



**THE WILD**

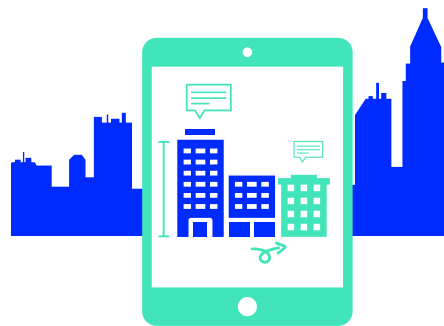
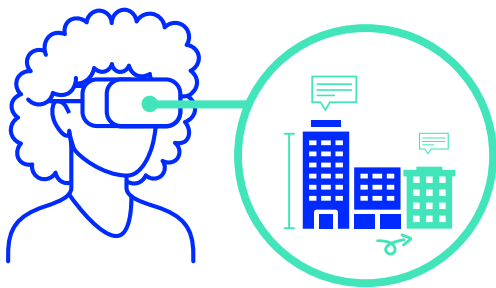
# The Ultimate Guide to VR/AR for Design Teams

Gain faster approvals, align on design intent, and win over your stakeholders with VR/AR collaboration.

## **Who it's for:**

This guide will help designers, architects, BIM managers, and technology directors understand common roadblocks in design collaboration and how using VR/AR technology is integral to adapt for the new state of our industry.

# What is VR/AR?



## VR

### VIRTUAL REALITY

Virtual Reality (VR) is a complete digital immersion experience that shuts out the physical world. Using VR headsets such as Oculus Quest, users can be transported into a number of real-world and imagined environments.

## AR

### AUGMENTED REALITY

Augmented Reality (AR) overlays digital content onto a physical environment by using the camera on a smartphone or tablet. Some examples of commonly-known augmented reality experiences are Snapchat lenses or Pokémon Go.

## XR

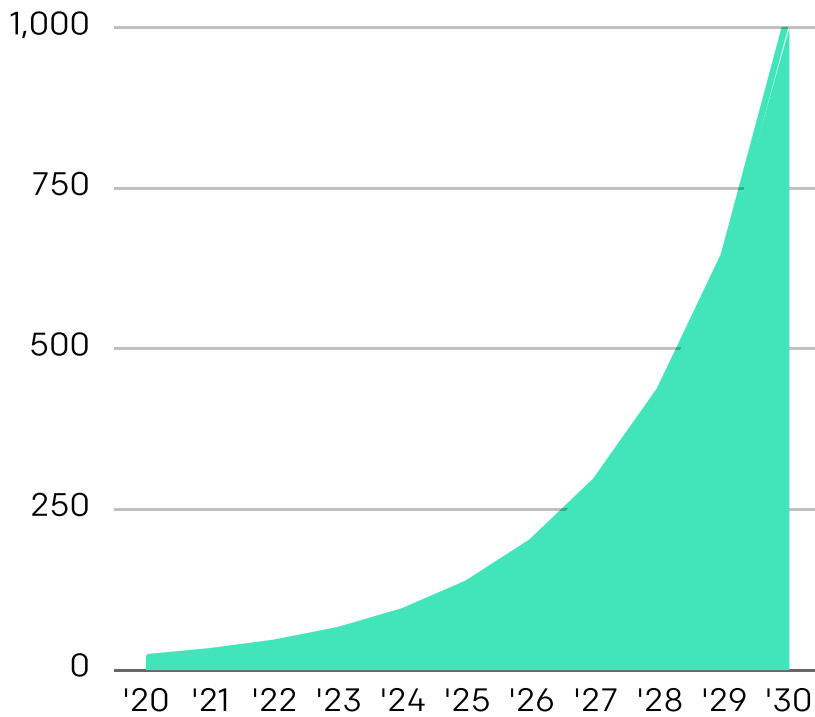
Extended Reality (XR) is an umbrella term representing the spectrum of virtual, augmented, and mixed reality forms.

While these technologies have existed for several years, businesses have recently been utilizing VR and AR to engage with customers, train employees, and improve real-time 3D collaboration at immersive levels that were previously impossible.

# Extended Reality Growth Rate

Market size  
(\$Billion USD)

48.32% CAGR



2019: \$18.6 Billion  
**2030: \$1,005.9 billion**

## DESIGN DEMANDS VR/AR

AEC (Architecture, Engineering & Construction) is the second most in-demand segment for VR/AR technologies, representing 18% of the current business XR users.

Unsurprisingly, business investment in VR/AR technology in 2020 is expected to be much higher than in 2019.

Most XR adopters are using real-time 3D across multiple touchpoints in the business, and they cite a better manufacturing process, better designs, and easier collaboration between areas of the business as top benefits.\*

\*2020 Forrester Real-Time 3D Study

Don't get left behind. As rapidly as this technology is growing, you can't afford to not take advantage of its potential for improving design collaboration and bringing tangible ROI that other design industry leaders have already started.

# Design collaboration is being disrupted.

The design industry has long struggled with maximizing human potential, meeting client/project needs, creating of impactful pitches, market differentiation, and managing change for the future. The industry is literally in the process of being disrupted right now.



## **Design teams are becoming overworked**

as industry demands continue to outpace work capabilities. Too many meetings, administrative burdens, and other detractors get in the way of teams producing their best work.



## **Market differentiation is increasingly scarce**

as design innovation has stagnated. Clients crave easier collaboration, higher fidelity prototypes, and more interactive engagement that isn't being met by traditional design approaches.



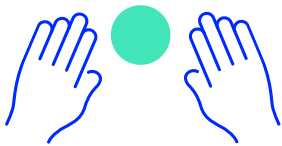
## **Physical collaboration is no longer guaranteed.**

in our unpredictable world. The COVID-19 pandemic of 2020 has shaken our expectations of physical proximity for work. Emails and 2D collaboration aren't a sustainable long-term replacement for physical collaboration.

With all of this disruption in our industry, massive change is in store for how we work together. VR/AR is a future-proofed technology that is already addressing all of these problems with the advantage going to early adopters.

# A change for the future.

It's not just a sci-fi fantasy; VR/AR collaboration is already being used today by cutting-edge designers, architects, and innovators. This technology unlocks enormous capabilities that teams could never do with traditional design tools. Here's how VR/AR is adopted into their workflows:



## Rapid Prototyping in VR

In-app tools allow creative teams to intuitively create and iterate prototypes with their hands. Simple gestures give a powerful, hands-on approach to building and communicating that couldn't otherwise be done in real life.



## Immersive Presentations for all devices

VR/AR transports viewers into spaces to experience 3D walkthroughs at human scale. These shared moments allow clients and collaborators to understand spatial concepts that can't be communicated through 2D modes.



## Design Placement with augmented reality

Teams can view 3D models augmented into their actual environments using an iOS device to understand the full context in real time. Architects can use this to see complete buildings superimposed on their landscape before they're built.



**94%** of these early adopters are expanding their investment in immersive technologies into 2021. There is a clear awakening to the power of VR/AR collaboration that is already transforming the way designers collaborate. Your company can't afford not to adapt to these changes as well.

# ROI for a new reality.

VR/AR used to have a reputation as a “nice-to-have” technology, but this view has completely changed as top design companies like [Interior Architects](#) hold a clear return on investment for its internal and external use. VR/AR has practical benefits that will enhance your company’s bottom line.



SAVE

**100+ days**

preparing presentations

## You'll have fewer meetings

No amount of time spent emailing, presenting, and sending follow-up renders can replace the power of one meeting inside a virtual space for a face-to-face conversation. Hand gestures, collaboration tools, and design integrations allow you to quickly make a human connection and focus on what matters: producing your best work.



GAIN

**50% faster**

project approvals

## You'll have faster project approvals

Clients and project managers will connect with your design vision in VR/AR faster than any other form of presentation. You'll never hear "I just don't see it" again. The ability to catch errors, rapidly iterate, and maximize in-space time together in accelerates alignment and approval for the final design.



DESIGN

**50% faster**

with VR/AR

## You'll design better internally

Say goodbye to back-and-forth 3D file transfers. Using cloud-based collaboration, your team can quickly manipulate environments, experiment with materials, create geometry, verify dimensions, and charrette together in virtual space—regardless of global location.

# Jumpstart into VR.

A point of friction that decision makers like design technology directors face is the initial hesitation of getting their team into VR. Luckily, VR has become much more accessible and continues to advance each year at an exponential rate



Right now in 2020, you can purchase an Oculus Quest as a standalone headset for as low as \$399.

It has no annoying cables or sensors, and it works with many major VR collaboration platforms.

The Quest is the headset of choice for many distributed teams that enjoy for the flexibility of a standalone device.



You can also purchase an Oculus Rift S for \$399 for technical designers that spend time with heavy-weight models and design tools like BIM 360, Revit, SketchUp, etc.

This just requires a simple tether to their computer (GTX 1070+.)

The Rift S is the perfect blend of performance and portability.

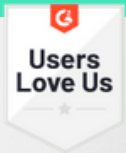
Both of these devices cost half the price of a work-issued cell phone. Considering that VR allows for a more immersive connection than any phone call, technology directors are finding that investing in this hardware is a no-brainer. The way we communicate ideas in the next few years will only continue to pull further away from voice-only and instead transport us into virtual spaces.

Will you be left behind in this shift?

# THE WILD

IMMERSIVE COLLABORATION FOR TEAMS

# Bring your work to life before it's built.



AS FEATURED IN

Forbes

AECMAGAZINE

FORTUNE



"We haven't found any other platform that can allow us to be as agile, creative, and iterative in a process as The Wild."



With The Wild, designers can now manipulate furniture, experiment with materials, create geometry, verify dimensions, and charrette together in virtual space—regardless of global location.

## Curious but don't know where to start?

Talk with us to learn more about how you can use VR/AR to gain alignment, catch critical errors, articulate design intent, prototype out ideas, and win faster approvals.

[ww2.thewild.com/lets-talk](http://ww2.thewild.com/lets-talk)