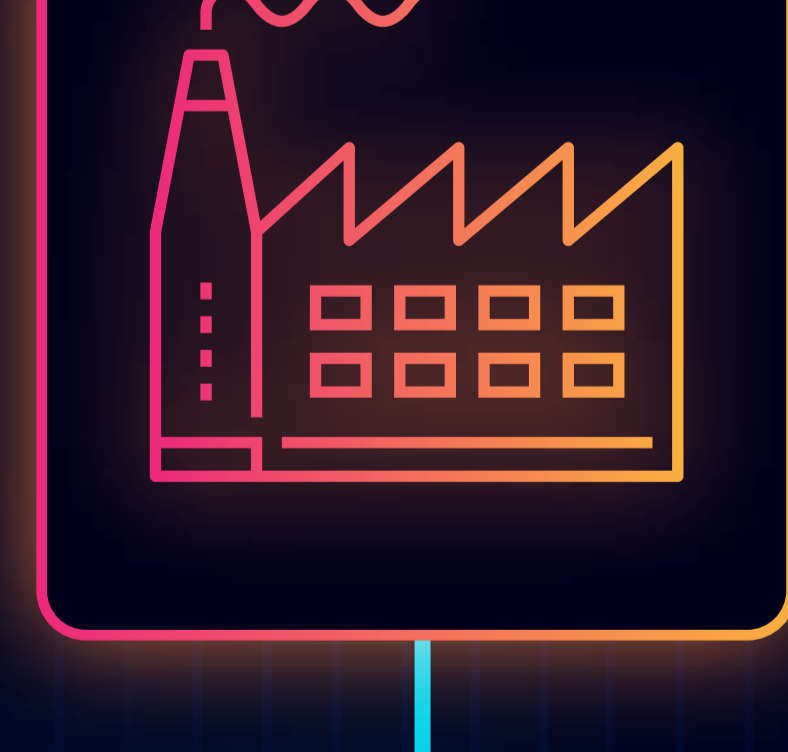


HEALTHCARE

AR may be able to assist with surgery planning and simulation, enhanced medical imaging capabilities and better patient-facing engagement.

MANUFACTURING

AR and VR could revolutionize threat detection, as well as improve time to market and quality control through simulated or enhanced production processes.



EDUCATION

Students may one day be able to attend an immersive virtual classroom, take field trips anywhere in the world, or explore complex concepts interactively instead of with textbooks.

TOURISM AND RETAIL

Think virtual test drives for cars, virtual clothing try-ons, or even the ability to do full walk-throughs of potential destinations before you even book a flight.



This is just the beginning. So many aspects of our world could benefit from AR, VR and MR – are you ready? If not, **it might be time to take your business to the edge.**



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