



EXTENDED REALITY

VIDEO TRANSCRIPT

THE END OF DISTANCE

Dominic Delmolino: Hi Kyle and welcome to our talk series about Accenture's Technology Vision for 2018. Today we're going to be talking about the Extended Reality, or XR, trend that's part of the vision and it's my understanding is that's kind of an amalgam or the continuum, or the uber term if you will, for augmented reality, virtual reality – all of these different kinds of simulation capabilities – and it's listed as the 'End of Distance'. What does XR mean to you and what are you seeing our clients do with it?

Kyle Michl: Thanks Dom. Yeah, XR's really exciting. We've heard the terms virtual reality, augmented reality. Well, extended reality kind of brings those together so it's both the immersive world where, you're in a unique environment that's 100% virtual and that augmented world where you get the benefit of some of those technology-viewed items in your world and as well the real world behind that.

DD: I know you've looked at this from several different angles, and one particular place that seems to be of great interest to our clients is in the training area. So, what do you see going on with XR and training?

KM: Well training is just a great application of the technology. When we think about trying to immerse people, when you immerse people appropriately, what you get is an environment that's very close to reality and they're able to train and learn things in that environment that they couldn't probably do in a classroom scenario or on paper nearly as well. And then when we talk about 'end of distance', you could be training with someone either from a co-worker

or an expert that doesn't have to be next to us, like you and I, right? They could be across the other side of the world. I mean, when I think about our customers, I think about that fact that there are certain stressors, like you take the US military. We've got medics for example, that are working on patients – sometimes in really challenging environments. They could be taking on gun fire, that's very hard to reproduce. If you were to do that in a classroom setting, they might get the procedures right, but the stressors aren't there. Then when you go into this virtual environment, you could introduce those stressors in a way that make it far more realistic, where the individual is trained and has a higher degree of confidence and capability in the real-world scenario.

DD: What are some of the things that you've seen that can bring the whole experience to life – more than just the visual aspect?

KM: That's right, because we do just think of the glasses. They're getting better. They're getting smaller, they're getting wireless, right? So, there's definitely the visual components are improving. But we add to that, smell. We add to that, haptic touch – whether that be in the sense of gloves, or vests or other types of things. And then you've got the immersion level, the story that you provide. And when you bring those altogether, and what you can provide is a very realistic experience. And when you look at the biometrics of people in these types of scenarios, you see the heart rate elevate you see the reactions; you see the beads of sweat going down. I mean, that's what you want. You want to be able to reproduce that real-world scenario and I think the technology is finally there that you can use.



DD: Yeah, I like what you're saying. Especially the force feedback, the haptic stuff. Even the prop you might be working with, or it's not going to be the real artifact or the real gun for example, but it has the kickback of like a real thing because there's been air guns or air things added to it, so it actually acts like the physical object and yet it's safer because you're not really dealing with a live piece of munitions, or something like that. Right?

KM: That's right. I mean, the closer you can get to reality without putting people in harm's way, and by reducing cost, the better the benefit. And I think the technology is only going to get better, and it's only going to get cheaper.

DD: So, we were also talking about how this might impact the workforce and some collaboration elements, and you had some good thoughts there about how it can be used for either workforce training or simulation. What were your thoughts there around workforce engagement?

KM: Well, I think when you go from training to workforce efficiency you think about the fact that virtual reality is primarily one of the training tools but when you switch gears to now I'm going to do something in a warehouse or I'm going to do maintenance on equipment or military weapon system there's a need to know a lot of detail when you're doing that and depending upon the role or the job function, there might be a lot of information that you have to study up on or bring with you. You know, bring a giant binder of information, but when you think about augmented reality, which again going back as when you're looking at your current environment with the benefit of supplemental information that could be audio-based or visual-based, that allows you to work on let's say maintenance of a particular piece of equipment. Well, I could get a video of how to do this, right? How many times have you You Tube'd something where you're trying to figure out how to do it. But you can go a step further. I can get identification of what I'm working on with guidance with an arrow or specific instructions to help me do my job better.

DD: That makes sense. So, if I'm an agency thinking about getting started in this area of Extended Reality, what is the one thing I should consider first or maybe get started with?

KM: Well I certainly think, going through the use cases that you have for your employees or your customers is the first place to start. And seeking to understand where you can make changes and improve that experience. And then you step back, and once you understand the use case, that's where the technology applications. So, when we talked about service design and think about how we can re-image an experience, that's really the right place to start. And once you've re-imaged what that experience could be like, you can overlay the technology. I mean the technology is always changing. The good news it's very powerful now. So, almost what you can image now, we can build; whereas 10 years ago we're a little bit ahead of what we could imagine.

DD: I can imagine. Alright great. Well thank you very much, I appreciate this discussion and I loved your insight on this. Thank you.

KM: Yeah, sounds great.

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