

VIRTUALLY UNSTOPPABLE

SCI-FI TECH COMING TO A JOB NEAR YOU

Typically associated with computer gaming or a Keanu Reeves sci-fi movie, virtual reality (VR) might be in your workplace sooner than you'd think. Excitement is building for the potential power that VR and 3D technology represents, particularly in the way work gets done. VR might just be the future of business collaboration, with the potential to increase workplace productivity, global expansion and your bottom line.

ANTICIPATED VIRTUAL REALITY MARKET GROWTH, FROM 2013 TO 2018



THE CHANGING LANDSCAPE

Major tech companies continue to make great strides in developing, releasing and investing in virtual communications, virtual reality and augmented reality.



VIRTUAL REALITY:

FACEBOOK™
ACQUIRED OCULUS VR™ FOR
\$2 BILLION.



HOLOGRAMS:

Apple® patented a 3D display system that doesn't require special glasses and allows users to control

3D OBJECTS WITH HAND GESTURES



AUGMENTED REALITY:

Google™ released its Glass™ wearable computing device, a voice- and touch-controlled display.

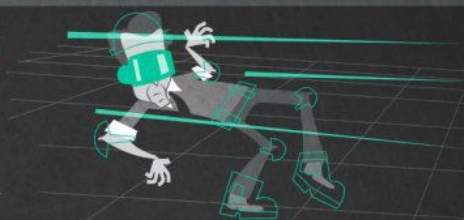
MICROSOFT® SPENT \$150 MILLION to acquire a military "heads-up display" (or HUD).

VIRTUALLY IMPROVING THE WORKPLACE

Even now, VR is a powerful tool in student education, employee training and industrial design. How might VR be leveraged in transforming today's workplace?

UPGRADED TRAINING TECHNIQUES

Probably one of the more obvious applications, the sky's the limit in VR training opportunities. With augmented reality or virtual simulations, training would become more engaging, less expensive and more efficient with fewer distractions.



ENHANCED EFFICIENCY

We're pretty comfortable using iPods™ or smartphones, but imagine a 3D display that delivers data visualization and data manipulation in a virtual team workspace—all with coworkers in different locations around the globe. Collaboration and efficiency would skyrocket in the new "hands-on" virtual workplace.

MIND-BLOWING BUSINESS TELEPORTATION

Immensely more immersive than today's online meeting tools, VR will take business collaboration to a new level, allowing people to inhabit the same virtual space together—even when they're thousands of miles apart. Just think: You could join clients in a virtual 3D conference room in New York, while vacationing on a beach in Hawaii.



INNOVATION FOR THE FUTURE

With the power of VR, companies can test concepts without the tremendous expenses of raw materials. By freeing costs and time associated with building test products, companies can perfect their products in less time and at a lower cost.

THE VIRTUAL REALITY MARKET'S GROWING AT A CONSISTENT RATE, AND THE LEVELS OF INVESTMENT SUGGEST THESE TECHNOLOGIES ARE LEANING MORE TOWARD PRACTICAL APPLICATION THAN EVER BEFORE. EXPECT TO SEE VIRTUAL REALITY WORK ITS WAY INTO YOUR JOB IN THE NEAR FUTURE.

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