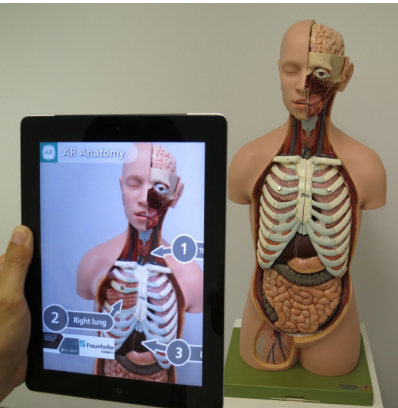


Augmented reality - Taking presentations to the next level



Abstract

Augmented Reality (AR) is currently a major buzzword, with commentators claiming it has crossed the Rogers curve chasm from innovators to early adopters. It's time to plan for maximising marketing benefits through early adoption and being among the first to put AR in front of your customers.

Current Situation

Staid "PowerPoint" slide-by-slide presentations now have little impact. Videos or animations provide some stimulation to Healthcare Professionals (HCPs), but to really engage, a new hook is needed. AR may be the mechanism for re-energising HCP interactions. Augmented Reality adds virtual objects to the real world, distinct from Virtual Reality where the user is fully immersed in an imaginary world and functionally isolated from the real environment. Augmented Reality lets you see the real world, just with additions which are not really there. Think of it as an imaginary friend for grownups.

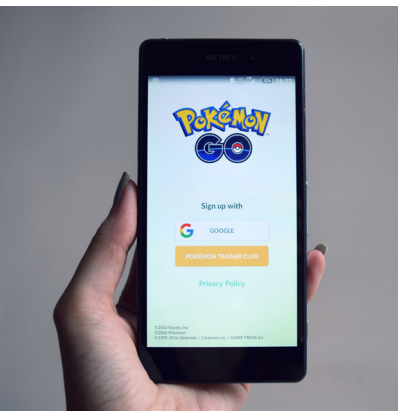
DIGITAL IS THE WORD OF THE DECADE

"AR may be the mechanism for re-energising HCP interactions." - James Harper, twentyeightb



Augmented Reality is expected to have 1 billion users

Hardware is already being shipped by Microsoft (Hololens). Other companies such as Magic Leap, Meta and MicroVision have products due and Apple has purchased Metaio. It's a growing sector with serious players spending significant sums. However, current equipment is limited and a major challenge with head-mounted Augmented Reality is the difficulty in seeing the real world while using the display.



“There will always be new ways to create visualisations and achieve the “wow” factor which provides that degree of competitive edge.”

- James Harper, **twentyeightb**

Head mounted displays can very easily block critical aspects of a user’s field of view or cause the eye to move and refocus on an indirectly mounted screen. An alternative approach provides an overlay on a handheld device, similar to the famous Pokemon Go - along with the 500 million downloads it achieved within a few months of launch - with the user holding an iPad as a window into an augmented world.

Veeva is expecting to release later this year a new Augmented Reality extension to its existing iPad based eDetailing tool, leveraging Apple’s latest ARKit release. This aims to make it easier for developers to deliver immersive Augmented Reality experiences for reps and HCPs.

Content is the challenge, as always, with AR. There will always be new ways to create visualisations and achieve the “wow” factor which provides that degree of competitive edge. Even something as simple as making a bar chart appear to project out from someone’s desk may be enough as a single-use “gimmick”.



What is it being used for?

AR is already being rolled out into many industry sectors. Sitting between healthcare and marketing, Veeva users can draw inspiration from two different sectors:

HEALTHCARE:

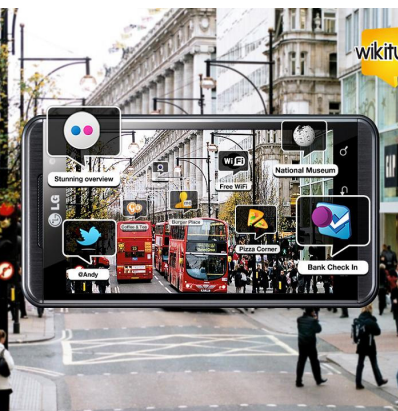
1. Surgeons planning an operation (Medsights Tech). Combining scans with the real world allows medics to spot features from both realities. A display on the patient (generated via non-invasive sensors, or photoreceptor markers) allows the surgeon greater precision when operating, e.g. a needle biopsy.
2. Keyhole surgery - while the laparoscope is the key tool, being able to see an MRI or CT scan in-situ on the patient orients the surgeon for faster and less disruptive operations.



3. Field engineers see an exploded diagram of failed equipment, enabling them to see through materials and go right to the component that is broken.
4. Seeing the world through someone else's eyes enables remote coaching (an example being breastfeeding mothers [Small World, 2014, Australian Breastfeeding Association]).
5. Information overlay about products on pharmacy shelves, potentially reducing prescribing errors.
6. Training on drug administration - Janssen's multiple myeloma drug has an award-winning platform to assist nurses administering it.
7. Virtual images of phobia triggers, such as spiders, for use in controlled-exposure therapy without the risks of using the real thing.

MARKETING:

Marketeers in other industries have already seized upon AR as an enhancement to existing strategies. A few examples include:



1. Flat panel screens displaying targeted ads can now show a specific targeted user in a virtual try-on environment - "here's how you look in new sunglasses", essentially an interactive magic mirror.
2. Magic fiducial markers can bring a movie poster to life when a user points their smartphone at it - playing a trailer for the movie, or perhaps showing a character's backstory.
3. AR Ads can place virtual adverts or billboards into the user's physical world, pointing the way to the nearest Starbucks or highest rated restaurant in the local area.
4. Make-up counters equipped with AR devices are able to rapidly show a huge variety of cosmetics as applied to the end user, enabling a wider selection of products to be marketed and a faster turnover of visitors.
5. With sufficient budget, it's possible to use AR to create a truly emotionally engaging environment, as Coca-Cola and WWF did with a virtual trip to the Arctic where visitors could play with polar bears affected by climate change:

<https://youtu.be/h2Jg8ryVk1k>

How would it work with Veeva?

In general a Veeva based AR system would be expected to be a video see-through display, using the iPad's camera and fiducials (markers placed in the real world) to place virtual objects. Since the iPad is handheld, not eye-mounted, this limits the available applications.

Some examples of potential use cases would be:

Showing an example of the progression Melanoma Growth

While static case studies can demonstrate melanomas in the abstract, showing disease progression on the arm of someone in the room brings home the reality of the disease.

Facial fillers

A strong visually oriented growth market, being able to demonstrate the effect of a filler on a live subject with before/after or split-screen imagery is an ideal impact-making tool which leaves the HCP with a compelling vision of the benefits from the product.

Vision loss

As already demonstrated at the Veeva Summit (<https://www.veeva.com/resources/veeva-crm-augmented-reality-demonstration-veeva-commercial-summit-2018/>) vision loss is ideal for the “visual” aspects of augmented reality. Many visual defects are difficult to empathise with for someone with perfect vision. A relatively simple AR demo can make a compelling demonstration of the effects on everyday life of an eye condition, granting new perspective to the HCP on the struggles faced by patients and hence the advantages of treatment.



60% to 70%

of consumers see clear benefits in using AR

Marketing point of sale

When proffering new Point of Sale stands, demonstrating integration into the existing environment makes a far more convincing proof than simple assurance that it will fit right in.

Mode of action

Demonstrating Mode of Action interactively is an ideal way to enthuse a HCP who has become tired of seeing endless charts and reams of text. While VR does this as easily as AR, AR links directly to the real world, with the HCP remaining in place, not narrowing their viewpoint into a new virtual world contained within a tiny 10” screen.

How would you benefit?

The primary purpose of an AR system as it stands will be for competitive edge, standing out from the competition's linear flat 2D slides. Being an early adopter will generate a significant amount of interest and excitement amongst the customer base, generating leads or gaining access to otherwise unavailable HCPs who want to see the latest new technology in action.



Summary

AR offers the chance to steal a march on the competition. But you need the hardware and a clear definition of how the solution will be used to support the existing marketing campaign.

For more information about how Veeva intend to incorporate AR within the product suite, please get in touch with your Veeva representative. To find out more about Veeva development specialists twentyeightb, please visit

www.28b.co.uk.