



## MIXED REALITY

**How can the aerospace industry put Apple and Google's mass market Mixed Reality apps to work?**

### Tell Me More!

Mixed Reality (Augmented and Virtual Reality) technologies are fast changing the way companies like Airbus imagine their industrial operations and develop future services.

We have long used Mixed Reality technologies to support pilots during certain flight phases, to improve the aircraft design process and to enable interaction with 3D digital models before production. Now we want to harness off-the-shelf products to develop exciting new solutions. Mixed Reality apps are already available from Apple and Google, run on standard smartphones and have the potential to speed up the development of specialist products and services for the aerospace industry.

### Need Inspiration?

Marketing aircraft today still involves lots of paper documentation, costly mock-ups and site visits. A Mixed Reality interface could provide flexible and interactive support for customers as they make vital decisions about product design and configuration.

We invite student teams to demonstrate the potential of Mixed Reality smartphone apps for the aerospace industry. This could involve defining user stories, producing a working prototype and highlighting the operational benefits and limitations of your idea.

