18 November 2022

VECTION TECHNOLOGIES

Potential and Development of Immersive Technologies in the Field of Simulation

VIRTUAL REALITY AND AUGMENTED REALITY IN THE INDUSTRIAL FIELD FOR DESIGN DEVELOPMENT AND PROCESS APPLICATIONS

Gianmarco Biagi

CEO & Managing Director of Vection Technologies

Vection Technologies at Glance

Vection Technologies is a company that bridges the physical and digital worlds, creating powerful extended reality interfaces that help business collaborate and learn delight customers and grow sales.

XR Technologies

What Are They?

Process digitalization: **XR technologies** transform information into digital formats.

VR: It uses a computer to create a simulated environment, consisting of realistic images, sounds, and other sensations that make users feel like they are in another place.

AR: It is a technology that allows superimposing digital content in the real world.

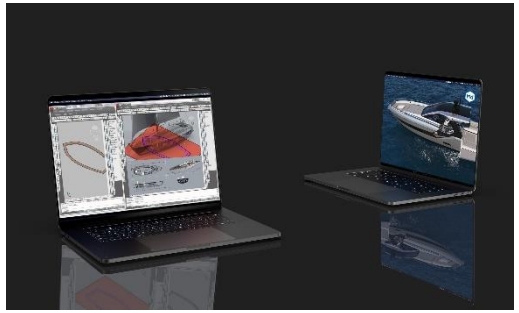
MR: It melds real and virtual worlds to produce new environments and visualizations where physical and digital objects co-exist and interact in real-time.

VECTION TECHNOLOGIES

WHAT INTEGRATED XR™ CAN DO FOR YOUR VALUE CHAIN

DESIGN

Benefits:
- Reduce **time to market**
- Reduce **physical prototypes**
- Reduce **design errors**
- Reduce **logistics costs**



OPERATIONS

Benefits:
- Higher **productivity**
- Increase **safety**
- Reduce **operative errors**
- Reduce training costs

MARKETING & SALES

Benefits:
- Reduce visual showcase **costs**
- Revitalize **sales**
- **New customers** attraction
- Reduce **logistics costs**

AFTER SALES

Benefits:
- Improve **communication**
- **Reduce** misunderstanding
- Increase **engagement**

XR Technologies: 6 Top Benefits

Reduced time in creating prototypes, which leads to decreasing energy and production costs

Improved safety and security at the factory

Reduced costs associated with showcasing products

Improved customer experience

Boosted sales and ROI

Enhanced collaboration in the workplace

VECTION TECHNOLOGIES

XR Technologies & Value Chain: INTEGRATED XR™

MINDESK

EnWORKS

3D FRAME

Configurator

XR KIOSK

VECTION TECHNOLOGIES

Mindesk: Immersive CAD for BIM

Mindesk is a powerful solution that helps to speed up design review and real-time rendering workflows for Rhino3D, Grasshopper, Solidworks, and Autodesk Revit professionals.

Mindesk also uses AR to automatically generate high-quality renders, saving time, reducing costs, and increasing team collaboration.

Rhinoceros® NURBS modeling for Windows

grasshopper

SOLIDWORKS

AUTODESK® REVIT®

VECTION TECHNOLOGIES

Benefits:

- It helps speed up design processes
- It allows designers to create high-quality renders
- It allows designers to save time and costs
- It increases collaboration among design teams

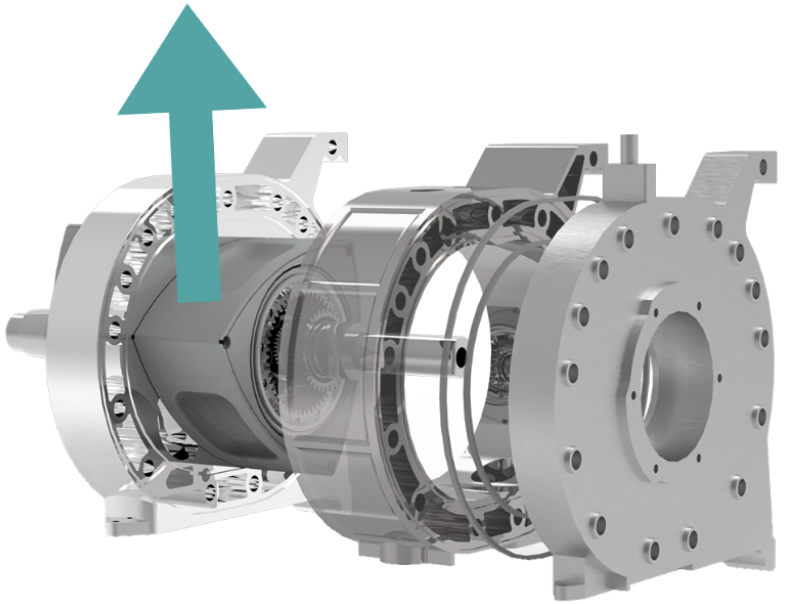
MINDESK

VECTION TECHNOLOGIES

Enworks: The right procedure

EnWorks supports training, manufacturing, and maintenance.

It is powered by **AR visual assistance** to increase workforce output and safety.



VECTION TECHNOLOGIES

Benefits:

- Enhanced problem solving
- Reduced machine downtime
- Minimized costs
- Increased customer satisfaction
- Accelerated knowledge transfer

EnWORKS

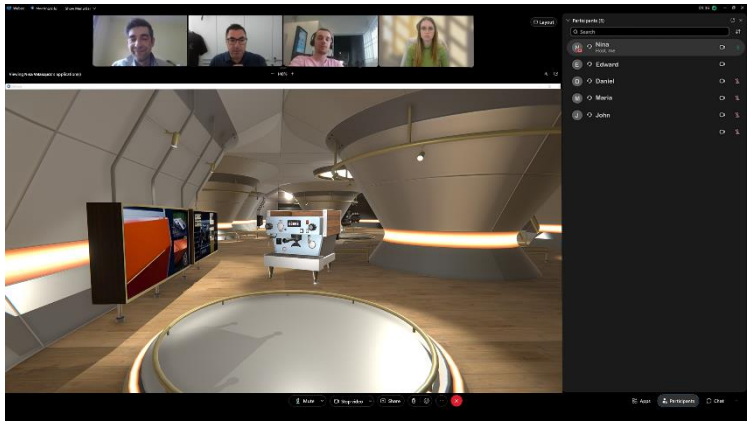
VECTION TECHNOLOGIES

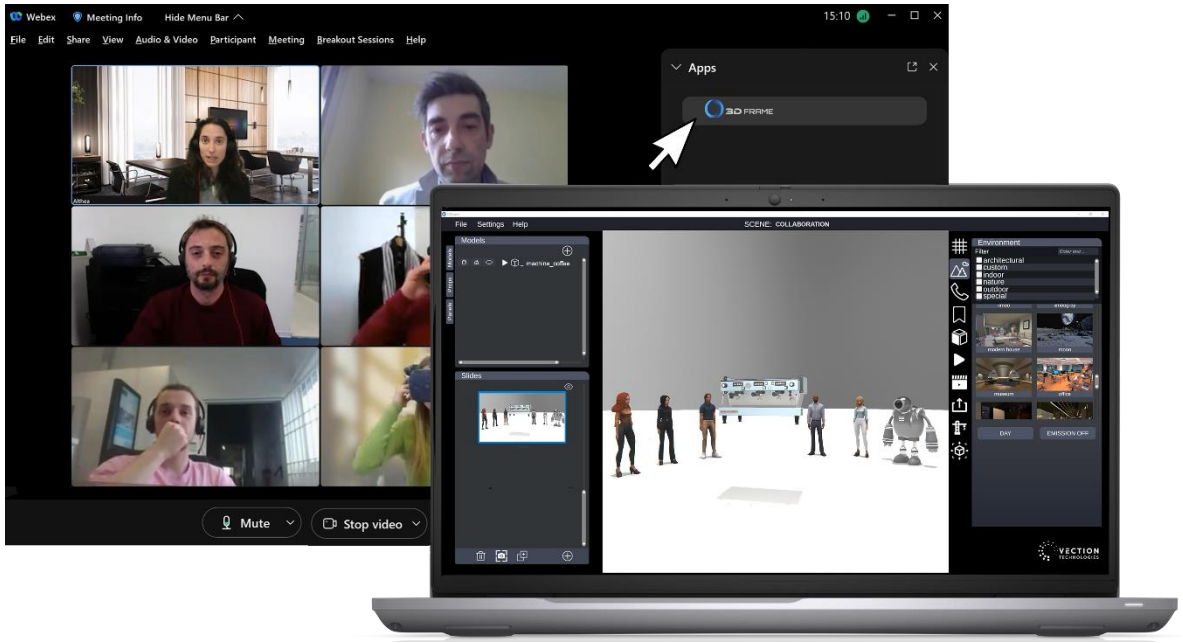
3DFrame – Professional metaverse

3DFrame, an immersive reality app integrated with Webex, is a powerful tool for creating immersive presentations.

Its easy-to-use interface allows people to create 3D scenes that bring their products to life.

VECTION TECHNOLOGIES





Benefits:

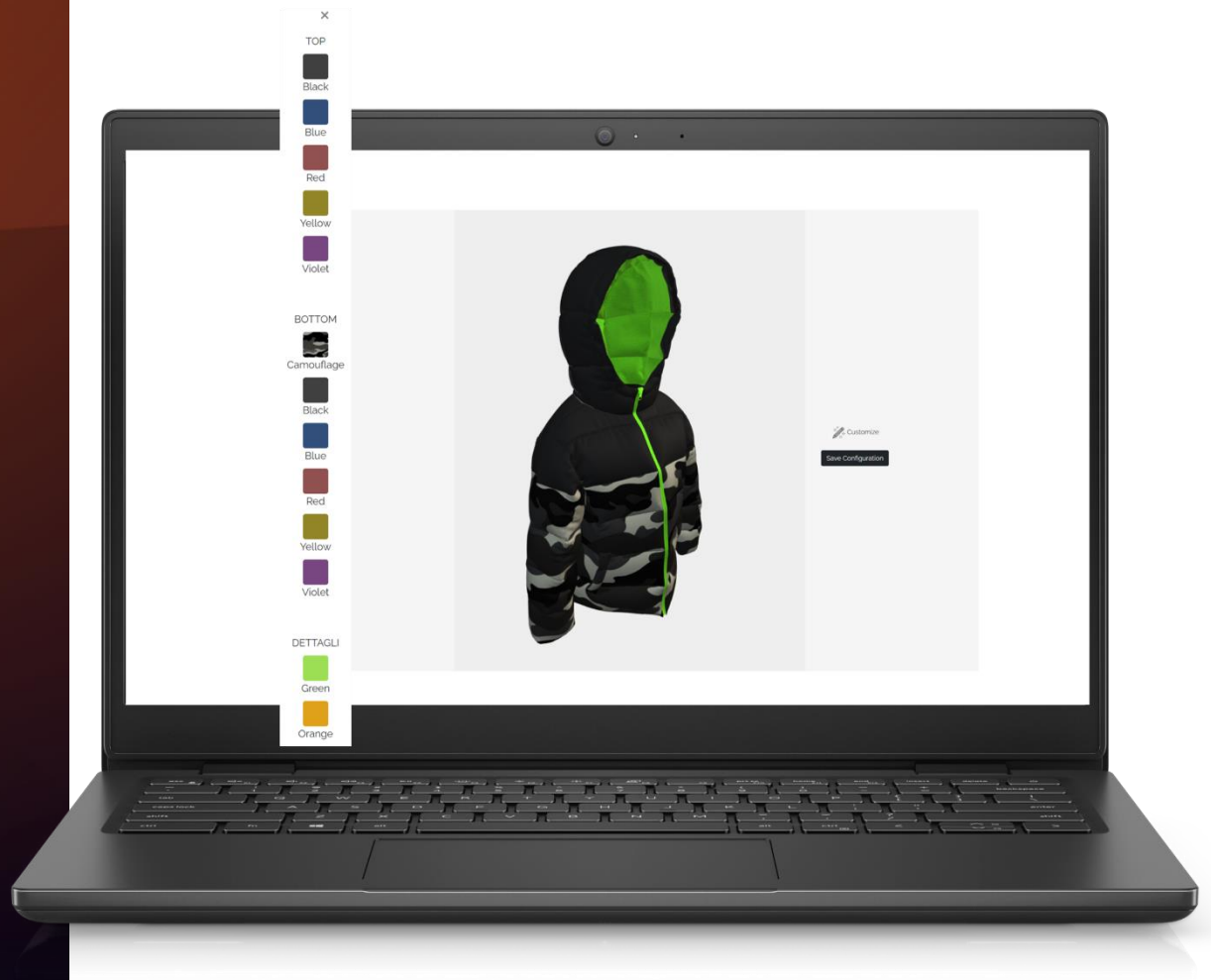
- 3DFrame allows presenting products and content effectively in 3D and VR
- It increases collaboration in virtual worlds
- Reduces distractions and engages audiences
- It creates seamless interactions between attendees and products in virtual worlds

3D FRAME

VECTION TECHNOLOGIES

3D Tech Configurator: How do you like?

The **3D Configurator** uses AR to help businesses to manage and create unlimited product variations for their ecommerce stores.



VECTION TECHNOLOGIES

Benefits:

- Reduced product returns
- Increased conversion rates
- Improved customer experience
- Better insights to customize products

Configurator

VECTION TECHNOLOGIES

XR Kiosk: Virtual reality in one touch

XR Kiosk is the future of in-store sales, delivering an omnichannel experience that blends reality with the virtual world.

VECTION TECHNOLOGIES

Benefits:

- XR Kiosk creates a consistent brand experience
- It allows to create amazing stores to delight customers
- It gives the chance to shoppers to see a product in a virtual world
- Customized products
- Improved customer experience

XR KIOSK

VECTION TECHNOLOGIES

Blank Canvas – Virtual Photography

Black Canvas uses **AR** and **VR** to create **photorealistic 3D images** in order to support the real estate industry.

www.blankcanvas.studio

VECTION TECHNOLOGIES

Benefits:

- It supports purchasing decisions by delivering fantastic 3D images to prospects, like investors or people wanting to buy a home
- It helps real estate agents to showcase better available properties
- It increases customer satisfaction

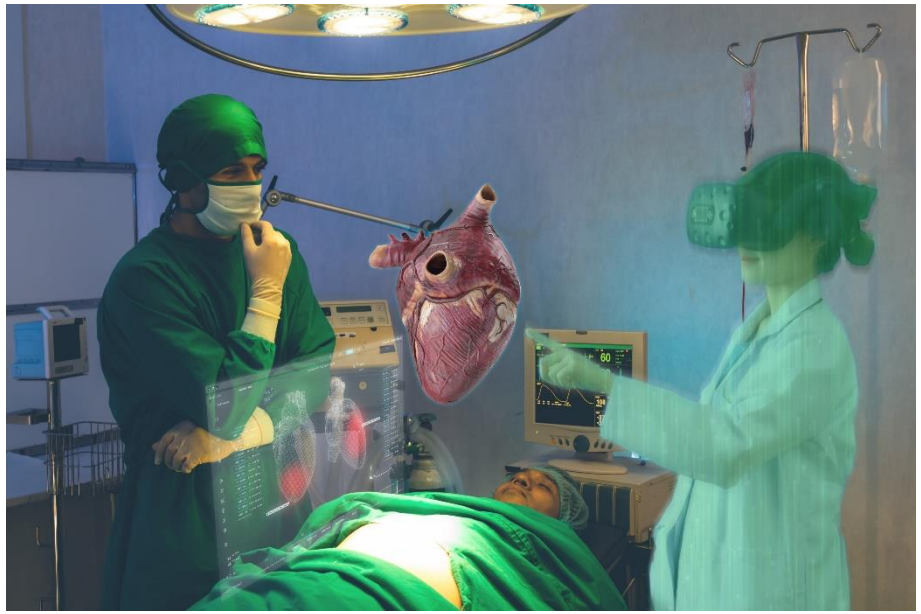
BLANK CANVAS.

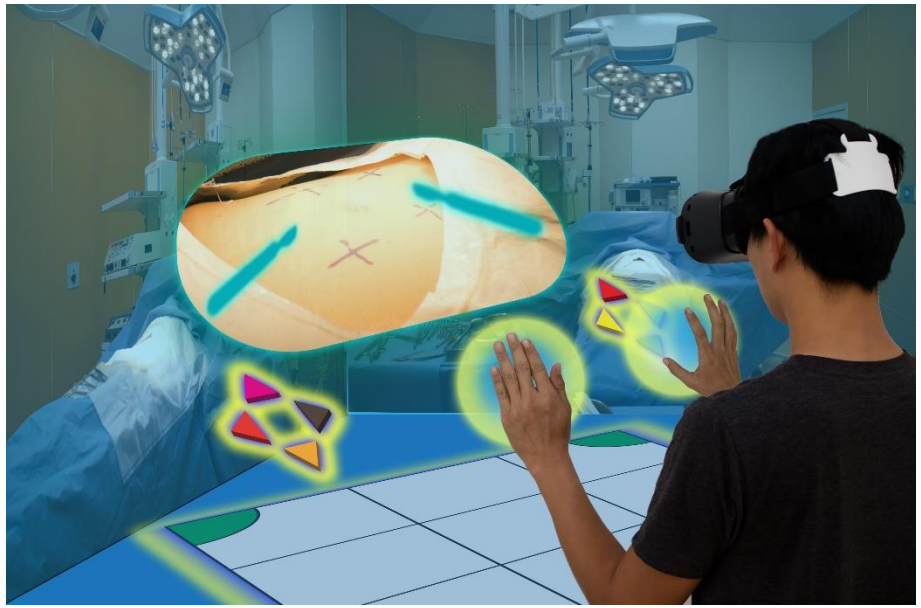
VECTION TECHNOLOGIES

Benefits of XR in the Field of Simulation

- Revolutionized education and training
- Increased safety
- Better products
- Engaging stores and industries
- Increased collaboration

VECTION TECHNOLOGIES





XR for Health care

Applications:

- XR educational resources for patients and their families.
- Communication between doctors and patients through XR.
- XR-powered diagnosis and customized treatment plans.

Benefits:

- Enhanced visualization and increased engagement.
- Real-world applications of medical knowledge in training activities.
- Improved outcomes in healthcare education and training.

VIDEO

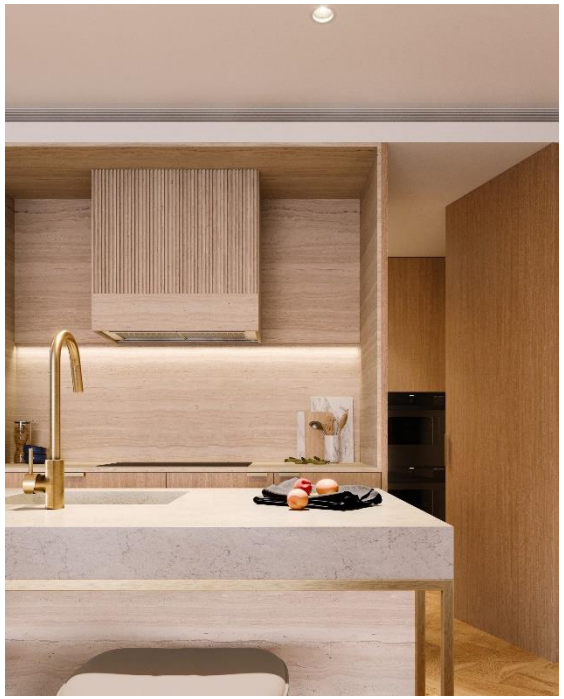
XR for Real Estate

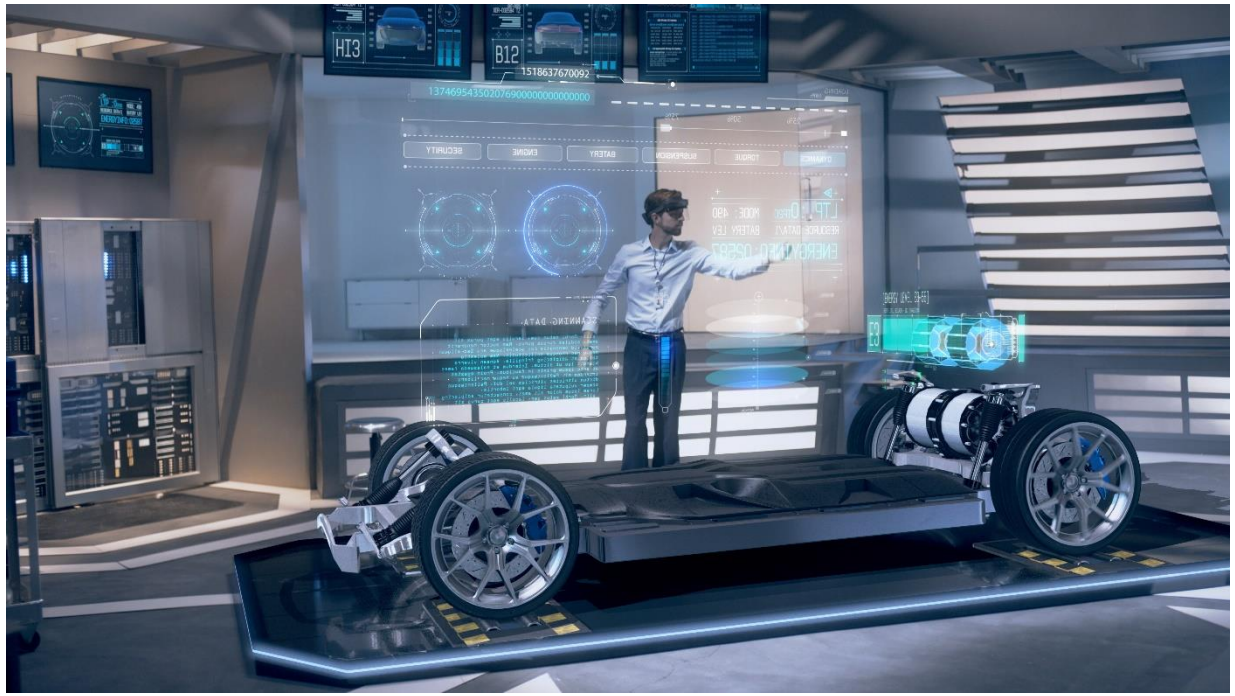
Applications:

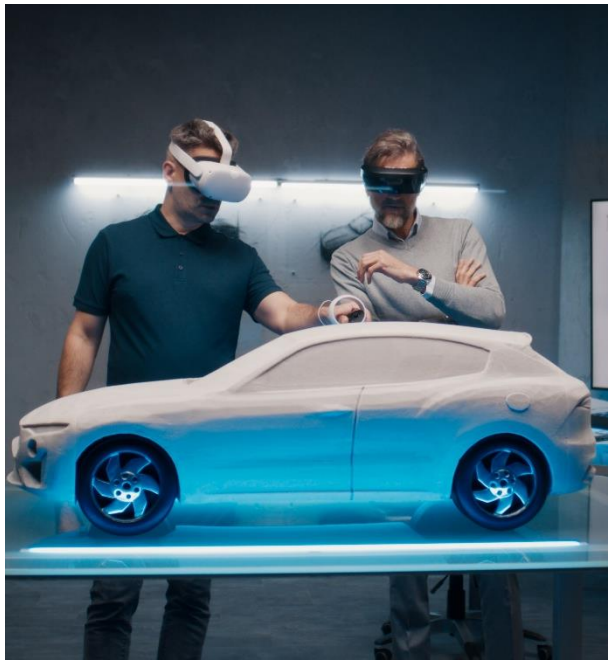
- Immersive and engaging visualizations of properties
- XR visits for prospects, including investors or people wanting to buy a property
- Real estate expos and property fairs
- 3D videos for marketing and sales strategies

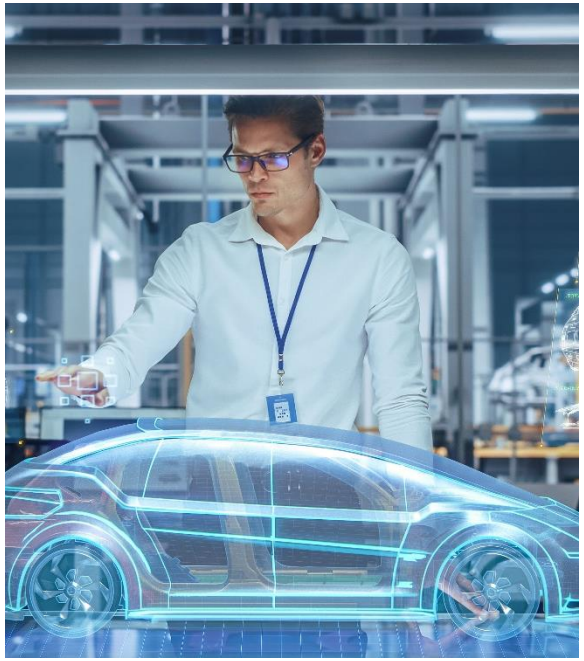
Benefits:

- Reduced marketing costs
- Reduced logistic costs related to visits and staff
- Improved marketing teams and real estate agents' efficiency and productivity









XR for Manufacturing

Applications:

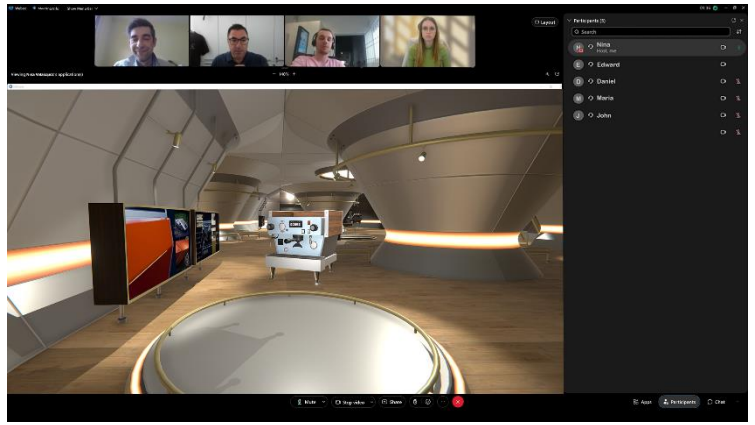
- Factory floor planning assisted by XR technologies
- Design and engineering
- Safety training at the factory floor supported by XR
- XR-Employee training
- Inspection and maintenance assisted by XR

Benefits:

- More accurate design and products
- More safety at the workplace and enhanced accident prevention
- Better training for employees in safety on the factory floor
- Enhanced inspection and maintenance procedures

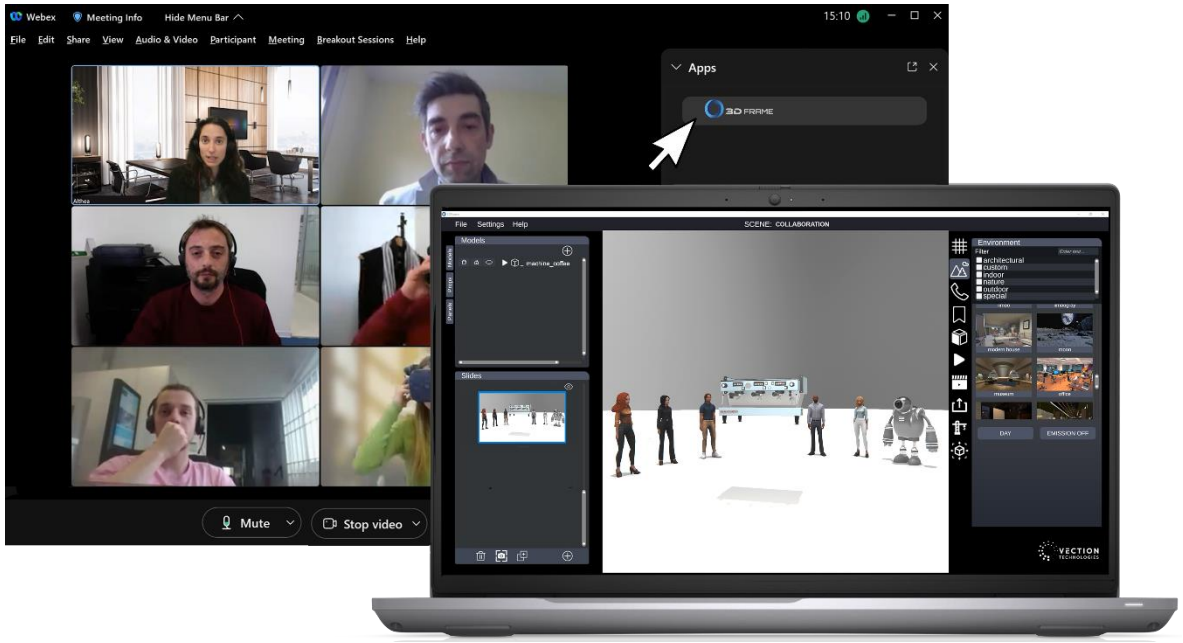
VIDEO

XR for Workplace –
3DFrame and CISCO Webex



Applications of 3DFrame integration with Webex:

- Remote product and sales meetings
- Employee engagement initiatives in the professional immersive reality
- Employer brand and recruitment marketing assisted by 3DFrame-Webex



Benefits:

- Increased collaboration
- Better teamwork
- Top talent attracted to the company thanks to job interviews and recruitment meetings powered by 3DFrame

3D FRAME webex by CISCO

New hardware for XR - XR Kiosk

Applications of XR Kiosk:

- Virtual try-on solutions
- Trade fairs focused on Retail

Benefits:

- Increased customer experience
- Reduced returns
- Faster lead generation, customers, and sales
- More loyal clients

VECTION TECHNOLOGIES

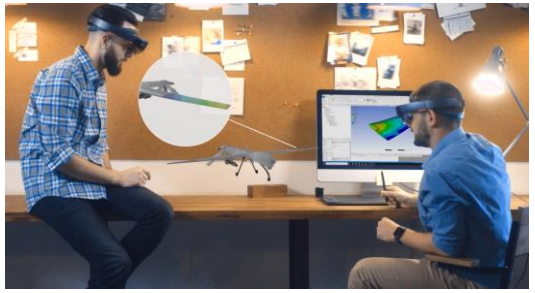
ENGINSOFT

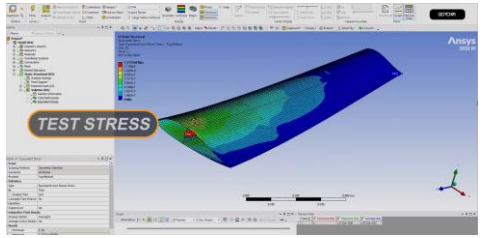
XR Technologies & Engineering Simulation
Explore new possibilities

VIDEO

2D CAD to Mixed reality

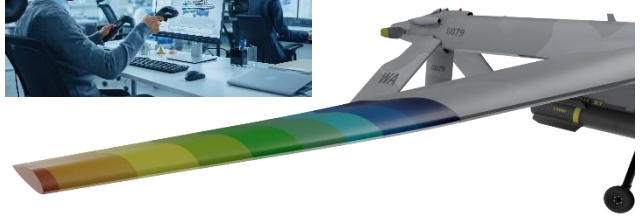
Bringing the model from CAD to the virtual world to analyze data with the help of mixed reality.





Engineering Collaboration

Engineers can collaborate remotely for technical analysis thanks to VR technologies with a 1:1 scale virtual model. Reduce times and costs of prototyping.



Speed up your decision

With a true scale model (1:1) your project with data ready for production, analysis and projections.
Ready for approval.

Reduce **time to market**
Reduce **risks**
Reduce **costs**

More than **Reality**

vection-technologies.com
info@vection-technologies.com
marketing@vection-technologies.com

VECTION TECHNOLOGIES