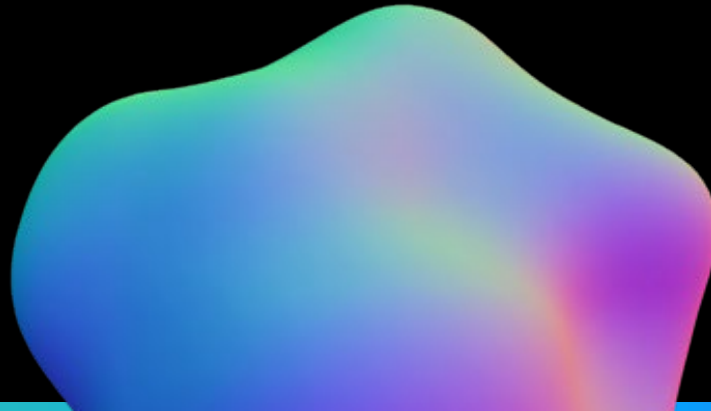


BOLDLY XR
a Handpicked agency



Innovatie is dubbel

What a time to be alive







DON'T LET THE EXISTENTIAL
DREAD SET IN.





Yannick Boers

Creative Director

+31 6 46323615

yannick@Boldly-xr.com

Boldly-XR.com



BOLDLY^{XR}
a Handpicked agency

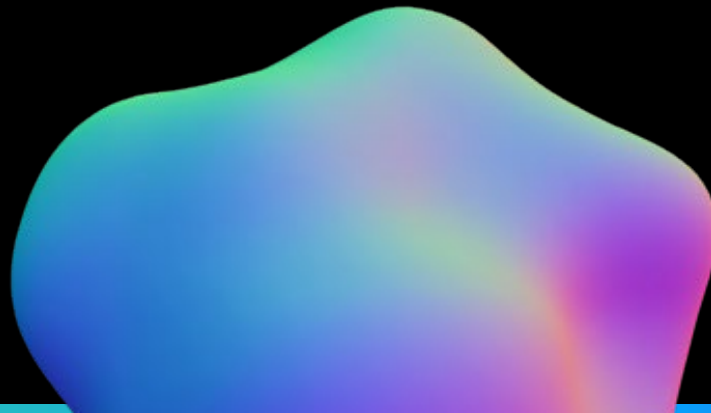
Immersive Learning

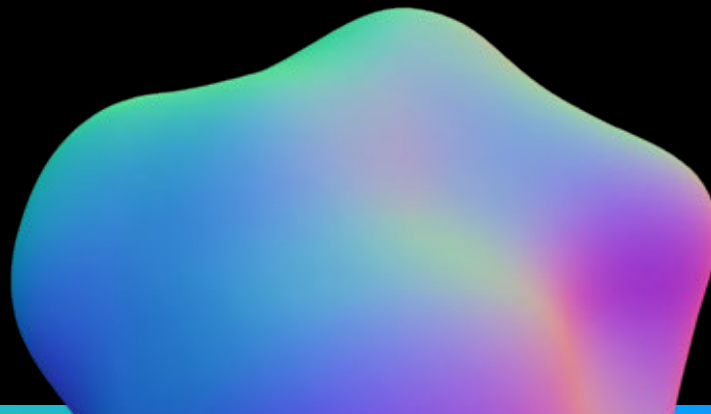


De enorme impact van immersieve technologieën op het behouden en verstrekken van kennis

Het is 2024

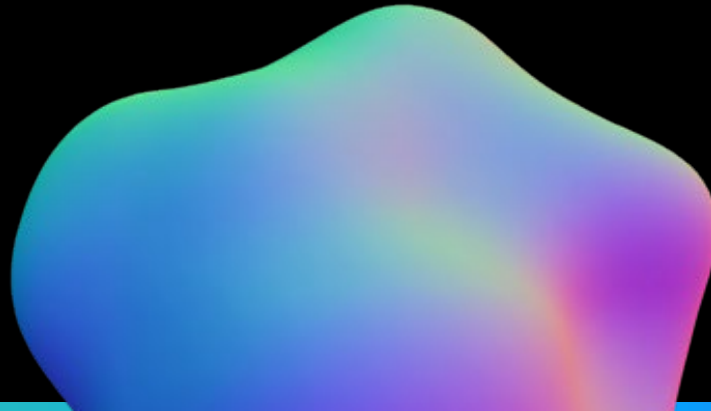
Waarom is dit topic nu zó
relevant?





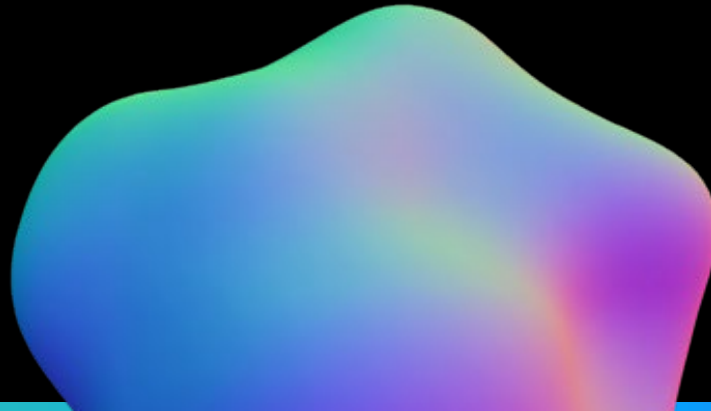
Het is 2024

4 Redenen:



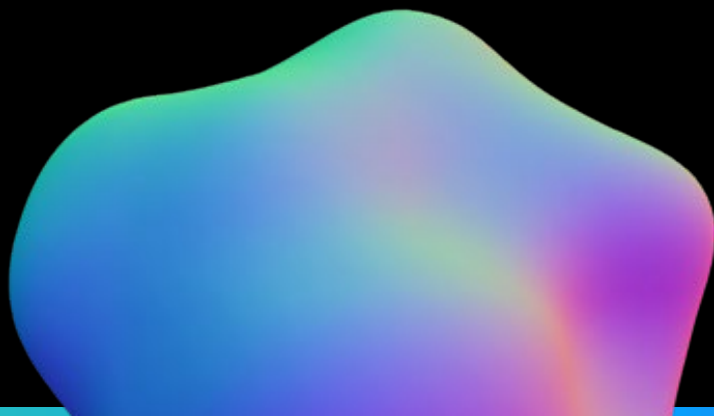
Het is 2024

1. Vergrijzing



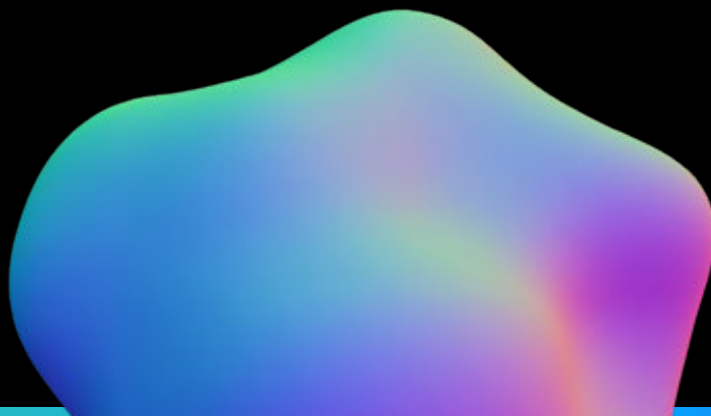
Het is 2024

2. Krapte op de arbeidsmarkt



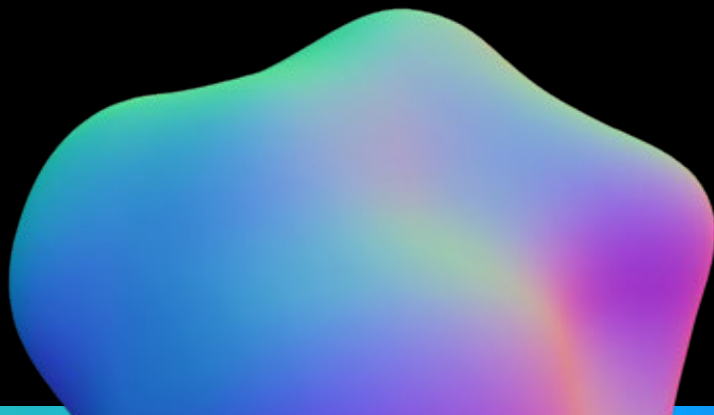
Het is 2024

3. Automatisering /innovatie



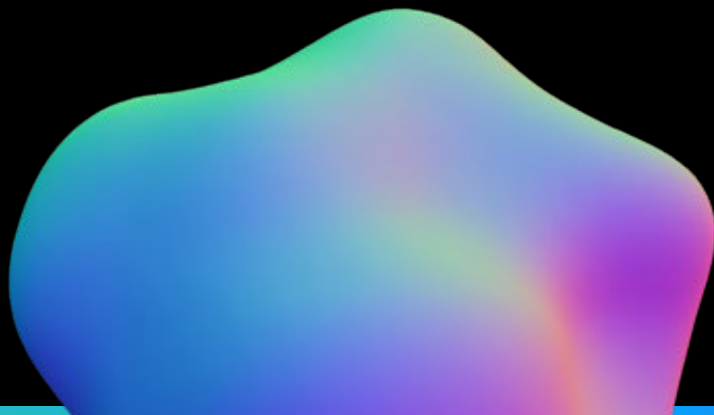
Het is 2024

4. Technologie steeds toegankelijker



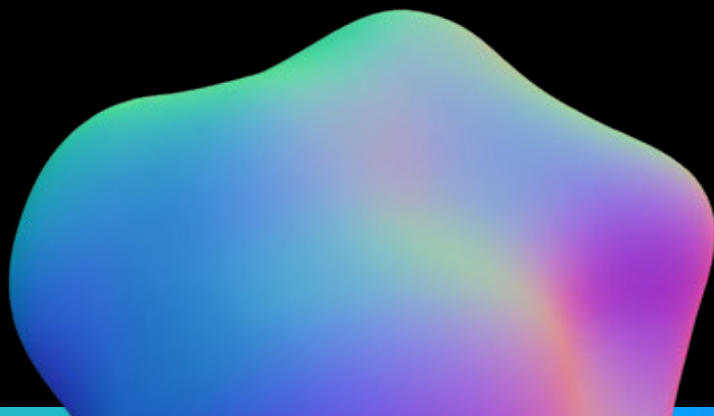
Het is 2024

Wordt het dan een
complete bloemlezing?



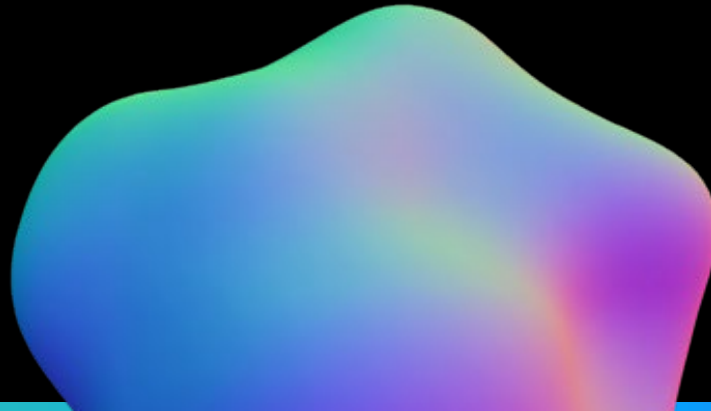
Het is 2024

We gaan óók kritisch kijken
naar deze technologieën



Het is 2024

Eerst even 3 stappen terug



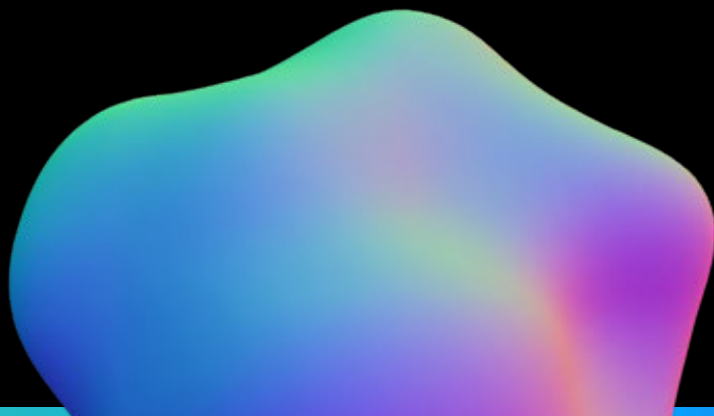
01

Boldly-XR



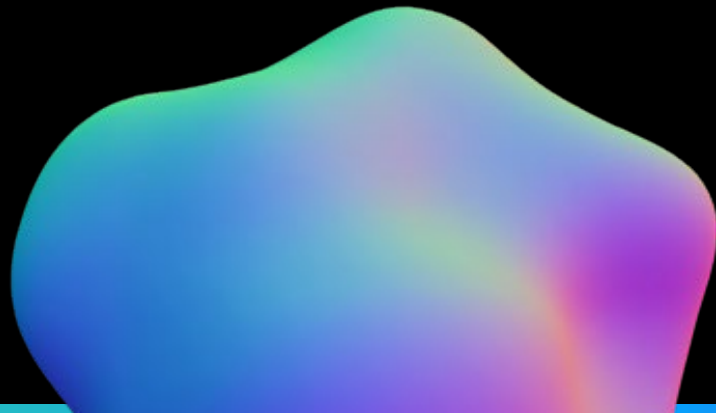
Three Verticals

XR & Metaverse Interactive Installations 3D & Animation



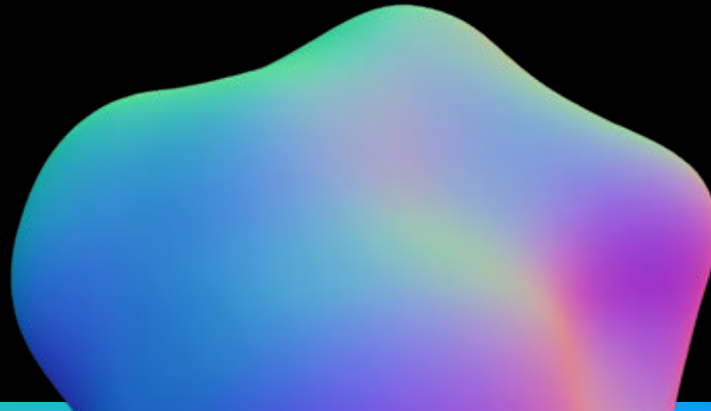
We are Boldly-XR

and...



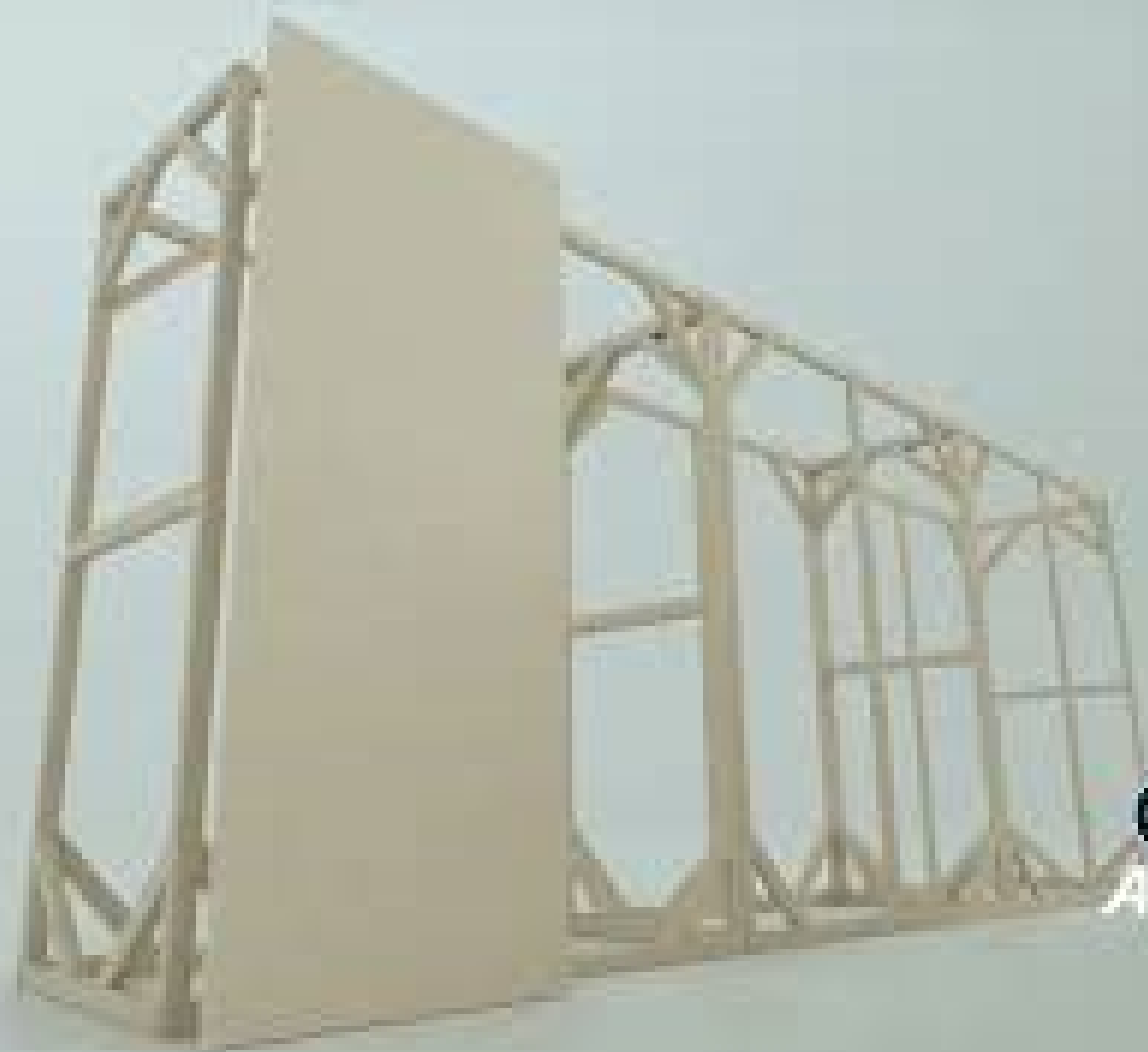
Recognised 3 times as the best Digital Agency of the Netherlands

#1	EMERCE
100	
BESTE DIGITAL AGENCY SPECIALIZED 22 23 24	



En we mogen dat doen voor
ontzettend toffe (industriële)
klanten:





ROYAL
AIR FORCE

02
XR
& The Metaverse



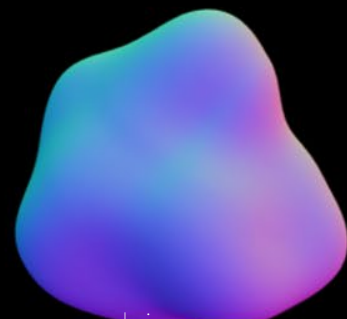
Definitie: XR



Wat is XR?

bestaat uit technologiegedreven ervaringen die digitale en fysieke realiteiten combineren. XR werkt met een ontzettend breed scala aan apparatuur en technieken. Met deze tools genereren gebruikers nieuwe vormen van realiteit door digitale objecten/mensen naar de fysieke wereld te brengen en fysieke objecten/mensen naar de digitale wereld te brengen.

- Augmented reality
- Virtual reality
- 360
- New interfaces



Augmented Reality is een digitale laag over de fysieke wereld die ons in staat stelt ongelooflijk tactiele interacties te hebben met virtuele objecten of ervaringen



Digitale laag



Op schaal



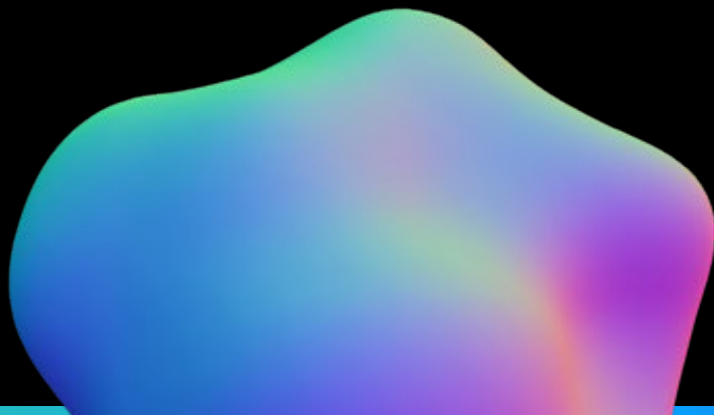
93% van Nederland



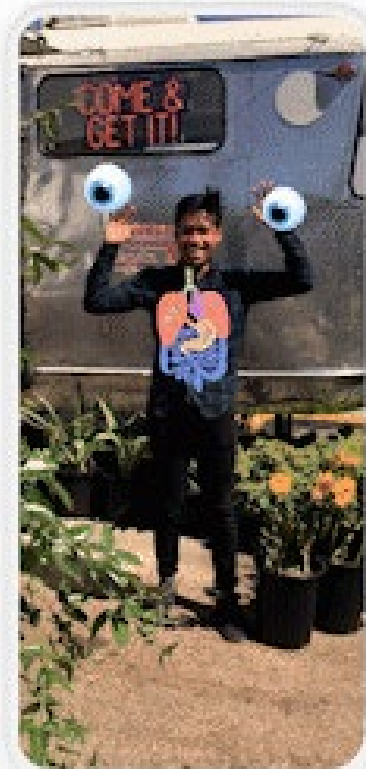
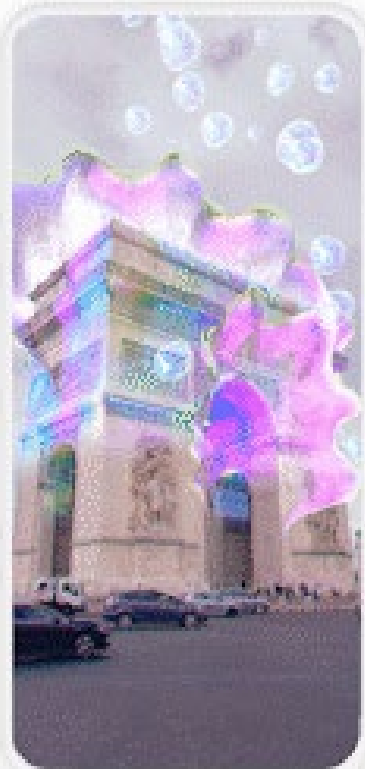
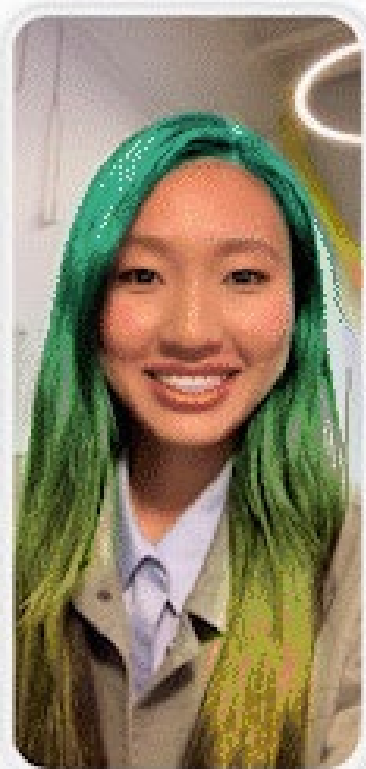
Metten

AR

Show of hands:
Wie heeft er wel eens AR
gebruikt?









MakeAGIF.com

webAR

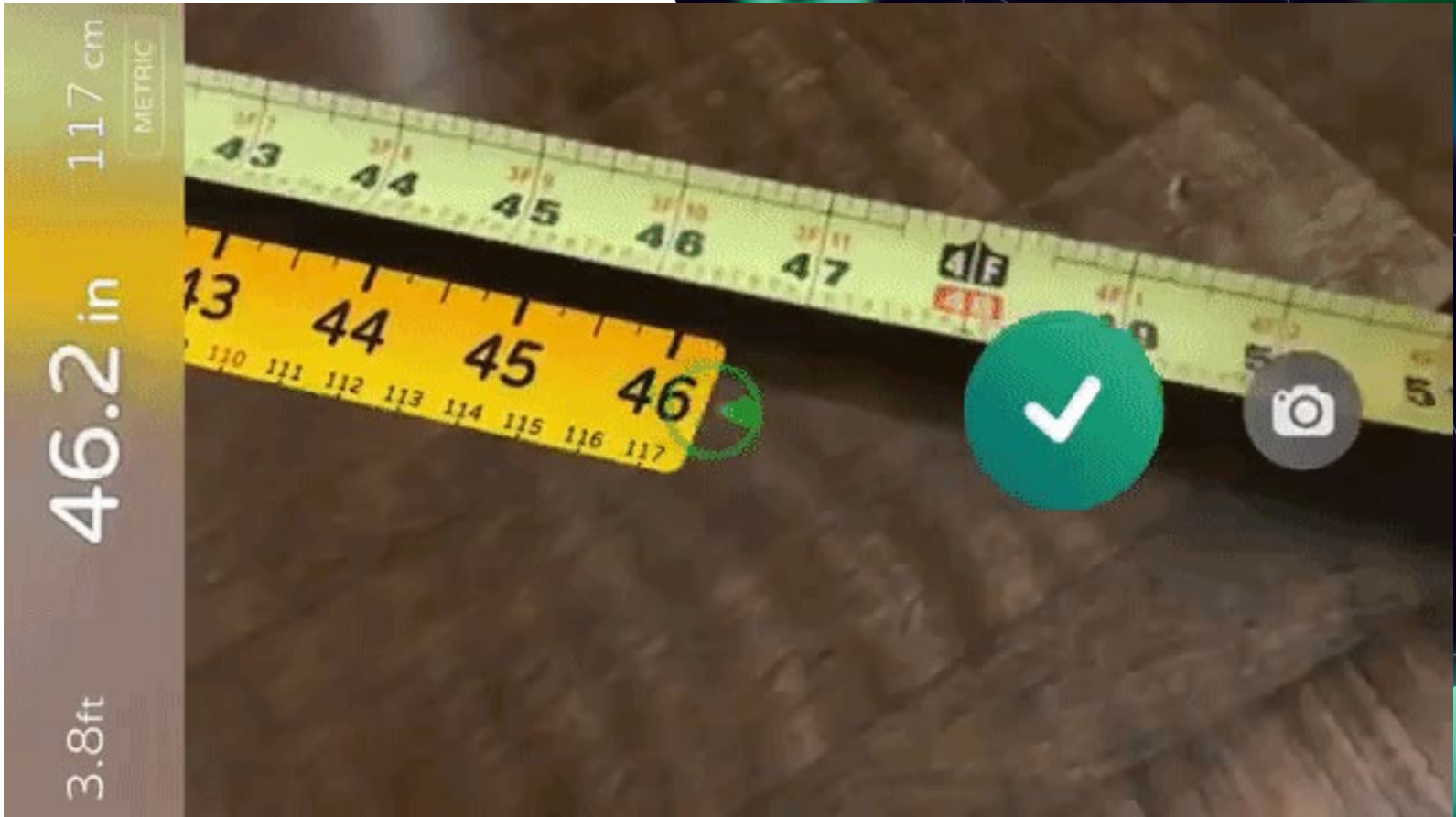
Laadt direct een 3D-object in Augmented Reality vanaf een webpagina.

Vervaagt de grenzen tussen web en fysiek

Kan talloze ervaringen verbeteren

Makkelijk interactief/deelbaar te maken, ook via bestaande (social) media





3.8ft

46.2 in

117 cm

METRIC



Meten



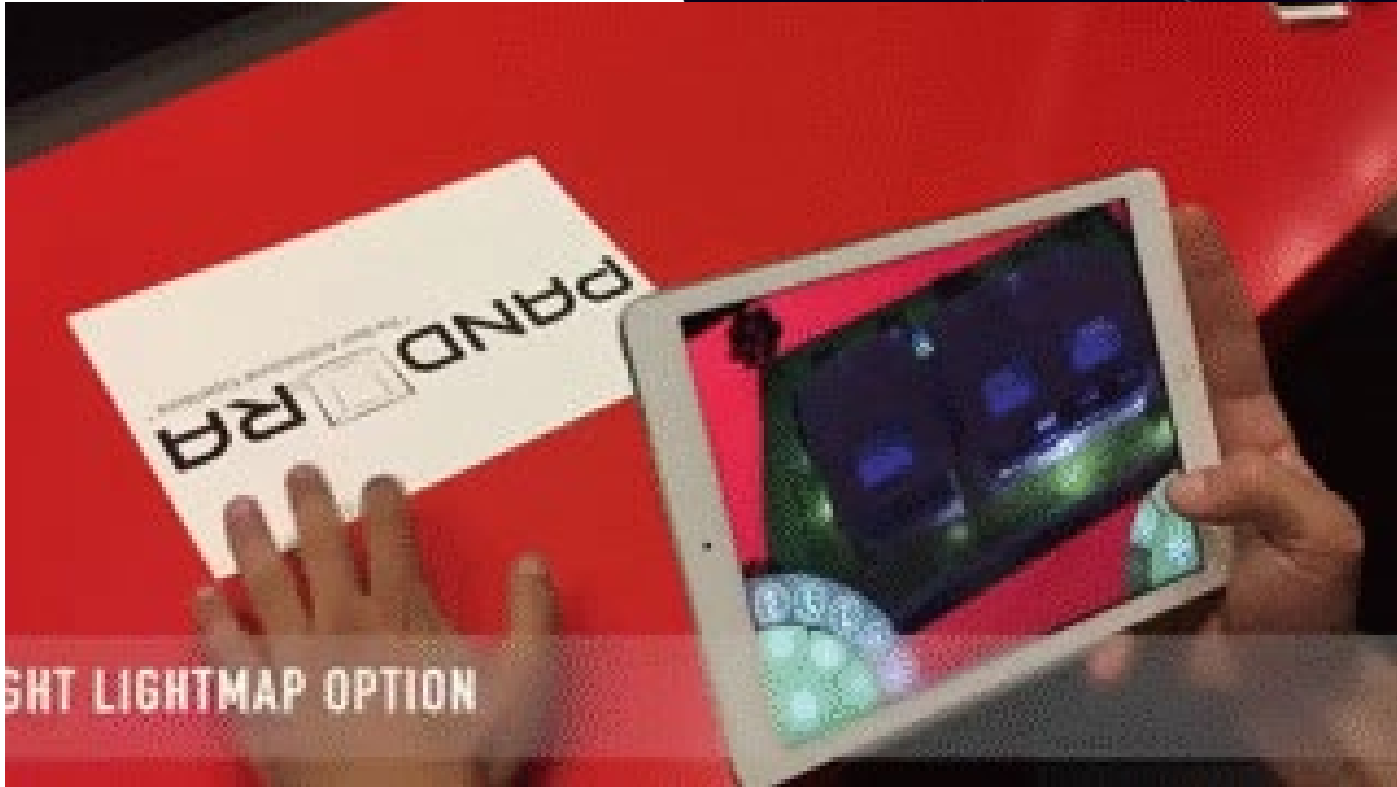
Augmented Reality.



Wearable



Augmented Reality.



Marker-Based



Augmented Reality.



Markerless



Augmented Reality.



Object Recognition

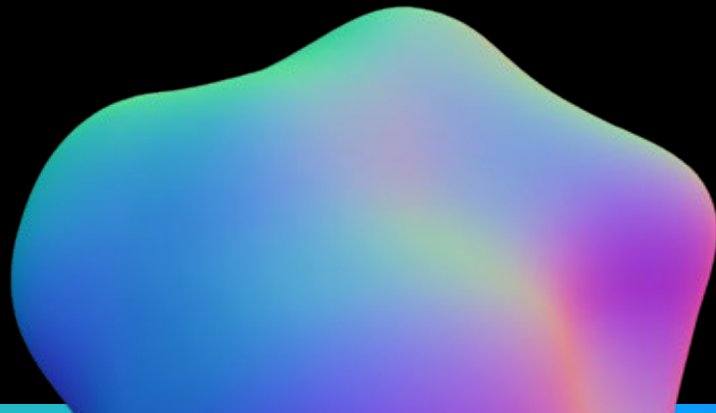


Air Filter

The black part of the air filter is attached to the rest of the engine bay. The air filter is made of a mesh material that allows air to pass through it, creating a barrier that prevents dirt and debris from entering the engine. The rest of the air filter is attached to the engine's cover.

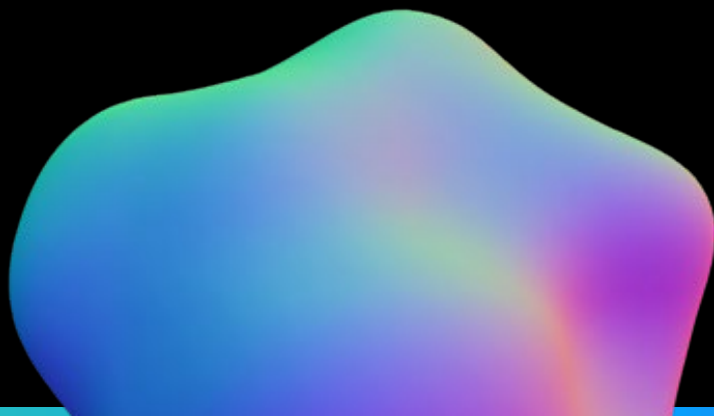
Demo

Op naar VR:



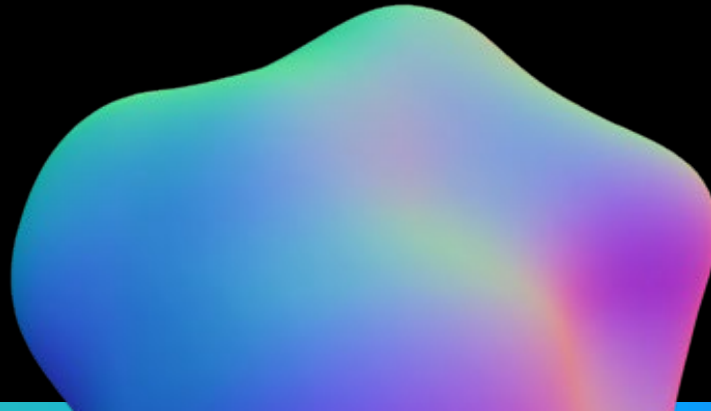
VR

Show of hands:
wie heeft er al eens een VR
headset opgehad?



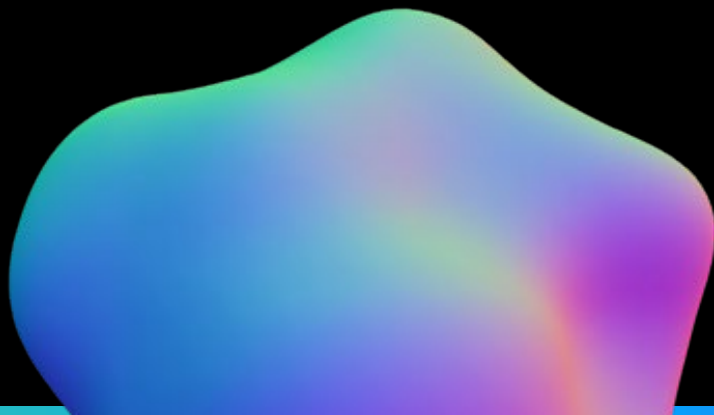
VR

Wie werd er misselijk?



VR

Slecht ontworpen VR vs Goed ontworpen VR



Met virtual reality wordt je compleet ondergedompeld in een digitale wereld



Volledige immersie



Immersief



Hardware benodigd



Toegankelijker
geworden

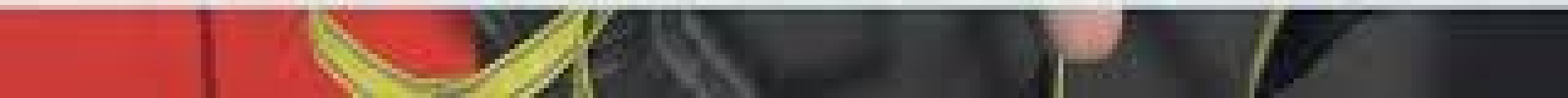








Learn by doing





Met 360 graden media kunnen we fysieke omgevingen fotograferen/filmen of digitale omgevingen renderen en in 360 graden toegankelijk maken



360 Tours



Voeg informatie toe met lagen



Digitale conservatie

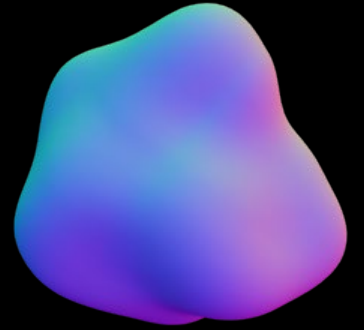


Multi-Inzetbaar



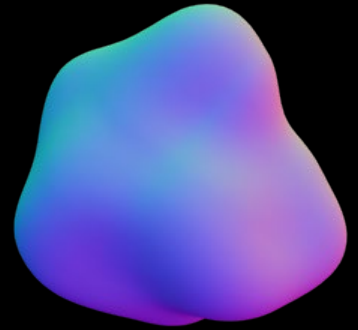


Deze
technologieën zijn
van enorme
waarde voor het
oplossen van
personeelskrapte

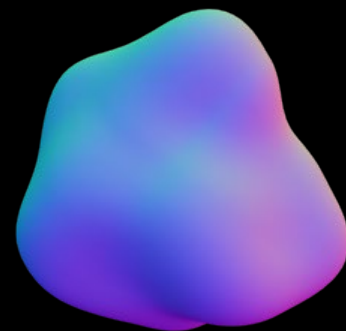


Waarom?

1. Beschikbaarheid
2. Immersie
3. Veiligheid
4. Gebruiksgemak
5. Schaalbaarheid
6. Psychologische voordelen

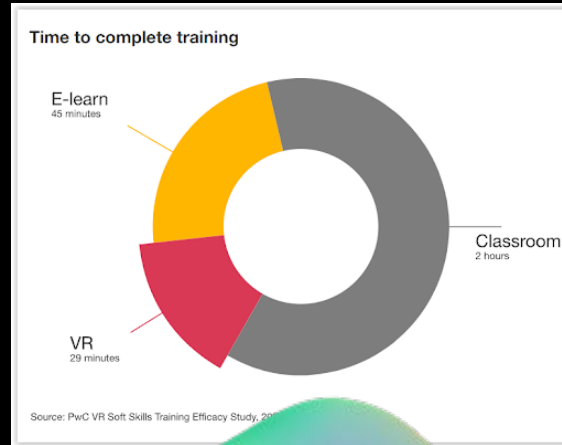


Laten we even naar
de data kijken:



We are Boldly-XR

4x sneller

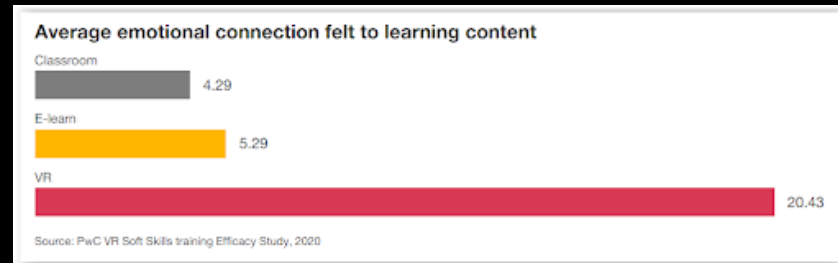


150% moeilijker af te leiden

	Classroom	E-Learn	VR
How many times were you multitasking or distracted during this experience?	0.78	1.93	0.48
How many minutes do you estimate it took to get back on task?	1.00	2.63	0.48

Source: PwC Learning Efficacy Study, 2020

3,75x meer betrokken



75%

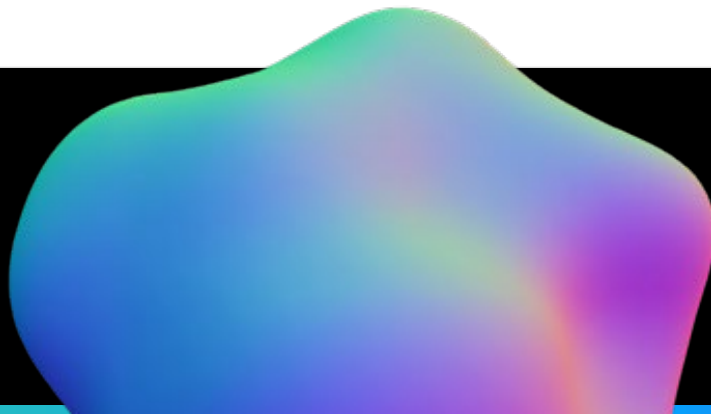
Is the retention rate of VR training in schools, beating out lectures (5%), reading (10%), and audio-visual learning (20%) (National Education Association)

8.8%

Was the average increase in memory recall using VR in a study comparing VR and desktop learning (University of Maryland)

12%

higher accuracy and 17% faster time to completion was the result of a skilled labor study using VR training versus instructional video (Accenture)



4 manieren om te leren in XR

Er zijn veel wegen naar Rome in de wereld van XR

En iedere interface heeft zijn voorbeelden

01. Volledige Immersie

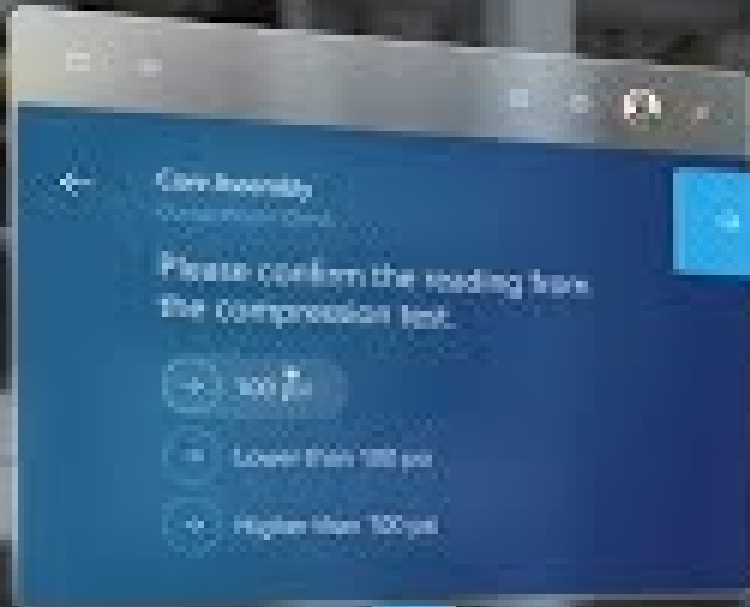
02. Digitale objecten in fysieke ruimtes

03. Contextuele overlays

04. Remote Collaboration



2. iPad Demo



Core Inensity

Core Inensity Cloud



Please confirm the reading from
the compression test.

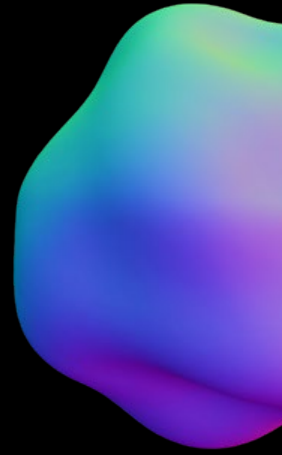
+ 100 psi

- Lower than 100 psi

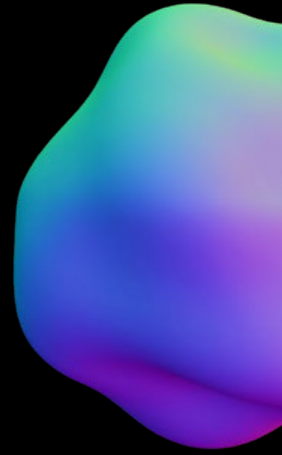
+ Higher than 100 psi



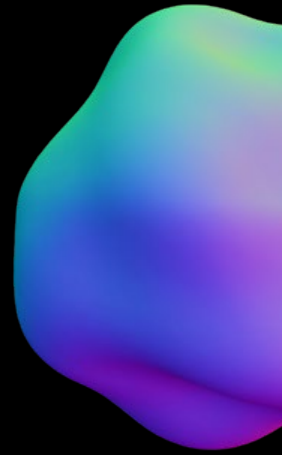
Over de
psychologische
impact:



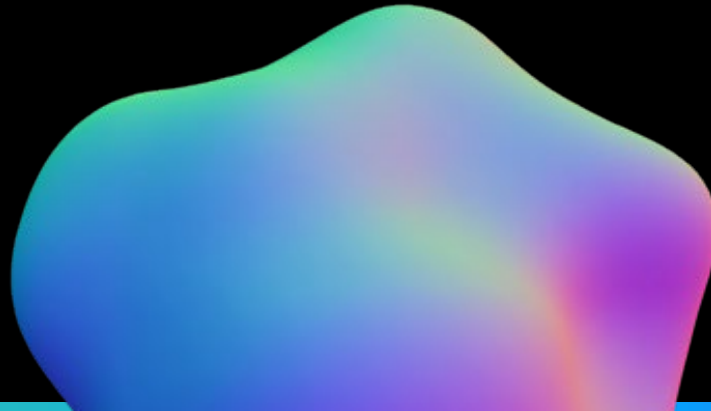
01: Leren
02: Verbinden



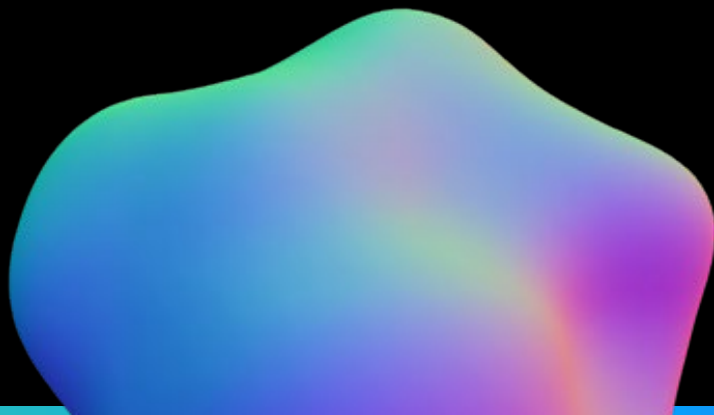
1: Leren met immersieve technologie



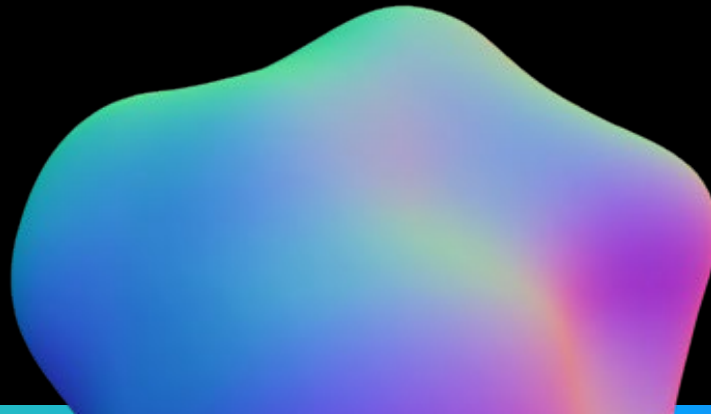
Als je erover nadenkt is
het erg logisch



Onze hersenen zijn
gemaakt om de 3D
wereld te begrijpen

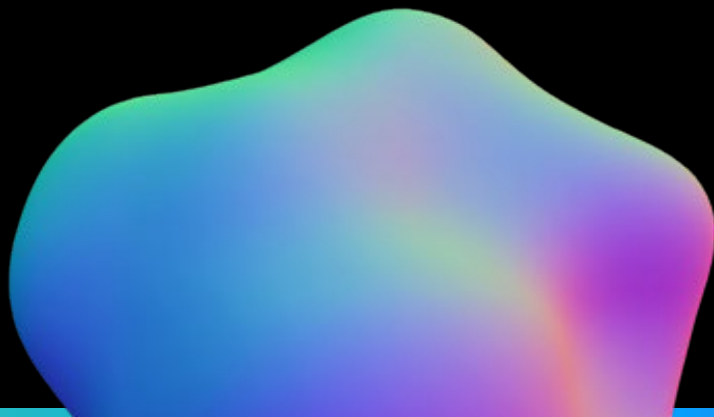


We zien dat ook terug
in de data en scans

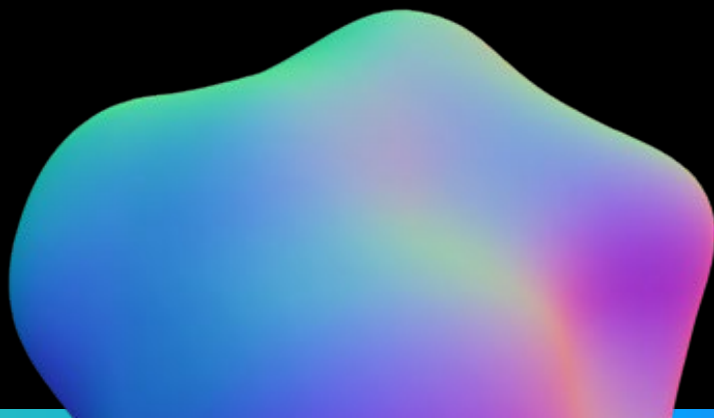




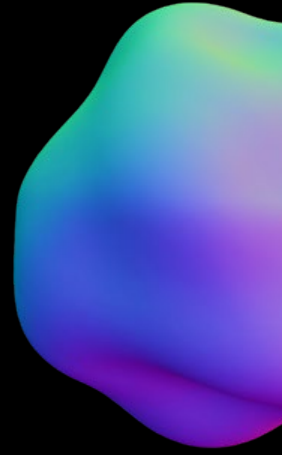
Een brein in VR spreekt veel meer zones
van het brein aan



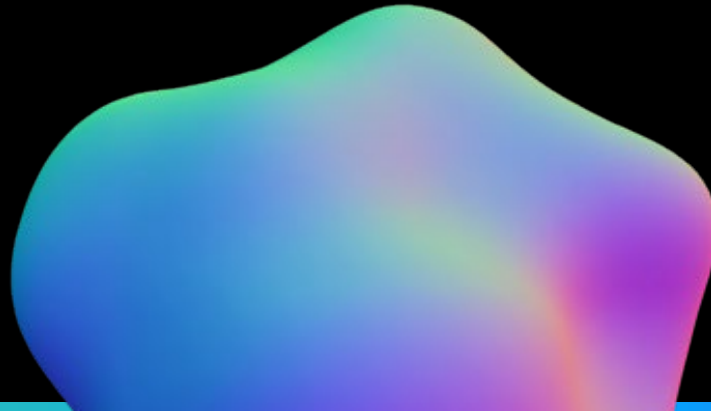
En dat resulteert in beter, sneller leren.



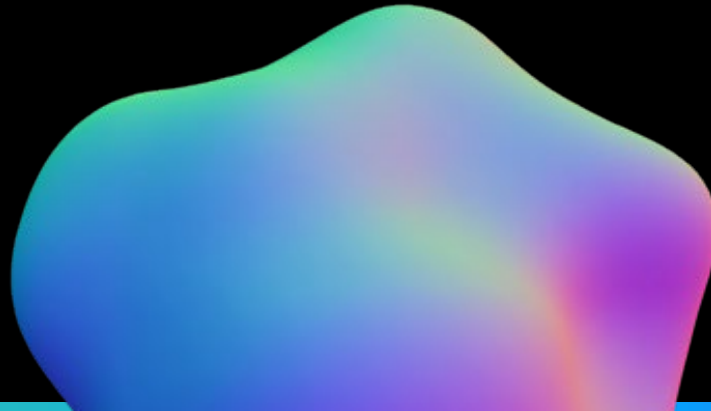
Part 2: Verbinden



Mensen zijn sociale
dieren

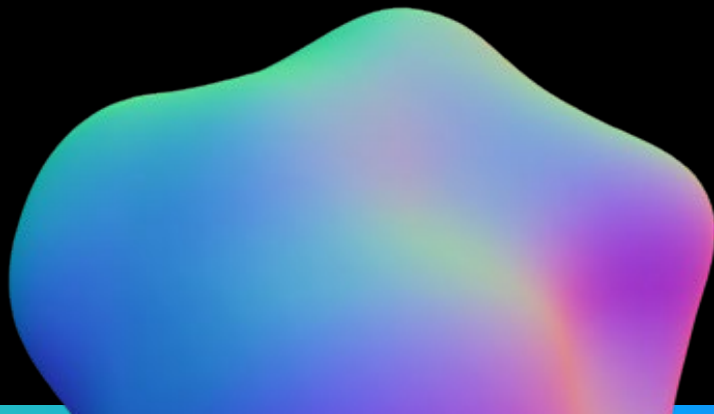


Spatial audio, 3D omgevingen

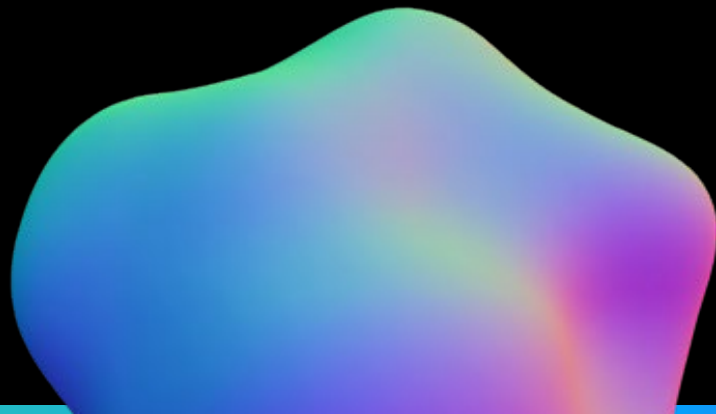




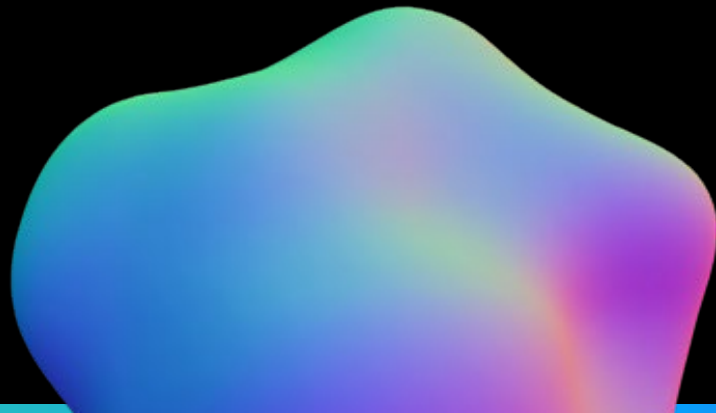
En... AI?



Demo AI



Remote work met VR





03 Cases



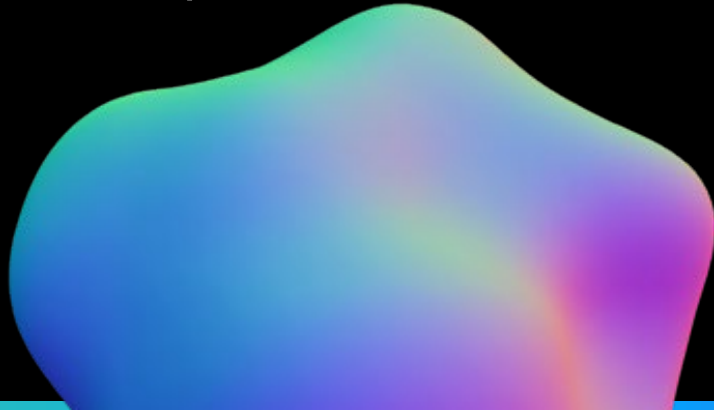
01

Perfetti van Melle



PErfetti van Melle - Virtual Reality training

Hoe kunnen we
mensen in een
fabriekssetting sneller
opleiden?



A man with short brown hair, wearing a blue patterned button-down shirt, is speaking in an office environment. He is looking slightly to his right. The background is a blurred office space with a green vertical pillar and overhead lights.

no time for the next level, so actually it's kind of a game.



Shot
on

PERFETTI

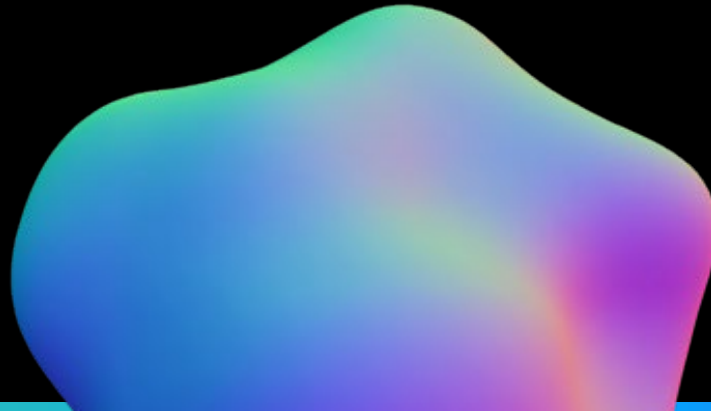


02 Efteling



Efteling - Spookslot

Hoe kunnen we een
iconisch monument
bewaren?





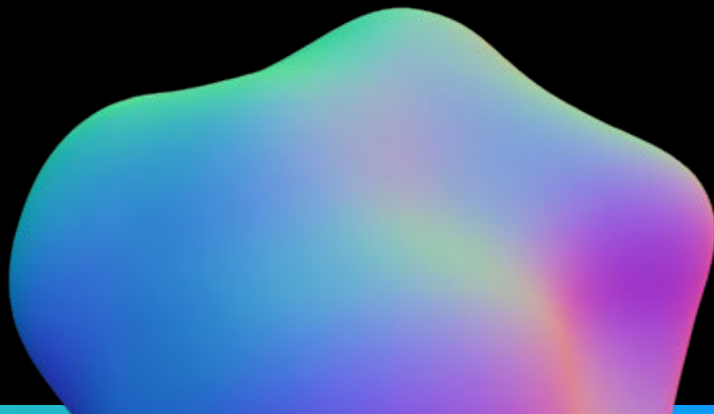
03

Holmatro



Holmatro

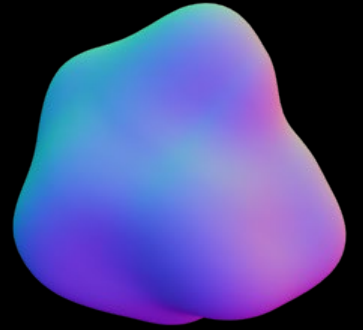
Hoe kunnen we
mensen laten trainen
met hydraulische
scharen?





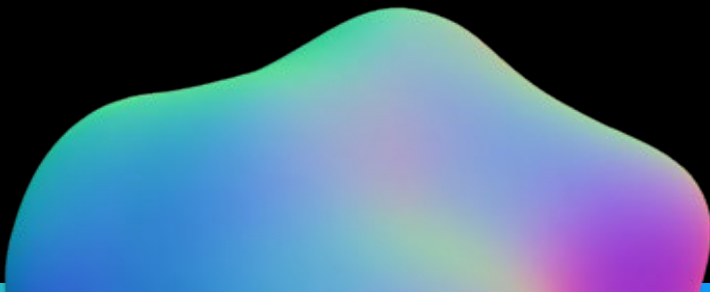
04

Aalberts



Aalberts

Hoe maken we een
training op soft skills
voor legal compliance?

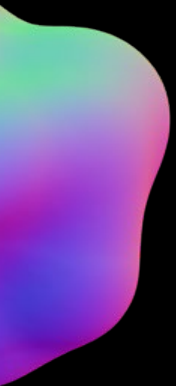
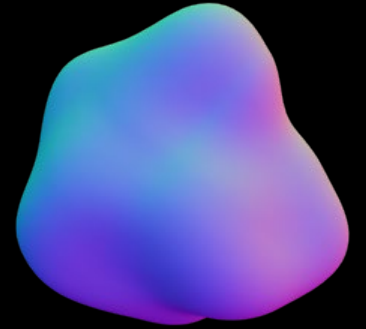




- Ethical dilemmas
- Business challenges
- Real-time decision-making
- Complex scenarios involving external communication

05

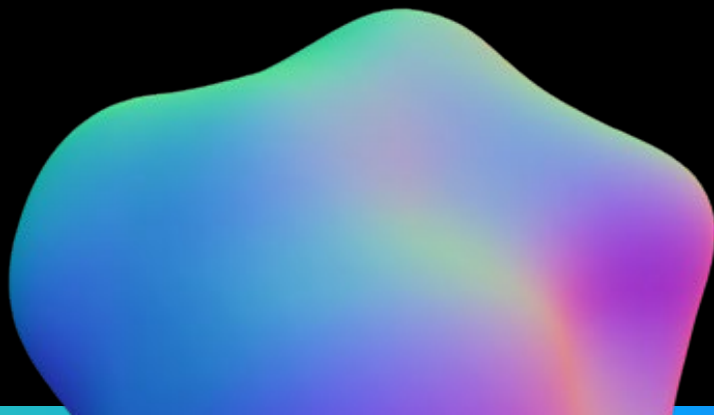
Equans tour



Equans

Hoe tonen we de verborgen wereld van Equans?

[Click here](#)

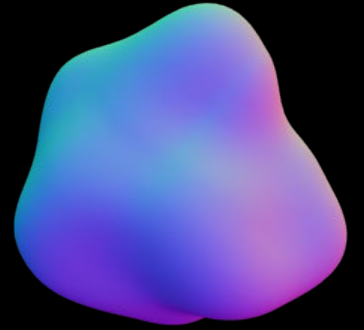


06

Danecca

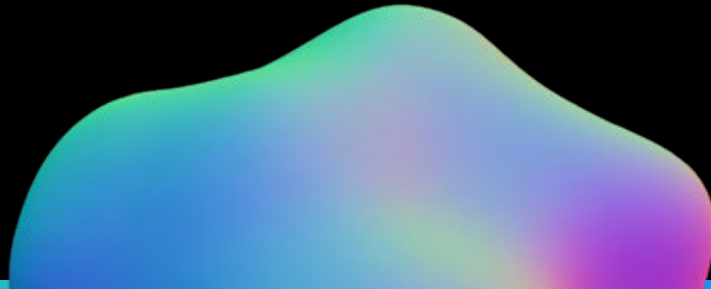


danecca



Danecca

50% sneller door AR



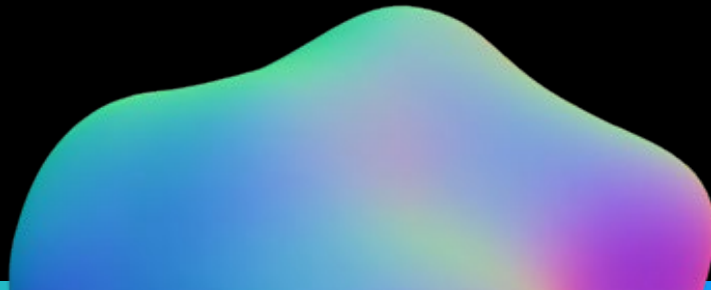
04

Waarom niet?



Resumé

Ik heb beloofd ook
kritisch te zijn:

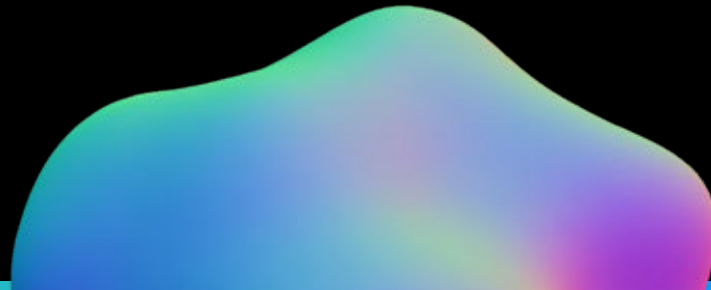


Resumé

1. Investering

Resumé

2: Change management



Resumé

3: Gebrek aan interne ambassadeurs

Resumé

4: Disbalans kosten/baten

04 Resumé



Resumé

XR maakt op dit
moment al een enorm
verschil voor veel
bedrijven

Resumé

Het biedt kansen voor
een vergrijzende poule
aan werknemers

Resumé

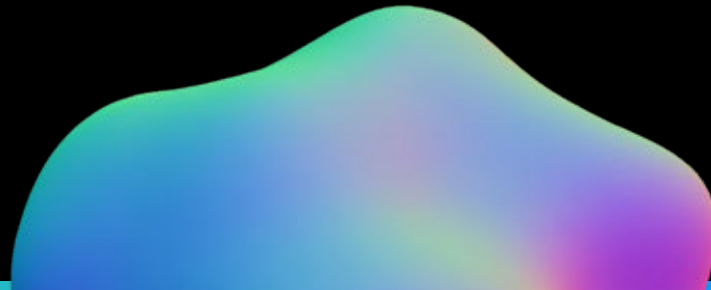
In zowel het behouden
als verstrekken van hun
kennis

Resumé

Het leidt nieuwe
mensen sneller op

Resumé

Soft skills en hard skills

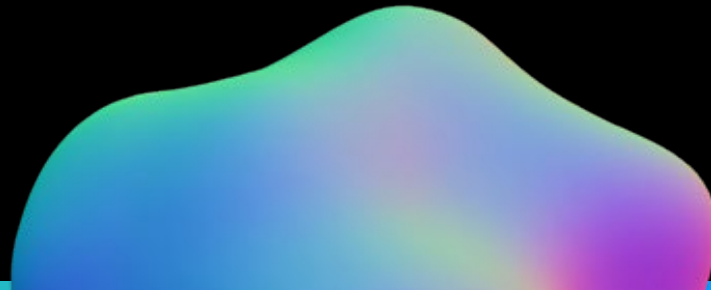


Resumé

Verdient zichzelf in
vrijwel alle situaties
terug.

Resumé

Hoe begin je?

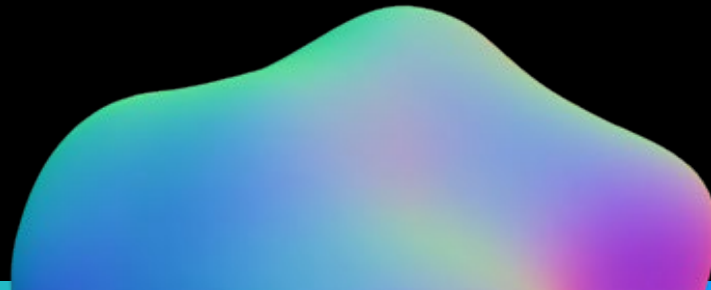






Resumé

Identificeer je doelstelling



Resumé

Wil je kennis behouden?
Nieuwe training maken?
Employer branding
toepassen?

Resumé

Start een pilot, kijk of er
al materiaal beschikbaar
is

Resumé

En saaier, maar niet
onbelangrijk; maak een
Business Case

Resumé

DIY óf schakel een agency in

For your consideration

We are happy to answer any
and all questions

Yannick Boers

Creative Director

+31646323615

yannick@Boldly-xr.com

Boldly-XR.com

BOLDLY^{XR}