

# Need Of Augmented Reality Strategy For Businesses



The applications of augmented reality are evolving and so is its use in manufacturing, marketing and R&D processes for businesses:

## Visualize

AR applications help employees in visualizing the information in a better way. For example, medical professionals use AR to visualize internal organs.



## Instruct And Guide

AR improves workforce productivity by providing real-time, on-site & step wise visual guidance on tasks like product assembly, machine operation, etc.



## Interact

Workers wearing AR headset can see their performance parameters and adjust each machine through hand gestures and voice commands.



## Attract Users

AR improves how users visualize product information, receive or follow instructions and interact with products. It helps organizations in improving overall user experience.



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