Digital Development using Computer Vision / Augmented Reality Use Cases

Involves the capture, processing and analysis of digital images, essentially decoding their meaning and context.

Happy Family
(Virtual Reality)

Happy Family used virtual reality to test the layout of its product packaging and its ideal positioning on shelves, leading to more accurate data collection at a lower cost than real-life simulations.

DHL
(Augmented Reality)

DHL provides its distribution employees with augmented-reality glasses to allow them to increase the speed at which staff are able to sort through packages, leading to more efficient warehouse operations.

IKEA
(Augmented Reality)

IKEA uses augmented reality to enable customers to envision what items of furniture will look like in their chosen room before making a purchase, transforming their product into a more engaging service. This deepens the personalization of IKEA's furniture products.

L'Oreal
(Augmented Reality)

L'Oreal equips its Sales team with an augmented reality application to enable them to show hair salon owners exactly how L'Oreal product stands will look in their salons.

McDonald's
(Augmented Reality)

McDonald's used augmented reality for its Christmas marketing campaigns to turn tray mats into interactive experiences for customers.

BAE Systems
(Virtual Reality)

BAE Systems uses virtual reality to help its teams plan the construction of submarines and reduce the need for physical prototypes. Designers use virtual reality to quickly and cheaply strengthen their understanding of key design elements of submarines.

Ford
(Virtual Reality)

Ford is using virtual reality to bring designers and engineers together from different locations to work on prototypes. In the company's Immersion Lab, engineers can examine the inner workings of vehicles by using virtual reality to see through their different layers. Members of Ford's 2000X design team use virtual reality to render automotive designs early in the creative process. Designers present elements of vehicles in virtual space, enabling the team to walk around them and make alterations.

Thomas Cook
(Virtual Reality)

Using Samsung's Gear VR headset, Thomas Cook partnered with Visualise in ten of its stores to offer travelers the chance to experience destinations like Greece, Singapore, and New York. With flight and hotel bookings generating, it saw a 40% return on investment. Most effective was its visualization of New York City, where the group saw a 180% uptick in conversions..

Google
(Virtual Reality)

Google, began to offer its 'Google Expeditions' software for both students and teachers via an app in 2017. The idea was to allow students to experience parts of the world as if they were there.

BNP Paribas
(Virtual Reality)

BNP Paribas virtual reality-based Application allows users to access their bank transaction records as well as move through all the many steps of a real estate purchase—all entirely reliant on virtual reality.

Mitsubishi
(Image Recognition)

Mitsubishi Electric Corp. introduced what it believes to be the industry's highest-performing automotive camera technology, able to detect various object types (it can distinguish between pedestrians, cars, and motorcycles) at distances of up to about 100 meters. The proposed technology employs a new computational visual-cognition model that mimics human visual behavior to rapidly focus on appropriate regions within the field of view.

Mitsubishi's solution is based on its proprietary Maisart-brand artificial-intelligence (AI) technology (Maisart is an abbreviation for "Mitsubishi Electric's AI creates the State-of-the-ART in technology"). Maisart encompasses all of Mitsubishi Electric's proprietary AI technology, including its compact AI, automated-design, deep-learning algorithm and efficient smart learning.

Lowe's
(Virtual Reality)

Lowe's home improvement store set up a virtual reality initiative that allows customers into a Holoroom to help them see what their house will look like after desired home improvements. They also worked with Microsoft to create an experience that allowed customers to select designs and products to help them visualize what they might look like in their own homes.

VisitU *(Virtual Reality)*

VisitU, an emerging Dutch company, has created virtual glasses to give children at hospitals the chance to experience life at home or in the classroom, even though they are bedridden.

DHL
(Virtual Reality)

Shipping company DHL has already implemented smart AR glasses in some of its warehouses, where lenses display to workers the shortest route within a warehouse to locate and pick a certain item that needs to be shipping.