



# Merging the PHYSICAL + DIGITAL Worlds

**BRING MIXED REALITY TO LIFE – IN MINUTES!**

Microsoft HoloLens & Vuforia Studio



vuforia® studio™

Vuforia Studio unleashes the power of the Microsoft HoloLens in the industrial enterprise with the fastest, most cost-effective Mixed Reality (MR) authoring solution available today.

# Game-Changing Combination

Organisations are already unlocking new business opportunities and productivity with Vuforia Studio. With this powerful and easy-to-use tool, HoloLens customers can rapidly create scalable Augmented and Mixed Reality experiences.

Typically, creating content for Augmented Reality and Mixed Reality experiences requires sophisticated tools, expensive resources and long development cycles. However, by using Vuforia Studio's visual drag and drop authoring environment, with built-in support for gestures and voice commands, users can quickly create immersive HoloLens interactions without the need for skilled programming or costly custom designers.

## WHY VUFORIA STUDIO?

### Reduce Development Costs:

Eliminate expensive programming resources with:

- An intuitive code-free authoring environment
- Out-of-the box support for voice and gesture navigation

### Accelerate Content Creation:

Build better experiences, faster:

- Efficiently leverage existing 3D CAD geometries
- Seamlessly incorporate step-by-step animations and contextualized IoT data

### Deliver Enterprise Scalability:

Deliver MR experiences across the enterprise

- Single universal viewer app with native HoloLens support

1. Download the Vuforia View app for FREE from your app store
2. Launch the Vuforia View app
3. Scan the ThingMark below to view several AR experiences



“With Vuforia Studio, Microsoft HoloLens customers can get to production **incredibly fast.**”

– Kevin Collins, Microsoft