

Augmented Reality Automation: Transforming organisations and delivering value!

AR Automation for Sales and Marketing with extension to Luxion KeyShot - November 10th, 09:00 CET

AR Automation – How will it change how customers experience your products? - December 8th - 09:00 CET

AR Automation - Improving the competitive edge in Industrial Training - Jan 19th 2021- 09:00 CET

PDSVISION and dedicated Augmented Reality expert Pontus Blomberg hosts a special independent 3-part webinar series focusing on how AR Automation will allow existing data to efficiently be utilized to improve operations in Training, Marketing and Sales.

In this special guide to accompany the series , I will cover the mythologies, misconceptions and the reasons AR promises to transform organisations, as well as delving into detail on how three main sectors - Training, Marketing and Sales are set to benefit from AR as they start the journey into Digital Transformation.

The way customers interact with industrial companies, research products, and make their final purchasing decisions have been greatly affected by the digital age and drastically affected by the disruptive global events of 2020.

As customers leverage technologies for rich, innovative experiences in their personal interactions, they demand more interactive approaches to buying. Augmented reality helps to address this gap, making it easier to market and sell products in the industrial lifecycle industries.

But how can all of this be managed, controlled and automated to meet the industrial need of cost and scalability when configuration possibilities are endless and/or the products are developed and updated at a high phase?

The series I have produced will follow on from my previous webinars leveraging AR in Manufacturing and the Industrial Service Business. Divided into three independent parts, I have selected area's to explore – **Training, Marketing and Sales.**

Why? To look at the compelling reasons behind the emergence of AR as an attractive proposition, the challenges to be faced within adoption and practicality, and the benefits to be gained from embracing AR as an essential component in your organisations successful digital transformation.

The series explores how the full value of augmented reality can be realized through its application holistically throughout the full product life cycle, where it brings value from initial product prototyping through to customer interaction in a showroom, sales situation or their own environment.

I will also look into the misconceptions around AR that gives some organizations the impression that it is a huge step, and as yet - not worth the investment. I aim to show that in reality it could actually be the first step in your organizations Digital Transformation.

Service Organizations

Service organizations need to put the right people with the right technical skills in the right places — with the goal of increasing service margins. Or... is it the other way around, putting knowledge and expertise in the hands of the people – the workers, as they need it? The complexity of today's products and the rapid evolution of technology have made it difficult for organizations to develop new service strategies tailored to customer needs.

Increasingly, they need a way to pass on valuable and in demand knowledge from a minority of skilled workers to empower the majority of their workforce, who are often dispersed globally across varying sites and locations – often moving depending on needs and situations.



Industrial Manufacturers

Manufacturers face challenges with providing up to date visual representations of their products both internally, but more importantly, externally.

All at the same time as needing to secure IP and innovation leakage.

However they also need to factor in and accommodate the need traditional product images and video animations as existing suppliers, partners, vendors and resellers already rely on product images and descriptive animation of the products that they sell – So how do you mix the new with the old?



Marketing and Sales Organizations

These organizations will have to improve the way they market and sell their products to their buyers. The process needs to be easy and efficient, ensuring that the customer understands how products operate, how they function or how they can be applied according to their specific requirements.

Moreover, this is a means of moving towards individualized and personalized data requirements by the buyers and the users during the products whole life-cycle. But how can all of this be managed, controlled and automated to meet the industrial need of cost and scalability if the products are highly configurable and frequently updated?

The series will provide a range of examples and solutions to overcome the many challenges detailed by providing customer insights, case studies and showcasing a range of practical applications available to organizations. The focus of the applications themselves will be centered on those that are readily available today, without the need for huge investment in adoption and changes of internal process.

Those that are practical and not requiring huge configurations and set ups that nullify the advantages to be gained.



This series of AR webinars will provide a vehicle to leverage new and existing data with current 3D visualization technologies to adapt working according to the “new normal”, i.e. the digital transformation of workers.

Achieve this by reworking and improving your strategies, processes and the digital tool-chain to achieve what we call Visual Business!

I look forward to seeing you - Full details - **See Below!**

Pontus

Series Author and main presenter: Pontus Blomberg

Pontus is an experienced entrepreneur with close to 20 years in the field of industrial 3D technologies such as Computer Aided Design, Augmented Reality and Virtual Reality. This has included successfully launching a range of solutions and related services.

These assets provide him with an excellent understanding of the needs of the industrial enterprise for solutions driving real value for both long and short term.

He currently oversee's PDSVISION global AR and VR solutions and services.



Webinar Schedule:

AR Automation - Improving the competitive edge within Industrial Training

Webinar | **NEW DATE** - Jan 19th 2020 | 09:00 CET | Language: English

Industrial manufacturing and service is rapidly increasing in complexity. This requires more complex procedures and more effective training.

But what does this actually mean, how do you re-use your existing data in an efficient way removing the many breaches in the process?

How long does it take and are your business mature for AR?

The webinar will dig into on how the fewer number of knowledgeable technical experts can be utilized to empower the majority to impact factory and service productivity by means of a successful Visual Transformation.



What will you gain from attending?

After this webinar you will have a better understanding of how AR helps trainees understand and perform tasks better and faster. AR can also completely change the perspective on what it's like to own your products, by acting as key to a self-service strategy.

You will see how AR delivers tremendous value for training with visual, highly-engaging training experiences. Successful Visual Transformation will allow training organizations to improve:

- Workforce knowledge retention
- Productivity and with fewer errors.
- Safety and compliance
- Attraction and retention of workers

To Register - [Click here](#)

AR Automation for Sales and Marketing with extension to Luxion KeyShot

Webinar | Tuesday November 10th | 09:00 CET | Language: English

AR Automation promises to transform the content delivery process – meeting the industrial needs of both cost and scalability!

But is your organization ready?

This webinar continues our series hosted by AR expert Pontus Blomberg with a focus on how Augmented Reality Automation drives relevant visualization needs for further 'downstream'.

It also will provide an overview on how robust automation processes are achieved by removing the many breaches and heavy manual tasks in the process, whilst preventing IP and innovation leakage.



You will also see how automation as part of the Visual Transformation journey enables a cost efficient means of making realistic, customizable and up-to-date digital reflections or physical products.

All available without jeopardizing IP leakage, allowing sales and marketing functions to be more dynamic, with information based on relevant data.

What will you gain from attending?

While Augmented Reality offers benefits across the whole industrial value chain, AR Automation is the differentiation to meeting the industrial needs of cost and scalability. Here we will discuss how AR automation can:

- Increase customer experience, retention & satisfaction
- Improve purchase confidence, Boost sales effectiveness & shorten sales cycle
- Lower vendor costs for product related content production and reducing time to market.
- Provide a new and exciting new way to create immediate long-term loyalty with customers

To Register - [Click Here](#)

AR Automation – How will it change how customers experience your products?

Webinar | Tuesday December 8th | 09:00 CET | Language: English

Are you providing interactive product related content, in a costly and time-consuming manner while at the same time struggling to keep the data accurate and up-to-date?

PDSVISION AR expert Pontus Blomberg continues his special webinar series with a focus on how Augmented Reality Automation and interactive product experiences create demand, accelerate sales, enrich ownership, and strengthen customer loyalty.

Many organizations need to improve the way they market and sell their products to their buyers. Customers expect to know how products operate, how they function or how they can be applied according to their specific requirements whilst embracing individualized and personalized data.



This webinar will show how AR Automation will allow for personalized interactive product experiences, which can overcome the challenge of:

- Efficiently presenting complex products and variants to customers independent of time and place
- Keeping interactive AR content up-to-date even though frequent product updates
- Preventing IP and innovation leakage

What will you gain from attending?

During this webinar Pontus will show how your organization can utilize AR to

- Improve your Brand recognition and engagement
- Enhances customer confidence and understanding during the buying experience
- Shorten the sales process leading to higher revenues and lower returns
- Increase customer retention against competition

The webinar will also detail how you can produce an automated means of generating high quality and photo realistic product pictures, animations and interactive experiences.

To Register - [Click Here](#)

Augmented Reality resources and more information

As well as this special independent 3-part AR automation webinar series with a focus on re-using and re-purposing existing data to improve operations in **Training, Marketing and Sales**, we have a range of dedicated resources available.

You can catch up on Pontus previous AR webinars:

Manufacturing - Part 1 - [Click Here](#)

Manufacturing - Part 2 - [Click Here](#)

Service - Part 1 - [Click Here](#)

Industrial Augmented Reality Services and Solutions.

You will also find more AR related information on the PDSVISION website - [Click Here](#).

Augmented Reality Videos & Webinars

Catch up on Augmented Reality, CAD, PLM and a range of webinar subjects via our YouTube channel - [Click Here](#).

Augmented Reality Blogs & News

There is an ever growing number of blogs on a range of subjects including CAD, AR, PLM & Aftermarket available via our website - [Click Here](#).
