



Why does your company need an XR-strategy?

Extended Reality (AR/VR/MR/XR) in Industry
11.11.2021

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About the speaker

Mikko Alanko

- *M.Sc. Telecommunications*

Stereoscape Oy (Since May 2021)

- *COO*

VR FleetCare Oy (2017-2021)

- *Sales and Development Director, Digital Services*
- *Vice President, Digital Services*

VR Group (2011-2017)

- *Head of Planning*



Why does your company need an XR-strategy?

6 reasons why XR is now a technology to be taken seriously

XR should be included in your (technology) roadmap to enable resources and to understand benefits and threats



1. Disruptive technology with huge business benefits

Maintenance and Manufacturing

+67%

machine maintenance speed in industrial production

Jeremy Dalton, Reality Check: How Immersive Technologies Can Transform Your Business, 2021.

Sales and Marketing

+68%

customer engagement when choosing between different in-store marketing display alternatives with a VR experience

2019 State of Interactive Content Marketing, Demand Gen Report;

Learning and Training

+400%

increase in long-term retention for VR trained students

Brandon Hall Group's Learning Strategy research, Walmart, PwC.

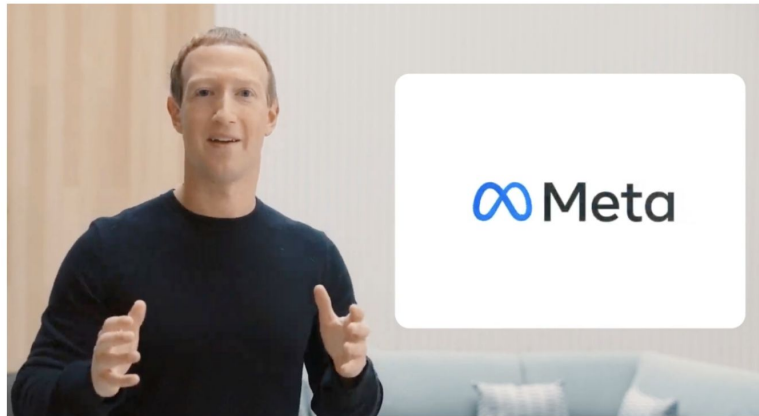
2. Big technology companies are investing heavily in XR

Facebook changes its corporate branding to Meta

[Source: techcrunch.com](https://www.techcrunch.com)

Lucas Matney, Taylor Hatmaker / 9:19 PM GMT+3 • October 28, 2021

Comment

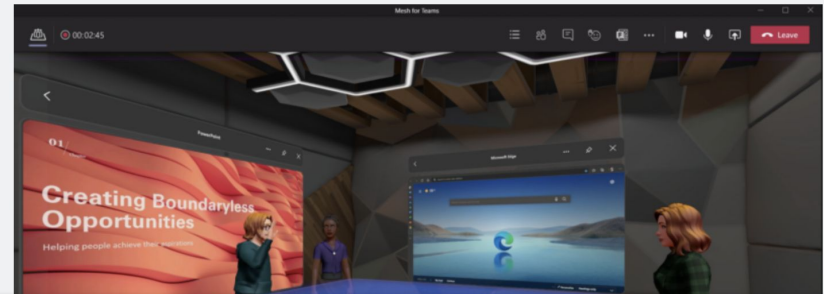


With Mesh for Teams, Microsoft plans to bring 3D workspaces to remote workers in 2022

[Source: arstechnica.com](https://arstechnica.com)

The concept rides the recent "metaverse" hype, but it's only a precursor.

SAMUEL AXON - 11/4/2021, 12:41 AM



TikTok owner ByteDance takes first step into virtual reality with latest acquisition

[Source: cnn.com](https://www.cnn.com)

PUBLISHED MON, AUG 30 2021-3:11 AM EDT | UPDATED MON, AUG 30 2021-5:09 AM EDT

3. Governments fund XR development as a part of other emerging technologies

The U.S. Innovation and Competition Act: Senate Passes Sweeping \$250 Billion Bill to Bolster Scientific Innovation and Compete With China

250 Bn\$

June 16, 2021



Keyword: Immersive technologies

Source: [sidley.com](https://www.sidley.com)

22 Bn£

New Innovation Strategy starts a conversation on how to make the UK a global hub for innovation by 2035



Keyword: Advanced computing

Source: [techuk.org](https://www.techuk.org)

95 Bn€

China's 14th Five-Year Plan – strengthening the domestic base to become a superpower

370 Bn\$



Keyword: VR & AR

Source: [merics.org](https://www.merics.org)

HORIZON EUROPE

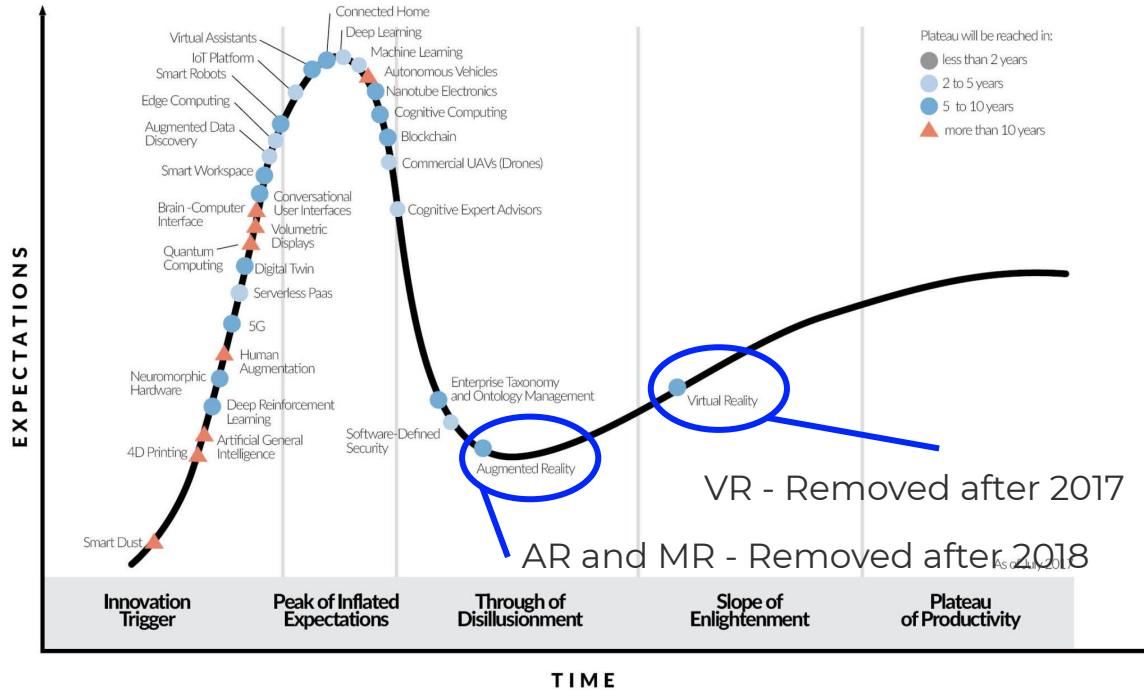
EU'S HORIZON EUROPE PROGRAM WILL FINANCE RESEARCH AND INNOVATION WITH A BUDGET OF 95 BILLION BETWEEN 2021-2027



Keyword: Next generation internet

Source: ec.europa.eu

4. Technologies are not on hype curve anymore



Gartner Hype
 Cycle for
 Emerging
 Technologies,
 2017 © 2017
 Gartner. Inc.

5. Technology and ecosystem are ready to scale



Fast mobile network



WebXR

Open API standards



Platform ecosystems



Affordable devices

6. Metaverse will generate new business models for companies - and destroy old

A virtual Gucci bag sold for more than \$ 4,000, beating its physical value, and it's not even an NFT

[Source: entrepreneur.com](https://www.entrepreneur.com)

NASCAR Taps Subnation To Develop Persistent Metaverse Experiences For Auto-Racing Fans

[Source: 4rweb.com](https://www.4rweb.com)

5 Reasons Why NFTs Are The Metaverse's Ideal Revenue Model

[Source: entrepreneur.com](https://www.entrepreneur.com)

Questions you should have an answer to

What are the possible applications and their benefit for my current business?

What are the new possibilities for my business?

What is the potential disruptive business model and how likely it will happen in the next 5 years?

What kind of knowledge and R&D do I need for the future?

Thank you

