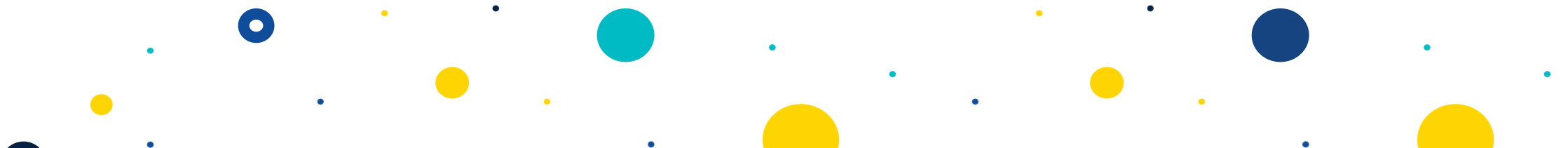


Opportunities of Virtual Reality in SMEs

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Introduction

Virtual Reality (VR) creates a lifelike environment in which, through a device such as VR glasses or headsets, the **individual perceives that world as if immersed in it**. In other words, the physical presence of the person is simulated in that virtual world

This **technology**, which is **particularly striking** in terms of entertainment and art options, also offers numerous opportunities for applicability by businesses of various sizes, including **SMEs**.



Definition of Virtual Reality, Augmented Reality and the evolution of the technology



VIRTUAL REALITY

It provides a fully virtual environment that can simulate a real environment or create a fictitious one.



AUGMENTED REALITY

A virtual layer is added with objects, images, text, etc., over the real world that is being presented through a camera on a device, whether it be a mobile device or glasses

Evolution of the technology:

- 1950s: VR traces its origins with the creation of the Link Trainer.
- 20th Century: Rise of video games.
- 2012: Creation of the device that makes us understand VR as we do now.
- Experts forecast a growth in the European market at an annual rate of 24.9% until 2027.

Applicability of Virtual Reality in SMEs



Marketing and
Promotion



Virtual showrooms



Education



Use for training of
SME teams



Psychotherapy



Medicine



Tourism



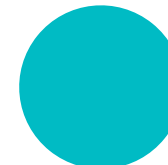
Industry, Research
and product
improvement



Architecture



Culture, art,
entertainment



Benefits of using Virtual Reality in a business environment



**Wow Effect and
Differentiation in
promotion**



Cost reduction in training



**Efficiency in design and
manufacturing**



**Expansion of target
audience**



**Improved decision
making**



Steps to follow for implementation

The first step is to define the scope for which VR is to be used, its purpose. For this, seeking expert advice to analyze the SME's business and potential applications can be a good step. Once this use is established, **a series of steps are carried out:**

- 1. Requirements analysis**
- 2. Interface development (UI/UX)**
- 3. Development of 3D elements**
- 4. Software development**
- 5. Quality control**
- 6. Change management**
- 7. Launch**
- 8. Publicize**
- 9. Maintenance**

Virtual Reality tools or technologies for SMEs

VR devices:

 Meta (Facebook, Oculus)

 Bigscreen

 Pimax

 Pico

 HTC vive XR

 Apple Vision PRO

 Play Station PS VR2

Platforms:

 Meta

 Apple

 Engage

 Spatial
Spatial

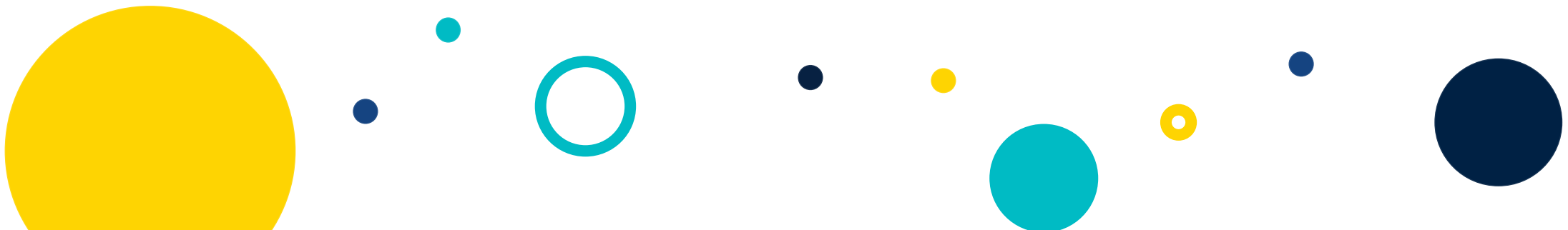
 NAKA
Immersive experiences at scale
by NTT DATA

NAKA (NTT DATA)

Conclusion

Virtual Reality is now a **powerful tool** for mitigating risks, presenting immersive content and/or content that is not easily accessible, and a means to transport users to environments where things happen.

Many large companies have joined a fast-paced race to be at the forefront of this technology and its tools.



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