



FUTURE OF AR?

Half-way pitch



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Current situation

Why is this interesting for Greenhouse?

Concept

Prototype

Future?



CURRENT SITUATION



Screens



AR wearables



Guidelines?



GREENHOUSE





HOW TO ACHIEVE THIS GOAL?

CONTEXT!

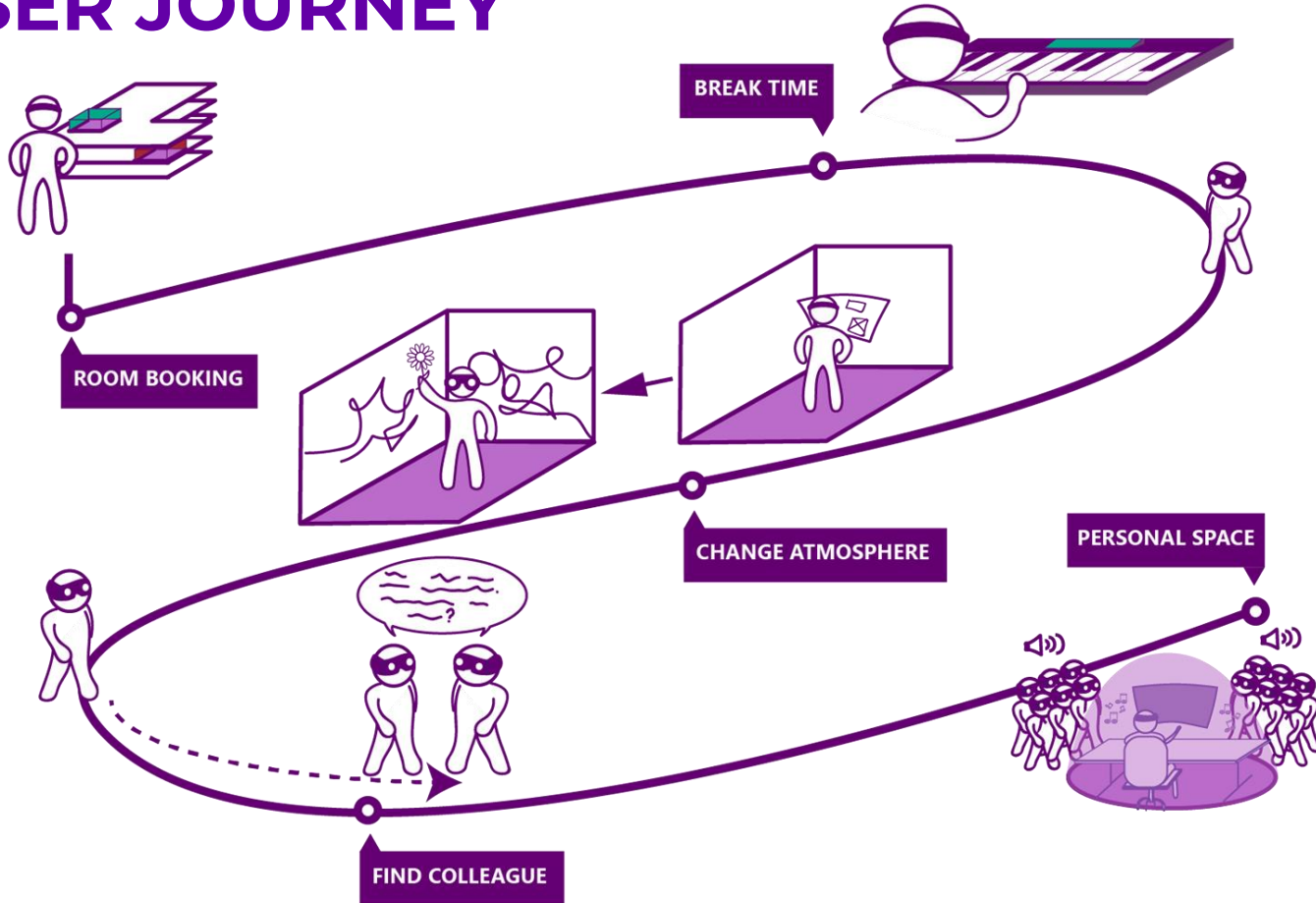


CONCEPT



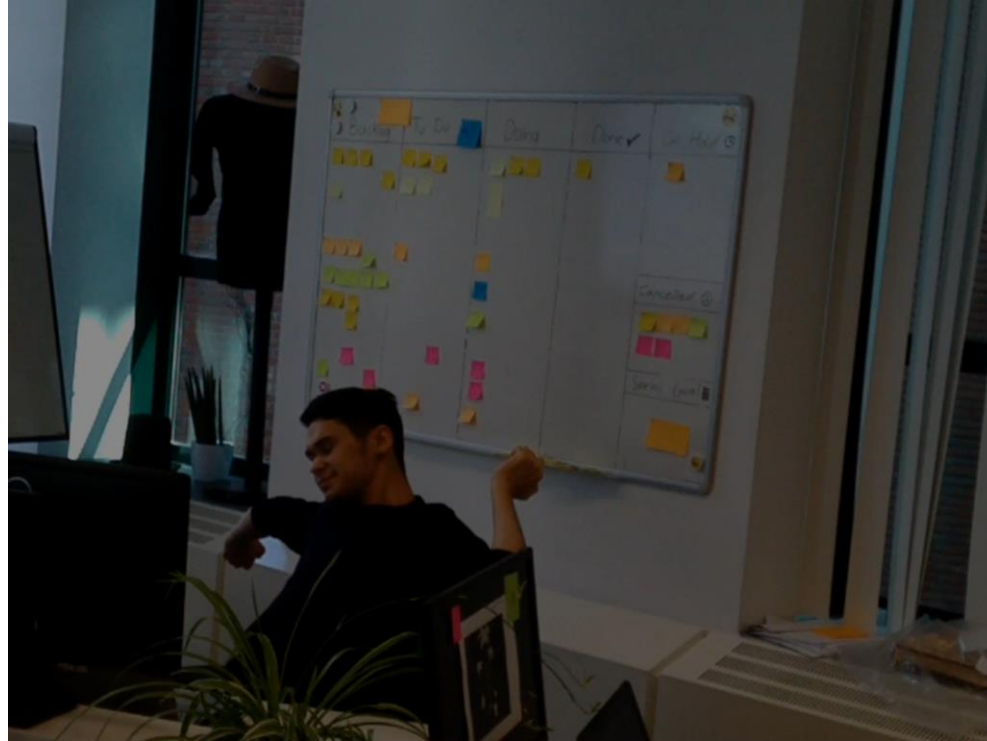
Future Office Day

USER JOURNEY





PROTOTYPE





PROTOTYPE

Developers

Little to no
documentation

Lot of limitations

Users

Amazed by
possibilities

Limitations not
noticeable



FUTURE?

Cost
Inconvenience

Immersion

Shareability

Intuitiveness



QUESTIONS?