

A person in a dark wetsuit is shown from the side, holding a light-colored surfboard. The background is a bright, hazy sunset over the ocean, with the sun low on the horizon. The overall mood is serene and adventurous.

Virtual and Augmented Reality – Democratization

When playtime gets serious

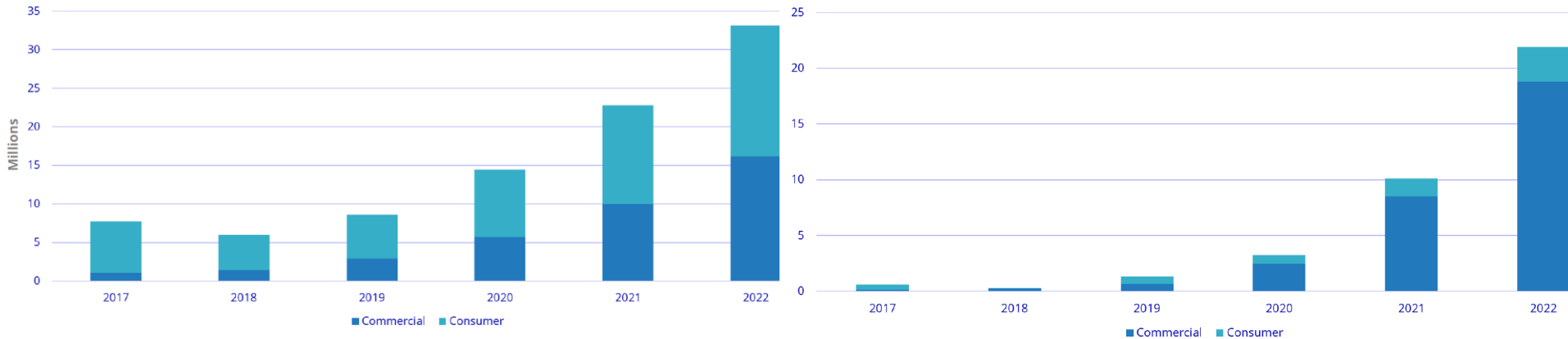
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VR/AR Headset Unit Shipments 2017-2022

Commercial is Key to VR Headset Growth

Commercial Drives AR Headset Market Forecast



Shipments dropped 2017-2018 as screenless viewers declined significantly
By 2022 split is around 1/3 tethered and 2/3 standalone
Commercial sales are now becoming increasingly important

Source: IDC's WW Quarterly AR/VR Headset Tracker, Sept 2018



VR/AR use cases across industries



Oil and Gas

- **Training**
- Simulation
- 3D presentation
- Mapping and interpretation
- Safety

Media and entertainment

- Advertising
- PR
- Purchased media
- Free media
- In game content
- On-premise experience

Engineering and manufacturing

- Product design
- Visualizations
- Collaboration
- **Training**

Healthcare

- Interactive education
- Therapy and treatment
- Surgery planning
- **Training**





What has Dell done to
drive VR outside of M&E?





Dell Precision powers Project Bravemind at the University of Southern California


Project Bravemind is designed to help sufferers of PTSD, through Exposure Therapy, to reenact situations in VR under the control of a trained specialist that recreates the environment in VR and introduces vibration and smell to enhance immersion.





What has Dell done to
drive AR?





ImmersiveView is a revolutionary tool for doctors to quickly load and review patient scans in Virtual Reality. Utilizing CT or MRI data, ImmersiveView converts the scan data into a “digital twin” of the patient and provides a completely unique and unobstructed view of the case

City of LA





What is Dell doing
differently?



Dell Technology Partner Program - vertical and status

* Multiple Verticals

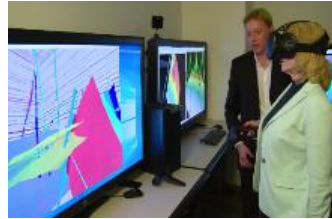
	Energy	Engineering & manufacture	Media and entertainment	Healthcare	Training	Security & analytics	Studios	Education
Current engagements	    	      	  	    	      		  	 
Pipeline		   	  	   	   	  	 	 



TPP - Partner Use Samples



MediVis RenderX and AnatomyX overlays anatomy scans in Real-time to aid operative procedures



Halliburton Landmark Power Oil & Gas exploration with complex 3D visualization



Autodesk BIM 360 designers and builders excel with an immersive AR experience.



ESRI City Engine opens up new understanding for complex public works.



EON Reality unleashes the power of experiential learning with AR/VR education solutions.



Interplay Learning is reinventing commercial skill-based training



New VR/AR tool for Dell Sales and Customers



New tool in partnership with Kaon

Access from :-
Android (Arcore support)
iPhone (Arkit support)
Web browser
HMD

Install from App or Play store –
Dell Interactive Solution

Or web :-

<https://app.salesforceiq.com/r?target=59f72e3ae4b0f5e611d17caa&t=AFwhZf36fVTrSi9qjsFcW8p0ztfT9HTBcyh8PzorJlirESRHcy-oZBPToSkl1AmqFukQA4IrrbOMboPNAXIzE9DCCDpyBXSZ5yyJGX039tF9FBGHTISfUB392rmzJfelSIISNxRFVzd5N>



What about the future?





**INNOVATION
STUDIOS**

Sony Entertainment & Technology



Deloitte.
Digital



