

NEW RESOURCES CONSULTING

XR IN BUSINESS

The Virtual Frontier

A few years ago, the idea that traditional office space could be completely overridden by digital meetings, even if just for a few months, was a radical idea. With the onset of COVID, we learned rather quickly that, indeed, we could carry on with business while working from home and connecting almost solely through our computers. There were concessions made, of course, but we got through it and now the idea of hybrid schedules is becoming more and more commonplace.

There is little—perhaps nothing—that substitutes for true, in-person interaction. Video calls are a wonderful tool in a pinch, but they've become mundane and lack the opportunities for interaction that many of us crave. Especially if your business or service involves 3-dimensional products or spaces, it can be difficult to replace the in-person experience.

ENTER EXTENDED REALITY (XR)

Once thought of as the technology of the future, XR is officially a hotspot in the market, and it's not going away anytime soon. Major tech companies, such as Microsoft and Meta (previously Facebook), are investing billions of dollars into XR. At its core, XR creates immersive experiences, allowing for greater interaction within a virtual environment. The term "extended reality" encompasses virtual reality, augmented reality, and mixed reality technologies. While these technologies are often discussed in relation to gaming, they can do so much more. XR technology is continually evolving—and you don't want to miss out on evolving with it. Just like modern businesses need to have a phone and a website, XR will become a necessity.

The options for using XR in a business setting are endless. XR can help you create a virtual office that promotes personalized interaction between employees—it's definitely a step up from Zoom or Teams. According to an Indeed survey, 54% of respondents missed in-person meetings and 73% missed socializing face-to-face during the pandemic. Human relationships are often built through small, personal interactions. XR can help provide a space for that while employees are working remotely.

XR can also invigorate your company's website. If you sell products, imagine customers having the ability to interact with those products without leaving their homes. If you provide home remodeling services, imagine giving potential clients a tour through a virtual showroom. Even if your services are already mostly virtual, XR allows you to communicate

more effectively with customers, creating a virtual space where facial expressions and gestures can help minimize misunderstandings and improve conversation clarity. Eventually, an ordinary website with links to other web pages or sites just won't be effective anymore.

As more companies begin to implement XR into their regimen, the market continues to expand with different hardware options, two of which are Oculus Quest and HoloLens. While they are similar technologies, a company's choice to use one or the other can be entirely dependent on the intended use. The HoloLens, produced by Microsoft, combines the real and virtual world, forming an immersive creative experience. On the other hand, if a company is looking to completely replace the existing world, the Oculus Quest is the way to go.

Generally, XR is associated with the use of headsets. However, this equipment is not required to experience XR in a limited capacity. XR also allows a website to create a 3-dimensional space through a 2-dimensional screen; many first-person video games and video tours already utilize this technology. When a headset is added to the equation, the virtual world really comes alive, fully immersing the user.

If you're interested in exploring this exciting virtual landscape, get in touch with New Resources Consulting today. We can help you learn the ins and outs of XR, and find the best ways to utilize it within your business.

