



EME102

Augmented Reality Applications for Workplace Learning

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#AR

Augmented

#VR

1

What?

Reality

#AR

Augmented

VR



#VR

#AR

#VR

DOES THIS LOOK FAMILIAR?



#AR

Augmented

AR DEFINED

#VR

Tom Caudell and David Mizell coined the term “Augmented Reality” in 1990 while working at Boeing.

“AR allows the user to see the real world, with virtual objects superimposed upon or composited with the real world.”

Azuma (1997)

#AR

#VR

Augmented

AR



1. Combines real and virtual
2. Interactive in real time
3. Registered in 3D

Azuma (1997)

#AR

Augmented

#VR

2

Why?



1. Application of skills with real-time support
2. Not limited to desktops

#AR

Augmented

#VR

Blippar

Layar

3

How?

Aurasma

Zappar

Reality

#AR

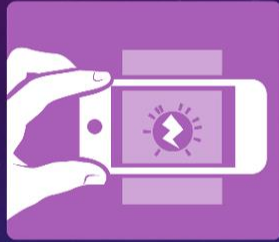
#VR

Augmented AR BASICS WITH ZAPPAR



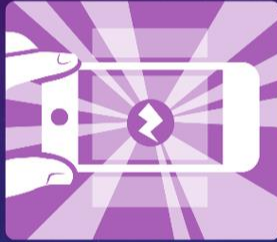
Ready

Download Zappar for free from your app store



Aim

Scan the zapcode then aim at the whole image



Zap

Watch it come to life!



Reality

#AR

Augmented WORKPLACE APPLICATIONS

Enhanced content for Instructor Led Training (ILT)

Interactive printed materials

Interactive onboarding tours

Performance Support

Reality

#AR

PRINTED MATERIALS

Maximize information and educational opportunities.

Save space and pages.

Augmented Reality

for workplace learning

1

		
Ready Download Zappar for free from your app store	Aim Scan the zapcode then aim at the whole image	Zap Watch it come to life!

2

	
GET ZAPPAR ZAP ME!	

3

Ashley's Story



#VR

#AR

Augmented DESIGN CONSIDERATIONS

#VR



Hello I'm a...

New Hire

Reality

#AR

Augmented

4

Next...

Reality

#VR

#AR

THE FUTURE IS MIXED

Blippar – Computer Vision

Microsoft Hololens – Mixed Reality

Magic Leap – Mixed Reality

Reality

#AR

#VR

BLIPPAR- BLIP BUILDER

BLIPPAR App

The possibilities are endless

Whatever business you're in, we've got a marketing solution that fits your needs.

- Fashion
- Entertainment
- Publishing
- Shopping
- Music



Maybelline, L'Oreal

2012

To promote a new line of nail polish, Maybelline ran print ads in several popular U.S. magazines giving readers the unique opportunity to virtually try on the new colors via the Blippar app. The average reader engaged for over 4 minutes, and more than 10% of users shared the campaign on social media. The campaign also helped Maybelline predict which colors were trending each week.



DOWNLOAD
BLIPPAR APP



AIM & FRAME
WHOLE IMAGE



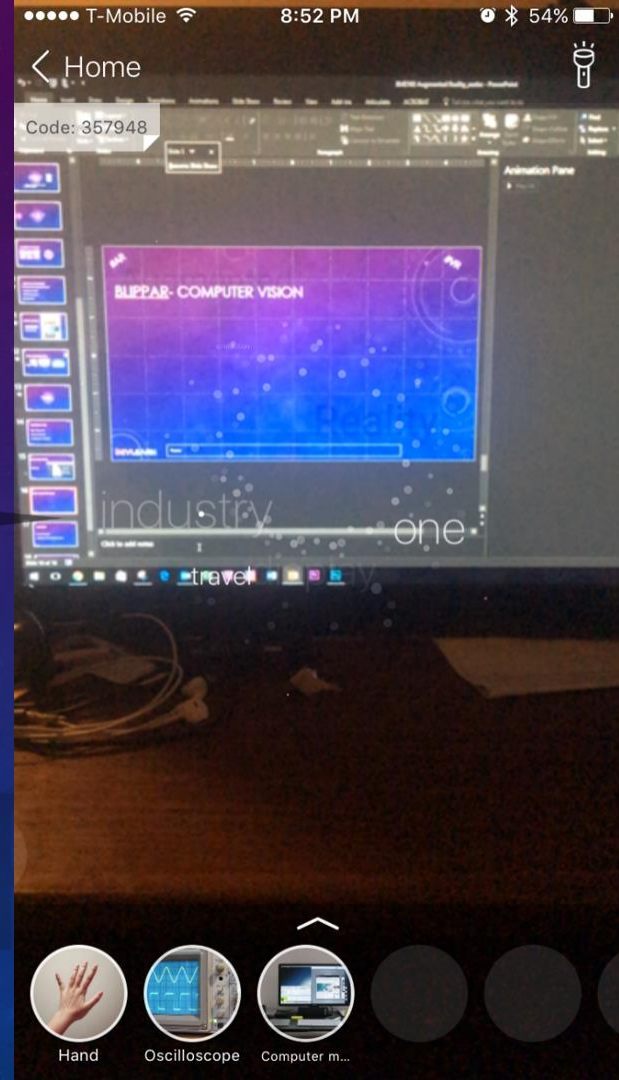
WATCH
IT COME TO LIFE

#AR

BLIPPAR- COMPUTER VISION

Camera recognizes objects

Provides web references known as "Blips"



#VR

#AR

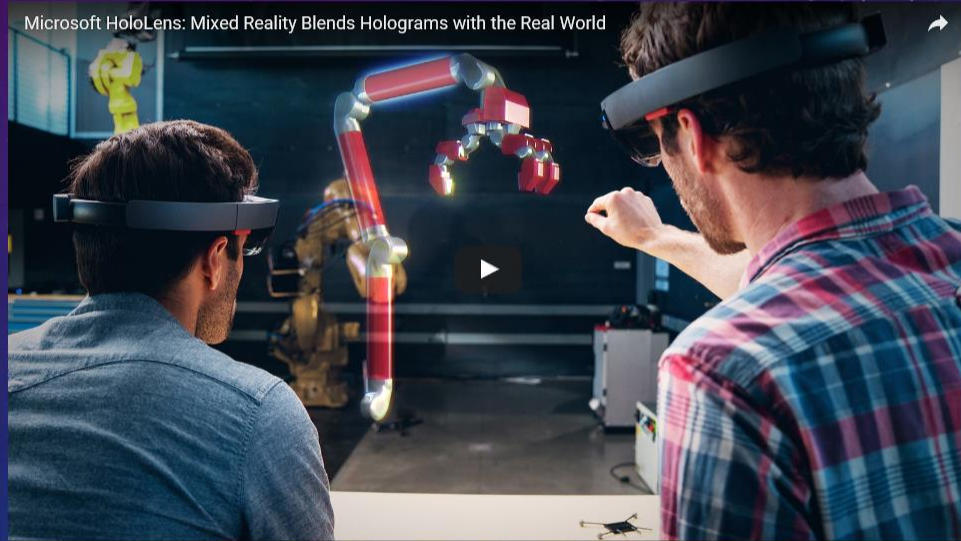
#VR

MICROSOFT HOLOLENS

Mixed Reality

Tons of possibilities

Expensive \$3000 per headset



#AR

#VR

MAGIC LEAP

Start up not much known about it

According to MIT Review “Google invested \$542 mil on Magic Leap”

Photon Chip Technology

Mixed Reality – AR but highly realistic



#AR

Augmented

FINAL THOUGHTS

1. VR is an immersive computer world – Great for simulations of high cost
2. AR is interactive with the physical world – Great for multimedia enhancements
3. ZAPPAR and BLIPPAR are great consumer apps to do AR
4. Audiences and organizations must be mobile-ready for AR
5. Use AR to give face-to-face materials more resonance

#VR

Reality

#AR

Augmented

THANK YOU!

Alexander Salas

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Reality