

PRESCOUTER

How Will The **Apple Vision Pro** Impact Innovation?





1984
Macintosh
*First mass-mass market
personal computer*

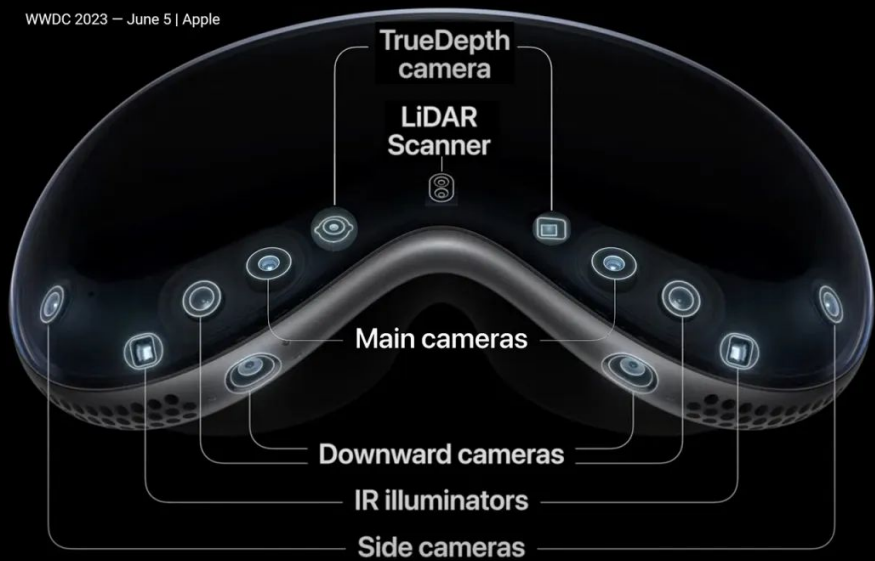


2007
iPhone
*First mass-mass market
mobile computer*










2024
Vision Pro
spatial computer

WWDC 2023 — June 5 | Apple



PRESCOUTER

Delivering Custom Intelligence from a Global Network of Experts

	 We create chemistry		MEGGITT						BHP
MOMENTIVE	NETFLIX				BAUSCH+LOMB	BOMBARDIER	 A Berkshire Hathaway Company		ESTÉE LAUDER COMPANIES
		«DUPONT»		ITW	P&G		 KRAFT FÜR NEUES		BAE SYSTEMS INSPIRED WORK
	500+ CLIENTS GLOBALLY	VISA	4,000+ EXPERTS & ANALYSTS	REXAM	5,000+ CUSTOM RESEARCH REPORTS CREATED				
		TATE & LYLE				Energizer			

PreScouter's Expert Network

MACHINE
LEARNING



CRYPTOCURRENCY



URBAN AIR
COMMUTING



FORMER CEO



QUANTUM
COMPUTING



POLYMER SCIENTIST



MATERIALS
IN MEDICAL DEVICES



SUSTAINABILITY



**How can the Vision Pro be
applied against what we do at
our company?**

An abstract geometric pattern consisting of numerous small dots connected by thin lines, forming a network-like structure that spans the bottom portion of the slide.

Agenda

How can the Vision Pro be applied against what we do at our company?

What differentiates Apple Vision Pro?

Where can it be applied across industry?

What's the investment required?

Hurdles to adoption & predictions

Q&A

Panel



Jay Banerjee

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Dino Gane-Palmer

CEO, *PreScouter*

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Poll

How familiar are you with the Apple Vision Pro?

- I have one!
- I've read a few articles / seen a few videos.
- I know of it but haven't looked into the details.
- I haven't looked into it at all.

A walkthrough of how to think about VisionOS applications

(in case you want to build one)



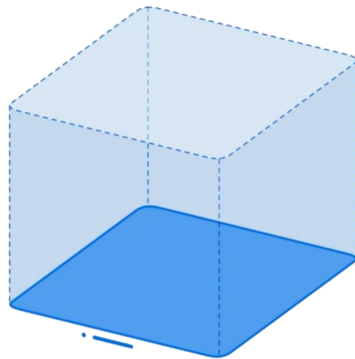


Eyes and Hands Input





Windows

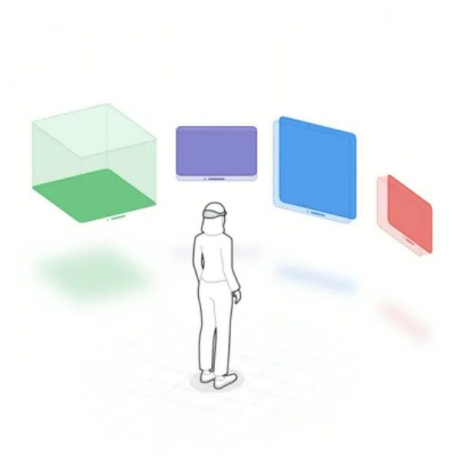


Volume



Spaces



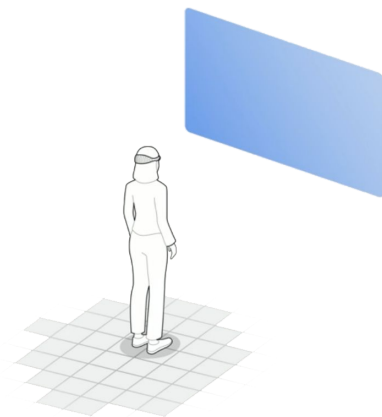


Windows



Spaces



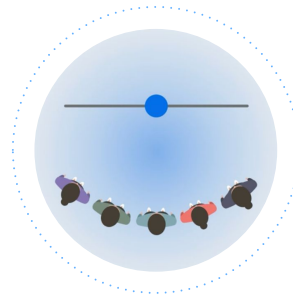
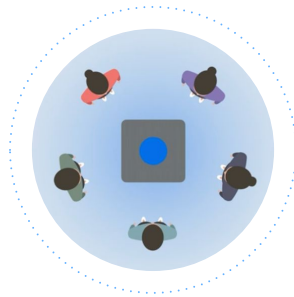
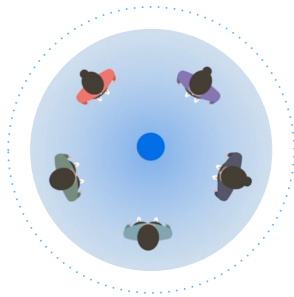


Passthrough



Fully Immersive





Shared Context



What differentiates Apple Vision Pro to other AR/VR headsets (and the metaverse)?



**Where can it be applied
across industry?**



Apple Vision Pro – Example Consumer Applications



Larger Monitor
Screens



TVs / Movie
Theater



Computers
/ Phone



Live Sports /
Concerts



Tourism /
Experiences



Education



Apple Vision Pro – Business Applications



Virtual Showrooms



Try Before You Buy



Interactive Manuals



Live Support



Market Research



Prototyping



Immersive Data
Analysis



Enhanced Vision



Virtual Visits



Immersive Training

VIRTUAL SHOWROOMS

Every type of product can now have a showroom for customers to explore options



TRY BEFORE YOU BUY

Allowing customers to visualize using the product/service during the purchase process.



INTERACTIVE USER MANUALS

3D guides to show customers how to set up, use and troubleshoot products



LIVE SUPPORT

Companies can offer virtual assistance where a support agent can guide the user through the solution.



MARKET RESEARCH

Using Vision Pro's sensors to measure human responses to different types of packaging and products.



PROTOTYPING

Getting a near-real sense of products before building expensive physical prototypes.



IMMERSIVE DATA ANALYSIS

Multi-dimension,
multi-screen views
into operational data.



ENHANCED VISION

Seeing an overlay of important information on operational equipment.



VIRTUAL VISITS

Transporting yourself to a field operations site to help diagnose an issue.



IMMERSIVE TRAINING

True to life training on critical or dangerous work scenarios.



Which applications could be valuable for your company?



Virtual Showrooms



Try Before You Buy



Interactive Manuals



Live Support



Market Research



Prototyping



Immersive Data
Analysis



Enhanced Vision



Virtual Visits



Immersive Training

**What's the investment required
to build Vision Pro applications?**

An abstract graphic at the bottom of the slide consisting of a network of small blue dots connected by thin, light blue lines, forming a complex web-like structure that spans the width of the slide.

Functionality Considerations



Windows vs.
Augmented vs.
Immersive



Integration
(with other
systems)



Spatial
Audio



Gesture & eye
controls



Adaptive
experience
(e.g. based on
movement)



Compatibility
(with other devices)



Talent Required



Project Manager



3D Illustrator



UX Designer



Software Developer



Quality Assurance

Timeline



Investment, for a Proof-of-Concept

$\$150/\text{hr} \times 1500 \text{ to } 2000 \text{ hours} \Rightarrow$ **\$225k to \$300k**

**What hurdles will the Vision Pro
will need to overcome to achieve
mass adoption?**

An abstract graphic at the bottom of the slide consisting of a network of small blue dots connected by thin, light blue lines, forming a complex web-like structure that spans the width of the slide.

Poll

Applications of Vision Pro within my company are...

- Something I'm excited about
- Worth a discussion
- Something I'd like to keep on the radar
- Not a fit right now

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our company?**

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Q&A



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NEXT MONTH'S WEBINAR

Robotaxis, Microplastics and Regulatory Pressure

The unanticipated perils to new and existing products.

Thu March 7th 2024



Norbert Teston
25 years in Compliance Excellence at Adidas

