

SXSW ↙
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NEW WAYS TO LAND THE PLANE

BYO-BOEING by Wirestone**VIDEO**[Click Here](#)**THE BREAKDOWN**

There are some products that simply cannot be brought into a sales pitch. But this technology allows you to put large, expensive or even yet-to-launch products right in your backpack and take it anywhere you need to go.

THE DEMO

We teamed up with Boeing's leadership to imagine how mixed reality could augment their sales process. With a premium brand like Boeing — and a product that isn't easy to carry around — we wanted a high-tech experience that could easily tell their story.

Using Microsoft's HoloLens, we built a holographic Boeing 777X aircraft. You can walk around and underneath it; see the possible seat configurations; get a visual experience of the cost-per-seat-per-mile advantages; and try out first-class seats. You can customize the content based on the sales scenario, change language settings and experience it in a group.

These devices use Microsoft's technology to map and reason about the physical space. One of the headsets establishes a physical point in space called the anchor and sends the anchor information to the Android phone via Wifi. Then the other headsets download the anchor data so that all HoloLens devices can agree where that anchor is located in the real world.

OTHER APPLICATIONS

Imagine using these capabilities not just for aircrafts but for other heavy machinery, expensive medical devices and products that haven't been launched yet. And the possibilities are endless when you think of industries such as property development, automotive, travel and retail.