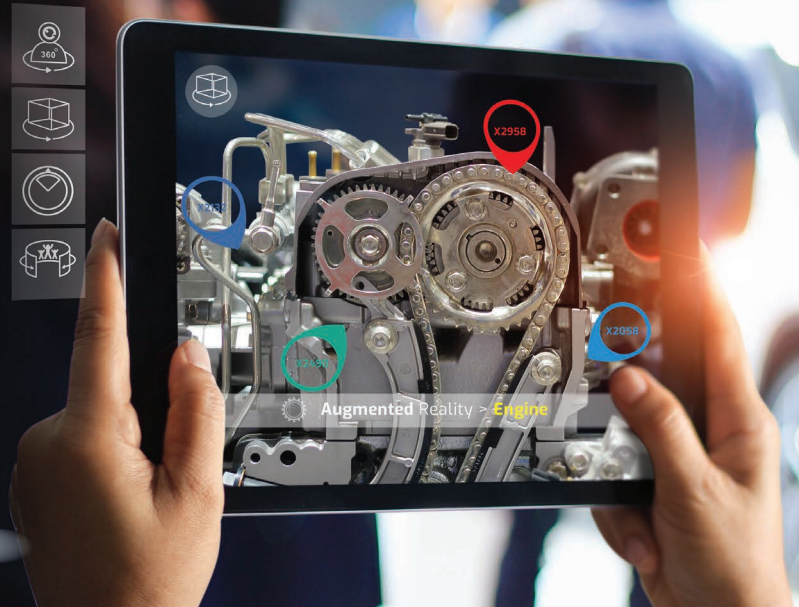


Immersive Technologies in Manufacturing Industry



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 & industry 4.0 touchpoints.

Overview

In Manufacturing Industry, Immersive technologies especially augmented reality and Mixed reality is poised to solve a remarkable number of problems and that is why “Smart Manufacturing” sector is forecasted to grow at 15% CAGR, reaching \$150 Billion by 2022. Immersive experience powered by artificial intelligence is fundamentally changing the way consumers perceive and interact with the physical and digital world. From facility management to training talent on niche skills, from quality assurance to real time remote expert assistance Immersive technologies are creating endless new possibilities across verticals in the space of Manufacturing.

Where can one use this?



Prototype



**Sales &
Marketing**



**Customer
Experience**

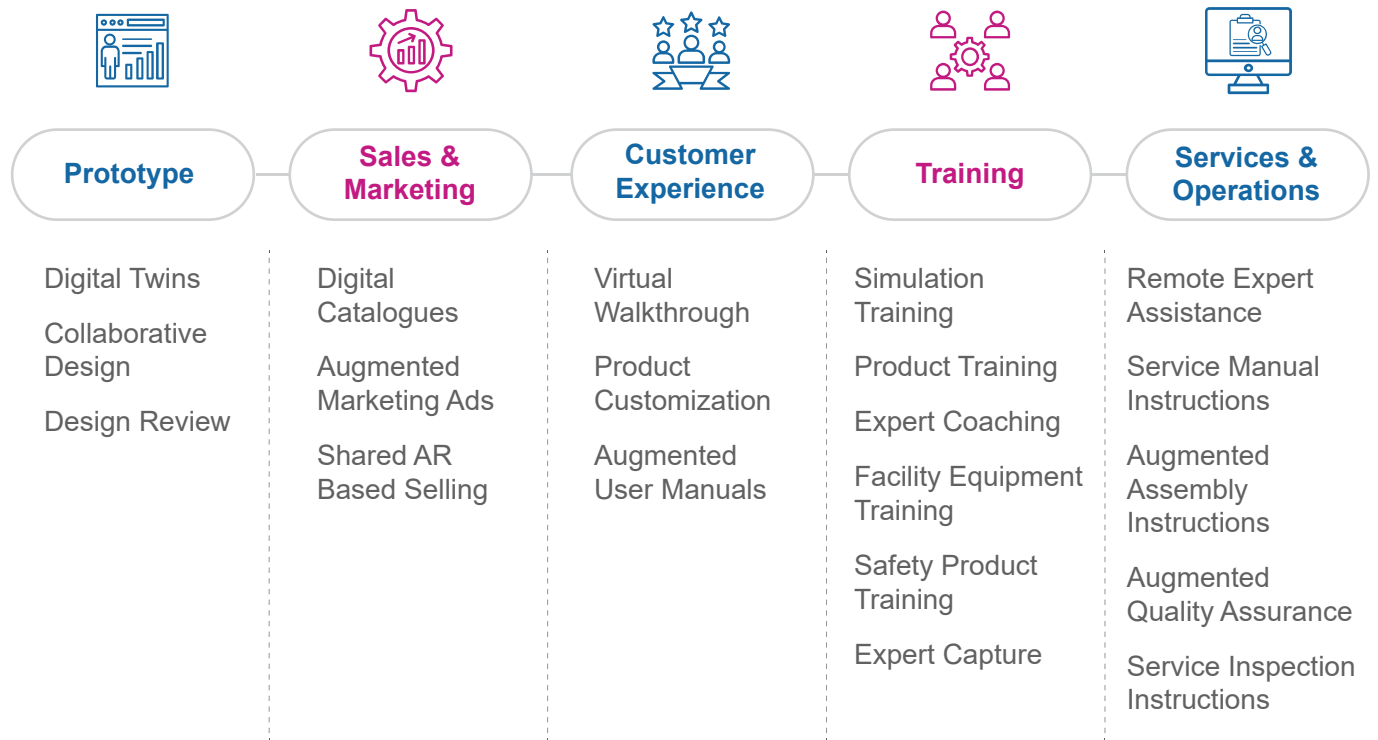


Training



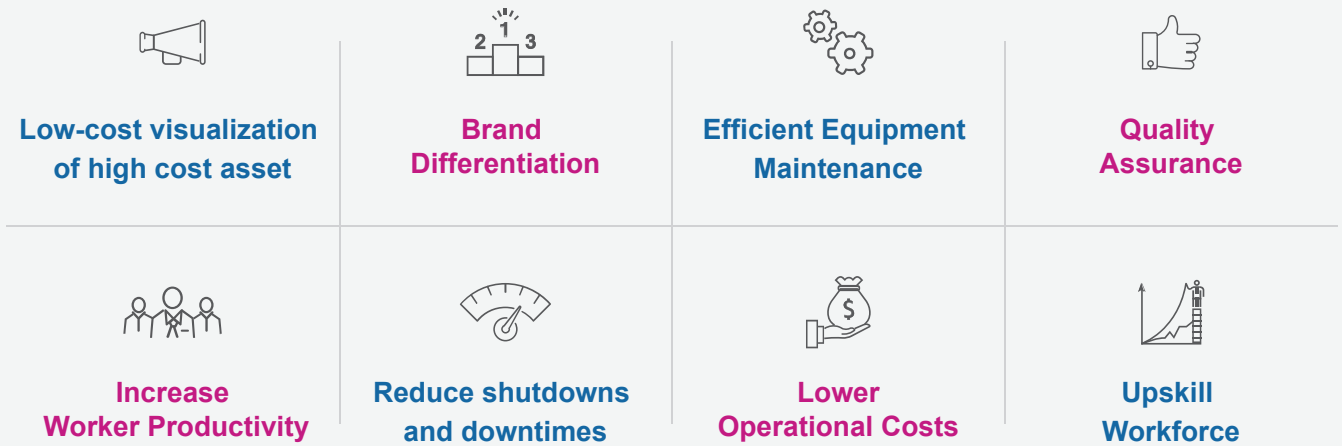
**Service &
Operations**

Possibilities



Benefits

By implementing the possibilities here are the potential benefits





Our Experience

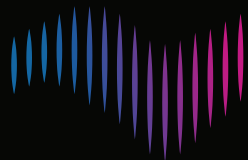
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at scale



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