

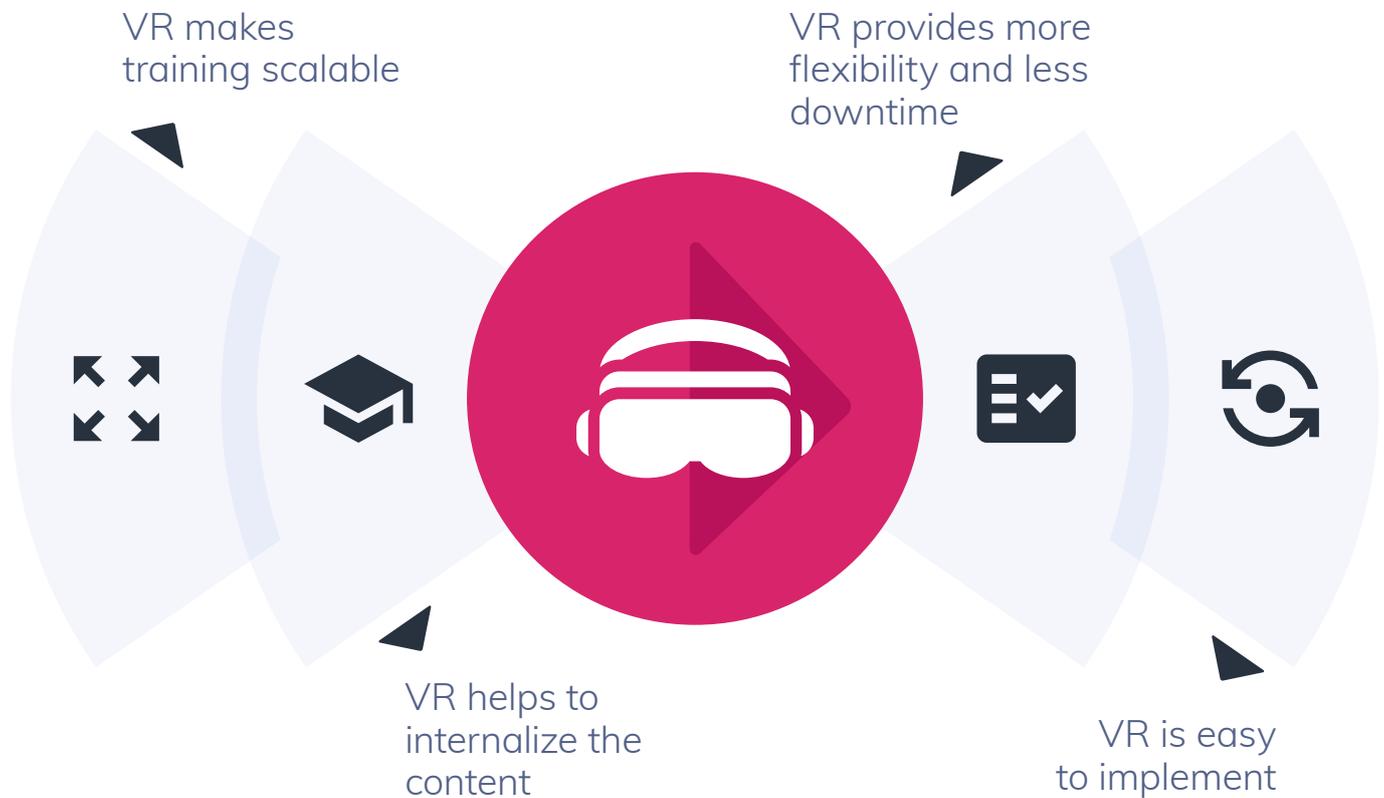


CONTENT THAT STICKS IN YOUR HEAD

Noticeably better training outcomes with Virtual Reality

VRdirect ▶

FOUR ADVANTAGES OF VR FOR FURTHER EDUCATION IN COMPANIES:



In times of a shortage of skilled workers, the ongoing training of one's own employees has a decisively competitive advantage. However, conducting seminars on-site, sometimes lasting several weeks, is a noticeable financial burden especially for companies with several locations.

Virtual Reality offers a practical solution here: the technology not only increases the feasibility of training and further education programs, but also helps to improve the memorability and internalization of the imparted knowledge - in favor of more efficient employee development and a faster ROI.

Studies confirm it again and again: Those who train and develop their employees will have more success with recruitment in the long term.

More and more companies are relying on the possibilities of virtual reality: In a survey conducted by the Rheinische Fachhochschule Köln in 2017, 52% of the companies surveyed were already indicating that they would like to rely more on VR for the further training of their own employees.

This development comes as no surprise to industry insiders. After all, the technology has come out of its „infancy“ in recent years and the VR industry now offers a range of solutions that no longer represent „rocket science“ for companies.

The entry hurdles for companies are lower than ever before due to inexpensive equipment and increased market acceptance, which is why the technology is being used in more and more business areas.



One of the most obvious application scenarios for VR is in the area of **further education and training**. In a survey by the IT service provider Capgemini of organizations currently introducing VR into their business operations, almost 40% stated that the technology would become the standard for them in the next three to five years.

The magic word is „immersion“

An immersive user experience in VR demonstrably supports the learning process. A recent study by PWC showed that trainees were able to grasp learning content in VR up to 4 times faster than using conventional training media, and then apply what they had learned much more confidently.

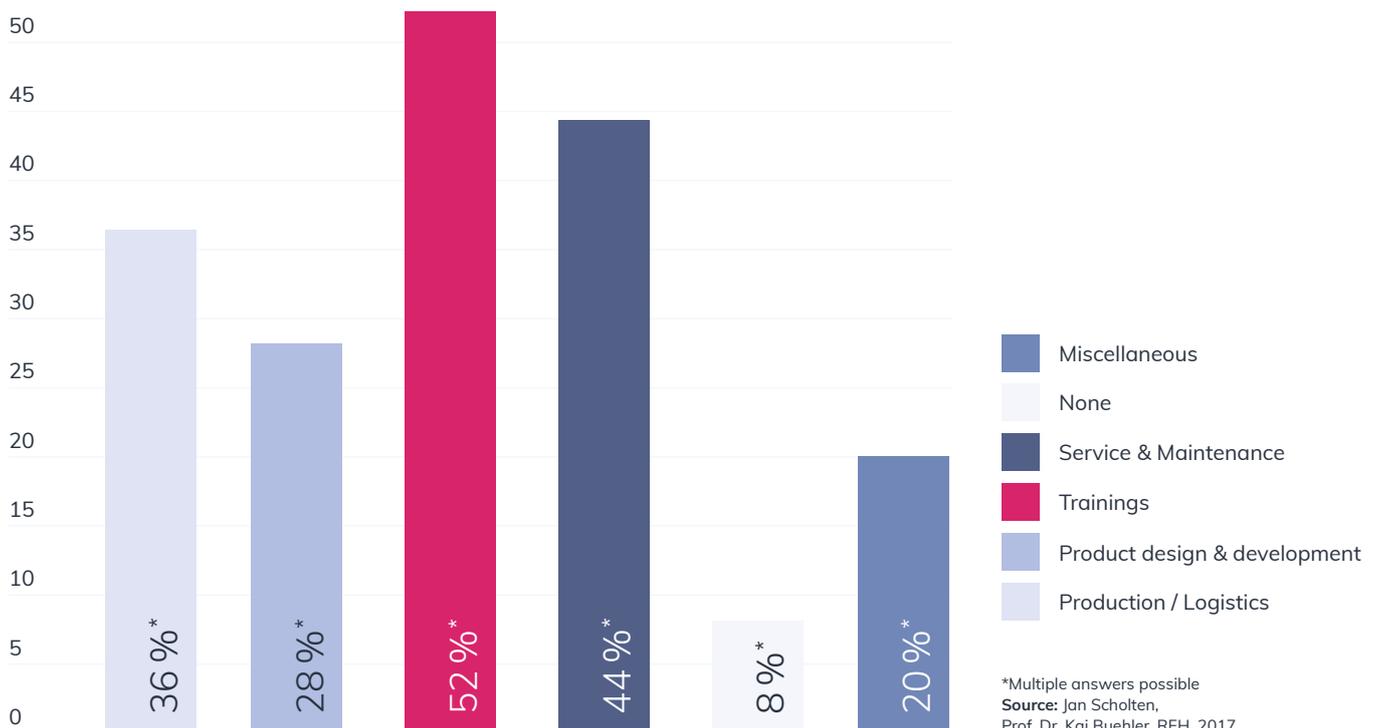
Researchers from the University of Maryland came to a similar conclusion in 2018, finding that participants were able to remember content measurably better when it was shown to them in VR. An additional advantage over conventional e-learning programs is that the training takes place directly via a sense-immersing VR headset. By comparison, on computers or mobile devices distractions such as Facebook or Instagram are only a click away.

A study conducted by the web platform Vouchercloud.com concluded that employees are only productive for an average of two hours and 53 minutes in an eight-hour day. Virtual reality reliably isolates employees from distractions and thereby supports concentrated and productive learning.

Companies that rely on virtual reality training can thus benefit significantly from a comprehensive and at the same time sustainable increase in employee knowledge.



„Immersion“ is the „perception of physical presence in a non-physical world“. In order for this perception to emerge, it is important to surround the user with images, sounds or other stimuli that create the most compelling overall environment possible. Literally, immersion also means „immersion in virtual reality“. The better the developer of a training application succeeds in creating immersion, the higher the learning effect of the training or education process.



VR makes training scalable

Another advantage of VR is that once developed, training courses can be held repeatedly regardless of time and place. The only equipment needed is a portable VR headset and the corresponding controllers. The setup is quick and uncomplicated by simply putting on the headset and starting the VR application.

275%

more confident to respond to what they have learned as a result of the training.

4x

more focused than e-Learning programs

VR helps to internalize the content

By using a VR headset, users immerse themselves particularly deeply in the virtual learning environment.

The effect of „immersion“ in virtual reality thus allows training in scenarios that are as close to reality as possible. Companies that train employees on sensitive and expensive equipment particularly benefit from this, since the trainees do not have to work on real equipment. However, the use of Virtual Reality is also a suitable way to avoid dangers in professions with high health risks.

For example, the U.S. Fire Administration, in light of regular fatalities in training programs, recommends that firefighters should be trained using VR for emergency situations.

The training effect is at least comparable with and in some cases even better than physical training measures, with the added benefits of lower travel costs and reduced downtime. Far fewer resources are spent on the preparation, implementation and follow-up of training courses.

on average

4x

faster than in conventional learning programs

3,75x

more emotionally connected to the content than in conventional learning programs

VR content remains in the head:

-  Training participants learn up to 4x faster
-  Higher memorability of the learning content
-  Employees can apply what they have learned more confidently
-  Less downtime and lower travel costs through training that is independent of time and place
-  Lower risk than in real-life training scenarios

VR provides more flexibility and less downtime

Whether for physical or virtual training, the content must be understandable, tailored to the target group, and designed to fit a time and environment framework. This much is obvious, and it also highlights another advantage of VR.

Teaching content does not have to be squeezed into one training day or week, but can be taught in manageable doses over a longer period of time.



Dr. Rolf Illenberger
Managing Director
VRdirect GmbH

Virtual Reality transforms once a year trainings into continuous companions of the daily business routine.

With VR, a training package can be stretched out into a series of training modules whose contents can be portioned and integrated into the day-to-day business routine.

VR is particularly suitable for teaching highly standardised procedures. This is applicable, for example, to virtual instructions for the operation and maintenance of machines, but also to practicing procedures in the field of nursing and geriatric care or other physical activities whose routine execution guarantees smooth operation.

Employees can use VR to follow the standardised processes step by step, so that they can then safely apply them in real life. In addition, companies with a decentralized organization benefit from VR training: employees no longer have to arrive at a specific location at a specific time - which causes travel costs and downtime - but can integrate the training into the company's daily routine much more flexibly.



VR in practice: The implementation is easier than you think

For many, VR is still the technology for elaborate and expensive prestige projects, but far too “cumbersome” for everyday work. Impressive flagship applications are firmly anchored in people’s minds.

Companies also base their own expectations regarding the use of virtual reality on these applications and often stumble into far-too-complex VR projects without enough previous experience.

However, if companies concentrate on very clear use cases in each different area, VR applications can be developed with little effort and can specifically complement and support business processes.

It is therefore crucial that companies keep their requirements for VR applications within a realistic framework. After that, nothing stands in the way of a speedy implementation of the first applications.

For example, with the right platform, existing training documents and presentations can be transferred into an interactive 360° environment with little effort.

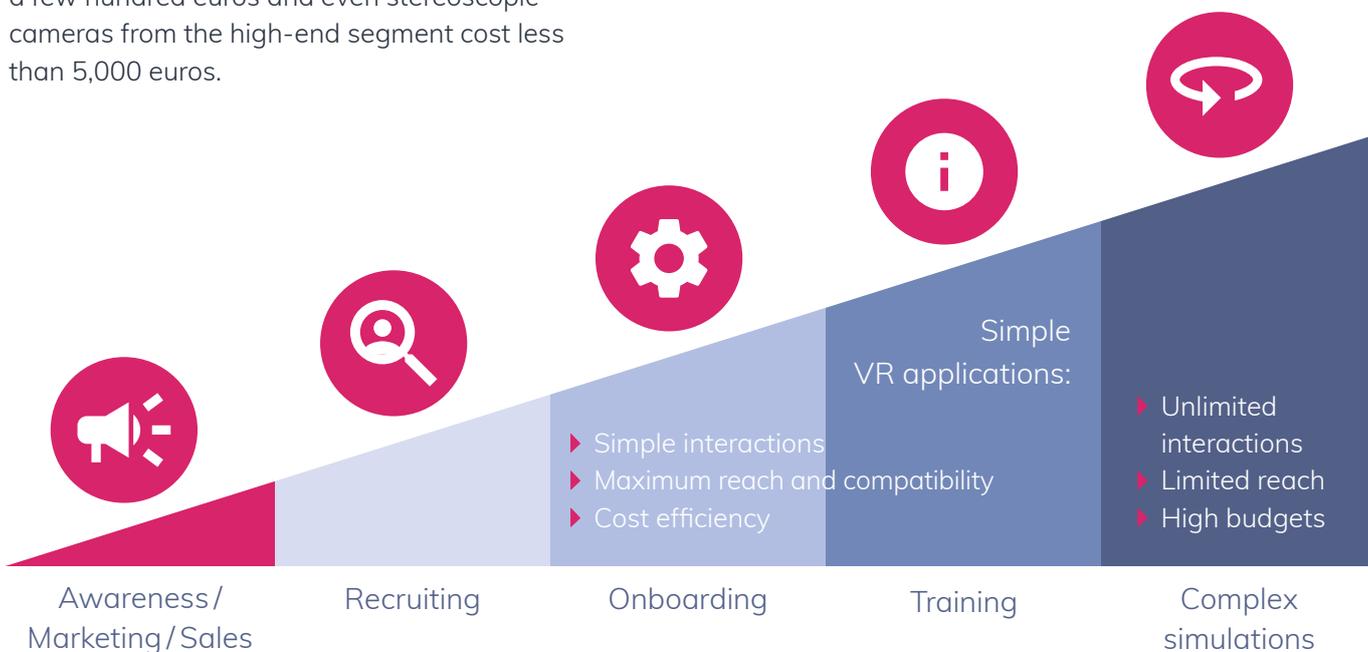
Today, the costs for hardware are relatively clear: high-quality 360° cameras are now available for a few hundred euros and even stereoscopic cameras from the high-end segment cost less than 5,000 euros.

From a software perspective, there are now solutions such as VRdirect Studio, which allow users to create VR applications themselves without any previous knowledge or development resources. Training apps can thus be designed directly in the departments in which they are to be used later.

This is an important advantage for several reasons: first of all, because there are no additional costs for a development team. Secondly, because the applications can be tailored precisely to their respective area of application. If instructors in their departments can easily create virtual reality courses themselves, VR will soon be just as much a part of training as PowerPoint presentations.

Another aspect that companies should pay attention to is the constant availability of their VR applications. If course participants have access to their virtual learning environments from anywhere and from any device, the learning success will increase enormously. In addition, companies are more independent and flexible in conducting their courses - an invaluable advantage, especially in times of remote working.

With VRdirect Studio, companies can publish their applications, once created, across all common platforms and make the apps available, via e.g. a VR headset, mobile devices or web browser.



Range of virtual reality applications / complexity

VRdirect▶



Conclusion

Virtual Reality enables the creation of realistic training scenarios, which companies can use to train their employees independent of place and time. Through the immersive user experience, participants in training not only learn faster, which leads to less downtime, but can also apply the knowledge gained more confidently afterward.

The entry barriers for a successful VR introduction are lower than ever before. The technical equipment is available at a reasonable price and, thanks to solutions such as VRdirect Studio, the implementation of VR applications is possible directly in the specialist departments without any developer knowledge.

VRdirect Studio also specializes in the development of enterprise VR solutions, i.e. solutions that allow content to be shared company-wide.

All solutions can be published for all common platforms and end devices and can be provided with updates in real time, so that courses once created can be easily viewed from anywhere and kept up-to-date. Numerous companies are already using virtual reality as standard technology, and there is no sign of a downward trend. As in many other business areas, the impact of VR on training & education is noticeable and will only increase in the coming years.

Best Case: Interactive security training at AST GmbH

Many companies are already using virtual reality to make training more interactive. AST GmbH, which specializes in safety training and training on work equipment, has been offering custom-made VR simulators for a while now to make practical training as realistic as possible.

With VRdirect Studio, AST GmbH were then able to map all their theoretical training courses in an interactive environment company-wide. Within just a few days, the company was able to display all of its training materials in 360° environments and thereby design immersive courses in theory to complement the VR practical training.

▶ **Learn more:** www.vrdirect.com/success-stories/how-ast-revolutionizes-safety-training-with-vr/

Companies should pay attention to this when starting VR:

- ▶ A clear focus on concrete use cases prevents companies from wanting too much at once and stops projects from becoming unnecessarily complicated.
- ▶ For the technology to become established, the departments must be able to create VR applications autonomously. This requires user-friendly and easy-to-use solutions.
- ▶ The VR applications should be compatible with a wide range of devices and be available at all times.

Are you ready for training with **Virtual Reality**? You can find more information at www.vrdirect.com or contact us under

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