Immersive Technologies in Education Sector

Customer Experience (CX) is the battlefield for brands. Differentiated CX is core to improving and retaining customer loyalty. Mindtree, with its deep digital expertise, has been at the forefront of helping enterprises deliver enhanced and contextual experiences to their end clients.

User Experience is undergoing a tectonic shift in terms of how customers perceive and interact with the digital world. The shift in perception augmented by AI and interactive technologies like Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR) is driving multisensory and multimodal user experiences. This unleashes new possibilities to transform interactions throughout the customer experience.

Overview

Immersive technologies AR, VR, MR are expected to grow at a CAGR of 78.3 percent for the next five years to reach nearly 10 times the scale it’s expected to hit this year, going from $16.8 billion in 2019 to $160 billion in 2023. Given that immersive experiences produces higher engagement, Augmented Reality is implemented in classrooms to create environments which are more conducive to learning. It also allows access to individuals with disabilities, by allowing them the same facilities as any other student, through a headset or a handset. Moreover, by facilitating a larger set of experiences, AR/VR also creates better teachers, by equipping them with the tools to engage with children in a more effective manner. Virtual tours of universities and colleges assist students in faster decision making.

Where can one use this?

- Prototype
- Sales & Marketing
- Customer Experience
- Training
- Service & Operations
How are we positioned?

With physical and virtual worlds converging, Mindtree is well-positioned to help clients, rapidly unlock value from their immersive technology business use cases.

Technology Essentials

True immersive experience is an amalgamation of various technologies like AR VR MR, Computer Vision and Artificial Intelligence (AI).

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<td>Using point cloud for environment understanding and face tracking</td>
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<td>Artificial Intelligence (AI) &amp; Computer Vision (CV)</td>
<td>TensorFlow, PyTorch, Keras, TuriCreate, OpenCV, Apple computer vision, Microsoft Vision, Vuforia Model Target Generator</td>
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Possibilities

Prototype
- Design University
- Design Facility Center
- Design Laboratory

Sales & Marketing
- Virtual University Tours
- Digital Brochure / Catalogues

Customer Experience
- Virtual Learning Experiences
  - Virtual Classrooms
  - Virtual Labs
  - Simulations

Training
- Training Educators
- Expert Coaching
- Virtual Learning Experiences - Internal Staff
- Facility Equipment Training

Services & Operations
- Remote Expert Assistance
- Service Manual Instructions

Benefits

Enhance Learning Experience

Explain Abstract & Intricate Ideas through AR

Increase Level of Engagement

Contextualized Learning

Inclusivity For People With Special Needs

AR Improves Teaching Skills
Our Experience

An India-based center of excellence, to develop immersive technology experiences that unleashes new possibilities.

State of the art experience center

CES Innovation Award

30+ pilots/implementations across industries, delivered at scale

IMMERSIVE AURORA
Where Possibilities Come Alive

An India-based center of excellence, to develop immersive technology experiences that unleashes new possibilities.

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