



## Lionbridge SOLUTION BRIEF

# AUGMENTED REALITY

Conceptual learning becomes contextual  
and learning becomes doing.

Augmented Reality (AR) leverages the best of eLearning, smart devices, and wearable tech for a unique guided experience that benefits anyone who sells, uses, or troubleshoots complex equipment, tools, or devices.

### Why Choose AR for Technical Content?

As media and technology consumers, we're already used to having our reality augmented, from immersive gaming experiences to camera- and GPS-enabled smartphones and wearable health diagnostic devices.

But beyond maps and stats, the variety and complexity of today's technical products leave all of us — sellers, users, and technicians alike — facing a steep learning curve.

When it comes to technical content, AR is the best way available to accelerate competence and confidence. It combines in-context, illustrated data with real-world objects to facilitate speedy resolutions.

### 3 Types of AR

AR is targeted and highly relevant by design. There are three types of AR currently in use, requiring a smartphone, tablet, or wearable tech like Google Glass to access and display information:

#### LOCATION-BASED



A geolocator app in your smartphone displays local points of interest (graphic example)

#### MARKER-BASED



Uses QR codes, pattern recognition, or virtual buttons (graphic example) to access information

#### MARKERLESS



Uses the internet to deliver image recognition and 3D enhancements (graphic example)

Lionbridge has the experience to support all three levels of AR development and the industry insight to help you choose the right AR engine for your needs. We work with the leading AR technology providers, including:

- ARToolworks (ARToolKit, FlareNet, FLARToolkit)
- Aurasma
- buildAR
- Layar
- Look!
- Metaio
- Qualcomm (Snapdragon, Vuforia)
- ViewAR

### AR Features and Benefits

FEATURES	BENEFITS
Engaging, intuitive GUI design	Simplifies complex tasks and speeds time to proficiency
Always-on, DIY approach	Reduces customer service calls and costs
Experiential, not conceptual	Increases customer confidence
Unobtrusive, convenient, globally neutral	Minimizes need for localization

### Show, Not Tell with AR

Across industries, products, and language, the AR interface deciphers complex content with overlays, demos, videos, and animations that show, not tell, solutions and options.

## Case Study: Real-World AR

### Scenario

A leading manufacturer of PCs and printers turned to Lionbridge for a creative, high-tech way to improve the customer support experience.

### Challenge

With hundreds of distinct printer models in use, the client needed an easy and accurate way for customers to identify specific models, errors, and solution paths. Markerless AR was the answer.

### The Solution: App-based Markerless AR

Lionbridge developed an innovative, scalable AR solution that could be piloted at the consumer level and extended to enterprise products.

### How it Works

The AR solution runs via smartphone/tablet app that consumers use to identify required information, physically navigate the printer, and apply the correct fix or upgrade. The AR app features a highly-intuitive design that uses the device's camera to lock on to the device and walks the user through required steps to resolution.

### The Results

This app reduces time to proficiency and streamlines the resolution of equipment issues. Customers have a more positive experience and enjoy using their smart tech to diagnose and maintain their equipment.

This solution, later extended to enterprise servers and printers, represented a clear innovation in using augmented reality for customer support and won the 2013 Best Advance in Unique Learning Technology award from Brandon Hall.



## Get Started

Lionbridge has delivered innovative, awarding-winning solutions to the training sector for over 15 years. Contact us today to learn more about how Augmented Reality can make a difference in your organization.