



**CENTER
SMART SERVICES**



Consortium Project

Augmented Reality – a new way to reach customers

We make Augmented Reality accessible for you.



Understanding the potential of Augmented Reality and implementing prototypes

Everyone is talking about Augmented Reality (AR), but only a few companies use it in their production processes. The problems they are facing which make it difficult for AR to spread further can be summarized in the following three points:

- Lack of experience and acceptance by employees.
- Lack of technical infrastructure.
- High investments and unclear economic efficiency.

The aim of our project „Augmented Reality - a new way to reach customers“ is to help you overcome these obstacles in just 9 months!

We work together with you to create your very own personal AR-Prototype. In addition to this, you will also benefit from the following during the project:

- Insight into up to 100 possible Use Cases and implemented AR prototypes.
- Specific methods for the economic evaluation and implementation of AR applications.
- The experience and expertise of our project team at the Center Smart Services and PTC.

Use this opportunity and sign up to be a consortium partner!

Conditions

Start: January 2021	End: October 2021
Participants:	10 - 15
Fee:	45,000,- € *

* Enrolled members of the Center Smart Services receive a discount of 5,000,- €



Learn from the best

Your benefit

Successful AR prototype in nine months:

- We work with you to develop specific use cases for AR applications.
- We evaluate use cases for their cost-effectiveness and technical feasibility.
- You gain valuable insights into the use cases of the other consortium partners and benefit from industrial best practices.
- Together with you, we will implement a use case and develop a prototype.
- You will receive an overview of all developed prototypes and can derive the future benefits for your company.
- Minimal effort with maximum benefit due to the coordination of the consortium project by the Center Smart Services and PTC project team.
- You will also benefit from the competence in the development and market launch of digital products as well as from the experience of the project team and the consortium partners.

Project procedure

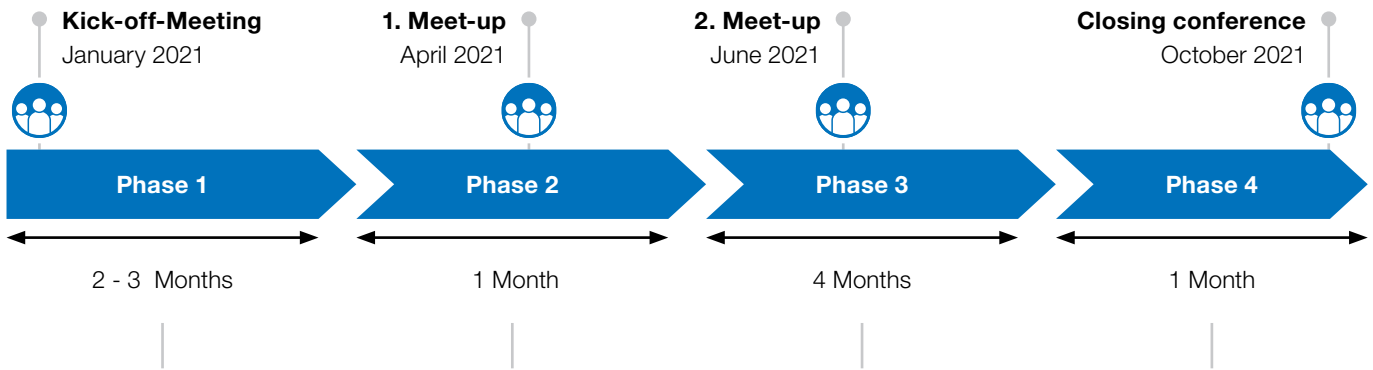
How does this consortium project work?

Industrial companies cooperate closely with the project team, consisting of Center Smart Services and PTC experts.

- The consortium creates and evaluates Use Cases, which leads to a broad exchange of ideas and application scenarios.
- Every company involved in the project creates a functional AR prototype that is based on the company's own requirements.
- To allow further testing and define follow-up activities, PTC offers its AR software solution "Vuforia Studio" to all participants for up to 3 months after the project is completed (12 months in total).
- The project team is in charge of the project organization and management and provides technical input.
- The project is divided into several phases and includes regular milestone meetings.
- Regular reviews ensure the success of the project.



Project schedule



Phase 1: Use Case Analysis

- Identification of relevant Use Cases
- Economical and technical evaluation of Use Cases

Phase 2: Use Case Selection

- Sharing Use Cases with partners
- Decision on which use cases are to be implemented.

Phase 3: Use Case Implementation

- Technical realization of Use Cases in form of ready-to-use Prototypes
- Use Case testing within the company and, if applicable, with the customer

Phase 4: Knowledge transfer

- Presentation of the project partner prototypes, maybe including company visits
- Business Case Dialogue



Our Network of Experts



CENTER SMART SERVICES

Center Smart Services

The Center Smart Services develops marketable data-based services together with its members. The range of services addresses companies in the area of mechanical and plant engineering and manufacturing industries, who want to open up new business areas with the help of Smart Services or use modern data analysis methods (e.g. machine learning) to make their data more beneficial. The services of the center include the development and application of methods for the design of digital business models, further training courses and industrial services for the introduction of digital business models in companies.

www.center-smart-services.com



FIR e. V. at RWTH Aachen University

FIR e. V. at RWTH Aachen University was founded in 1953 and currently has 130 employees, among them 55 scientists. The company goal is to create a bridge between science and economy in the field of industrial management. Every year, FIR e. V. carries out 40 publicly funded projects as well as 60 projects with industrial customers. The FIR competences lie in the areas of service management, information management, business transformation and production management.

www.fir.rwth-aachen.de



PTC

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