

Microsoft x Shadow Factory

How VR and AR works with commerce?
VR和AR如何融入商業環境?



Mr. Warren Wong
Microsoft
Cloud Solution Architect &
Mixed Reality Specialist

2019 / 11 / 28 (Thursday)

5:30pm - 7:30pm

WorkTech, 4/F, Asia Standard Tower
59-65 Queen's Road Central, Central



Language: English

Organiser



Funded by SME Development Fund



工業貿易署
Trade and Industry Department



Mr. Will Sweeney
Shadow Factory
Head of Business Development



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Event Organizer
主辦機辦

HKEBA
香港電子商務業協會

HKEBA

Hong Kong E-Commerce Business Association



Elton Chan

Chairman, HKEBA



Matt Li

Vice-Chairman, HKEBA

Trade and Industry Department
工業貿易署

Supporting Organizations
合作機構

WorkTech



工業貿易署
Trade and Industry Department



Work
Tech

Past Seminars 過往講座

1. Introduction to Omnichannel Sales & Commerce



2. Applications of Platform and Enterprise Data Analytics



Lane Crawford

3. Boosting your brands in China



4. Accelerating your e-commerce business



5. Growing crossborder e-commerce for brands in South East Asia



6. General Managers' view on crossborder e-commerce from Hong Kong



7. Data & Privacy in a Digital Age



8. The development of checkout technologies



Past Event
過往活動

Taiwan Delegation Tour 2019



Taiwan Startup Stadium

AppWorks



Startup Terrace



OpenCart x Stripe x Qupital

How enterprise brands grow sales through e-commerce during turbulent times?
企業品牌如何於動盪時期透過電子商務增加銷售量?

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Mr. Andy Tsang
OpenCart

Director - Head of Marketing & Partnership



Ms. Satya Tammareddy
Stripe

Business Sales Manager -
South East Asia and Hong Kong



Mr. Jacky Cheung
Qupital

President



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Hong Kong Wireless Technology Industry Association (WTIA) 香港無線科技商會



Established in 2001, is the fastest-growing, not-for-profit, and politically-neutral trade association dedicated to the wireless and mobile industry.



To strengthen and grow the startup ecosystem with business and community partners



To support and connect startups through the collective power of an alliance of co-working space, accelerators and incubators



ICT Awards 2020 :
iCT Startup Award Launch
Party x Sharing Section
“Entrepreneurs at 20,
30,40”



ICT STARTUP AWARD

“Entrepreneurs at 20,30,40 與企業家對話”

Clare.AI x **GOGOVAN** x **Innopage**



Bianca Ho
Co-founder and COO
Clare.AI

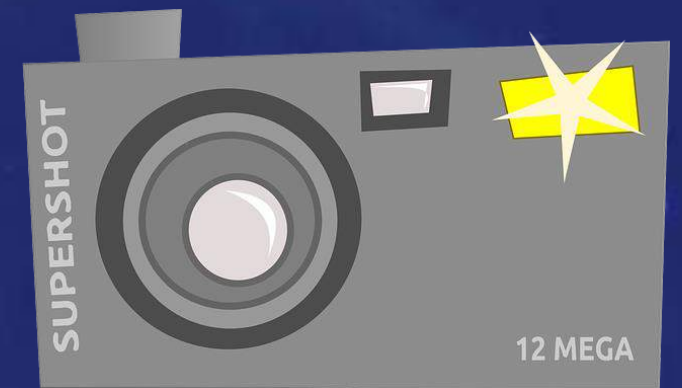


Steven Lam
Co-founder and CEO
GOGOVAN



Keith Li
Co-founder and CEO
Innopage

Photo Taking 拍照



Speakers

演講者



Mr. Warren Wong

Microsoft

Cloud Solution Architect &
Mixed Reality Specialist



Mr. Will Sweeney

Shadow Factory

Head of Business Development

Microsoft



Mr. Warren Wong

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Cloud Solution Architect &
Mixed Reality Specialist



Microsoft



Microsoft HoloLens

Warren Wong | Cloud Solution Architect - ISV
One Commercial Partner | Microsoft HK Limited

Agenda

Mixed reality overview

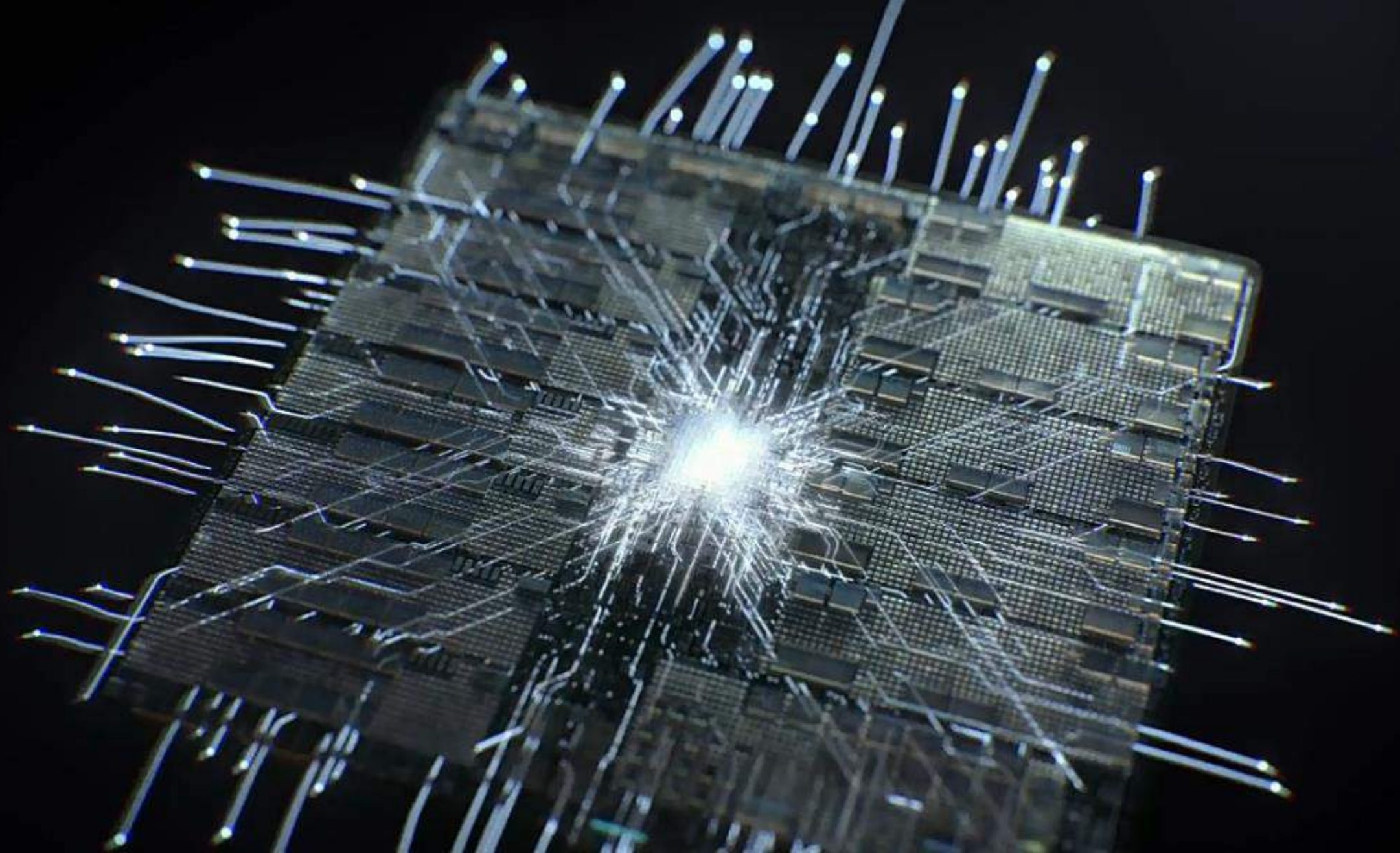
Mixed reality in education

Mixed reality in health

Mixed reality in manufacturing

Mixed reality in retail



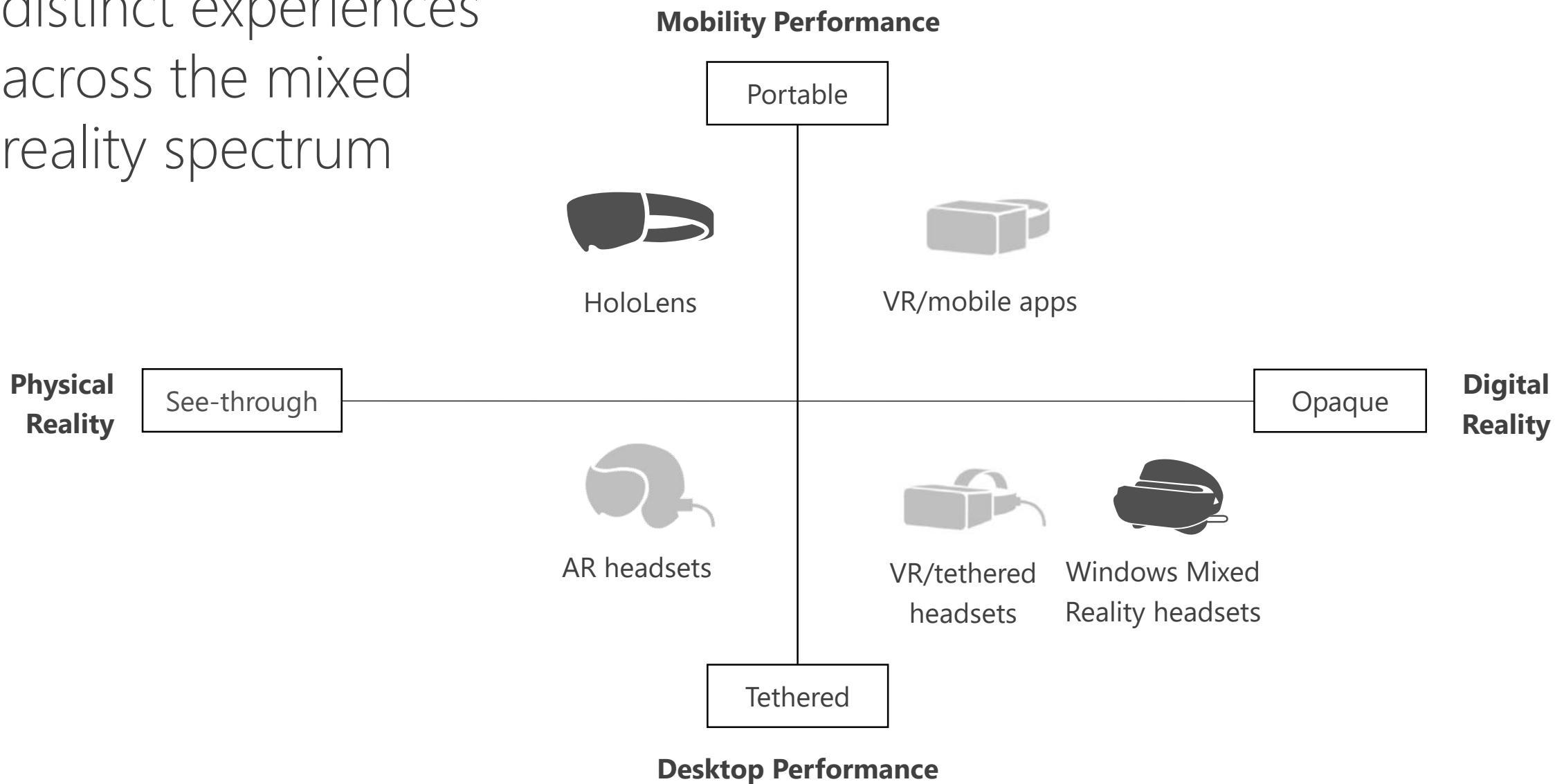


Mixed reality is the
blending of the physical
and digital worlds



What is Microsoft's proposition in mixed reality?

Our devices deliver distinct experiences across the mixed reality spectrum



Our wide range of devices enables organizations to choose the ones that best meet their needs, and scale their investment by having one platform for all mixed reality experiences

Microsoft HoloLens (available now)



Mixed reality device partners



acer

ASUS

hp

Lenovo

DELL

3Glasses

What does mixed reality mean for your organization?


Through mixed reality, Microsoft is empowering every company to create, problem solve, and collaborate in 3D.

Reduce timelines and costs and create more accurate solutions with better previewing capabilities

Bring customers closer to products at all stages of the buying journey

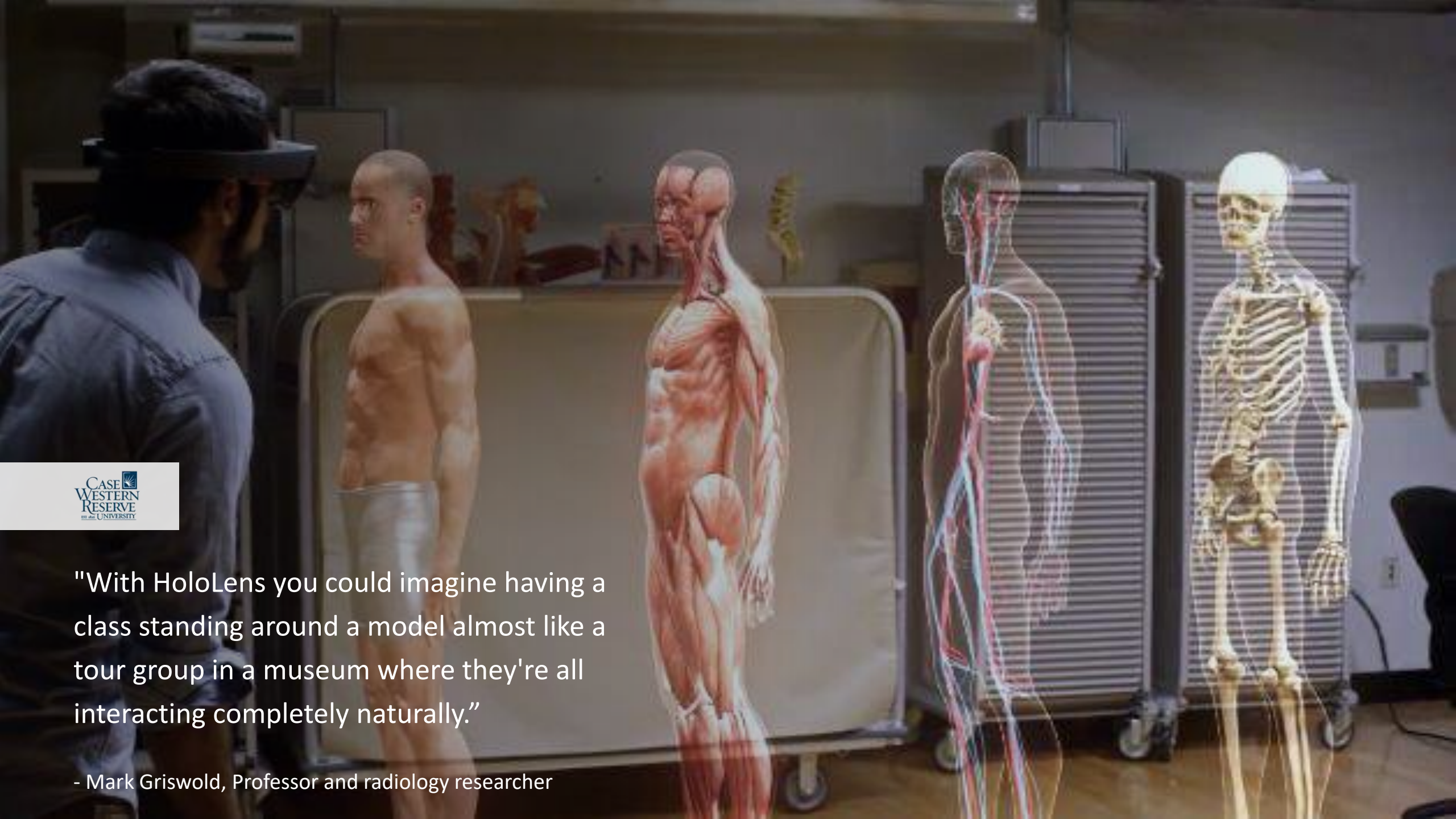
Improve team communication and collaboration through high-fidelity digital rendering



A woman with short brown hair, wearing a red short-sleeved top, is holding a black VR headset with both hands. She is looking down at the device. The background is a dark blue wall with a white geometric pattern of interconnected lines forming various polygons.

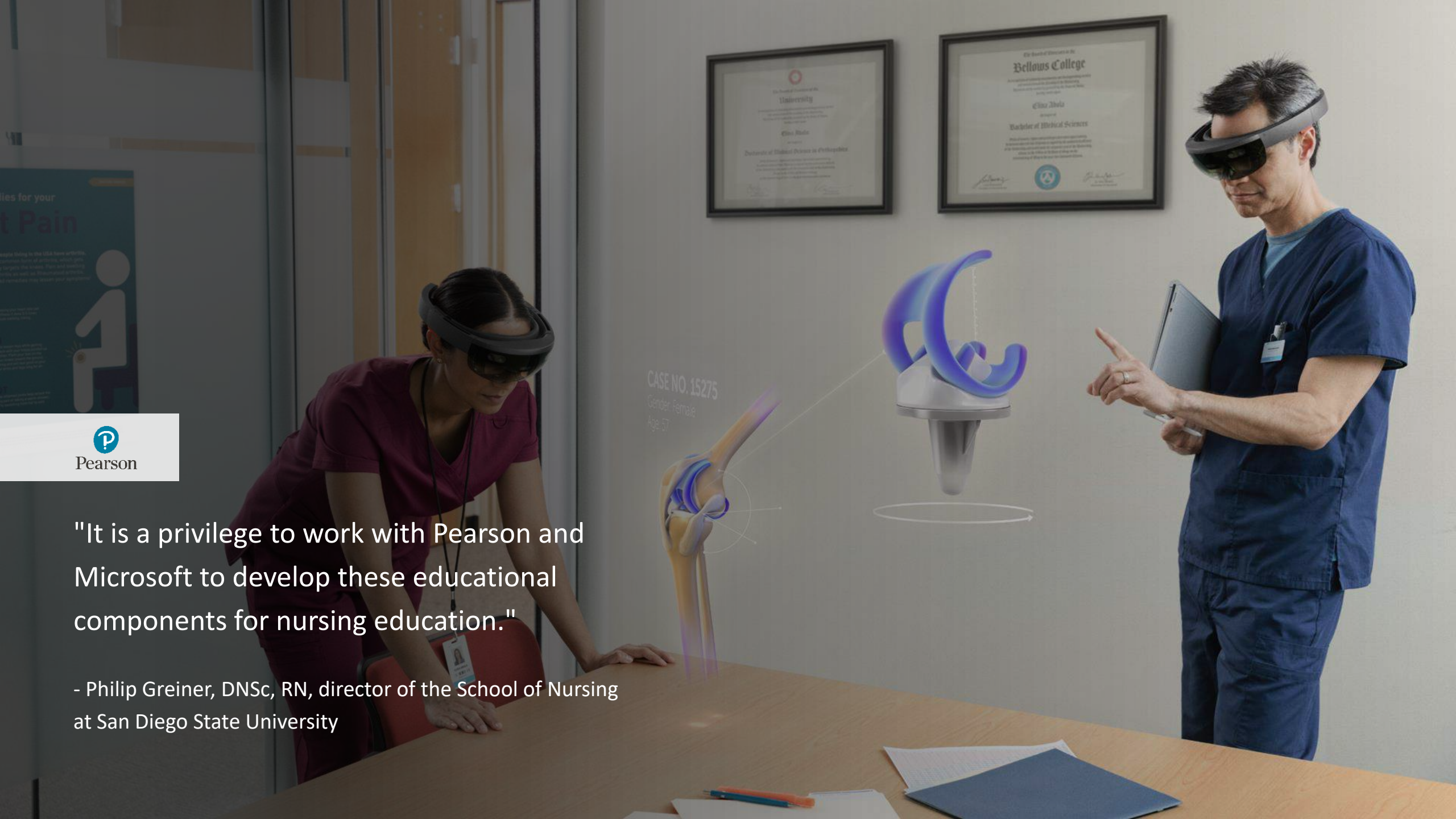
Julia Schwarz
Microsoft

HoloLens in education



"With HoloLens you could imagine having a class standing around a model almost like a tour group in a museum where they're all interacting completely naturally."

- Mark Griswold, Professor and radiology researcher



"It is a privilege to work with Pearson and Microsoft to develop these educational components for nursing education."

- Philip Greiner, DNSc, RN, director of the School of Nursing
at San Diego State University

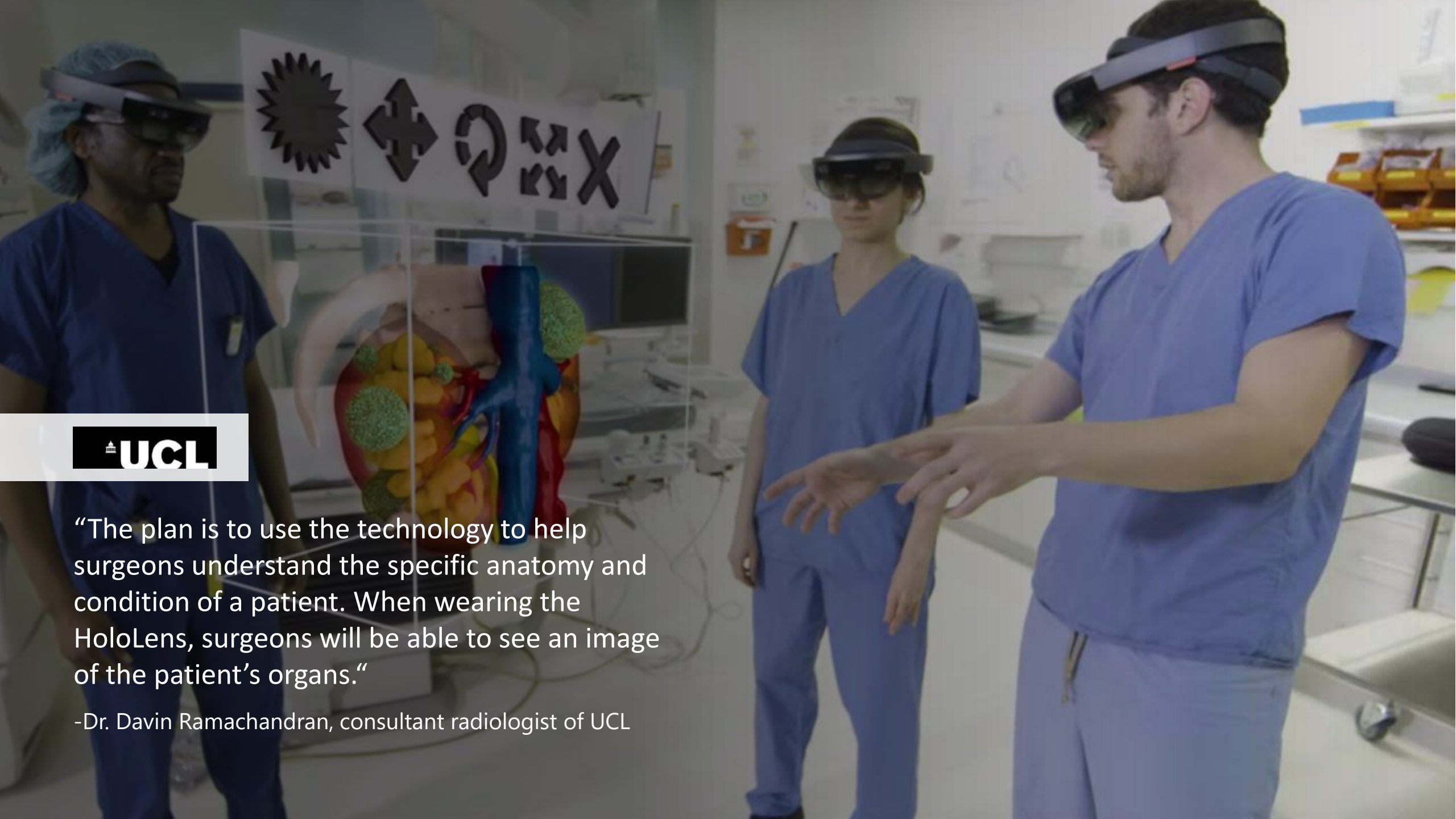
HoloLens in health



Medtronic

“Our hope is HoloLens will enable better outcomes for all patients, regardless of where they are treated and who is treating them.”

- Brian Craig, VP Strategy & Business Development



“The plan is to use the technology to help surgeons understand the specific anatomy and condition of a patient. When wearing the HoloLens, surgeons will be able to see an image of the patient’s organs.”

-Dr. Davin Ramachandran, consultant radiologist of UCL

HoloLens in manufacturing

A man and a woman are wearing VR headsets and interacting with a large blue Paccar truck in a virtual reality environment. The man is on the left, looking at the truck. The woman is on the right, reaching out towards the truck's side mirror. The truck is a blue Paccar Vantage, and its front grille and headlights are visible. The background is a simple, light-colored room with a door and an exit sign.

PACCAR

"Each mistake really adds up because they're compounded on such a phenomenal scale; catching them saves a lot of money. So even if the initial investment in the technology can seem high, it's offset against those savings and definitely starts to look like a much more viable proposition."

- Chris Waind, Finger Food Studios Creative Director



“The partnership between ThyssenKrupp elevators and Microsoft will help empower our employees and customers to build the cities of tomorrow.”

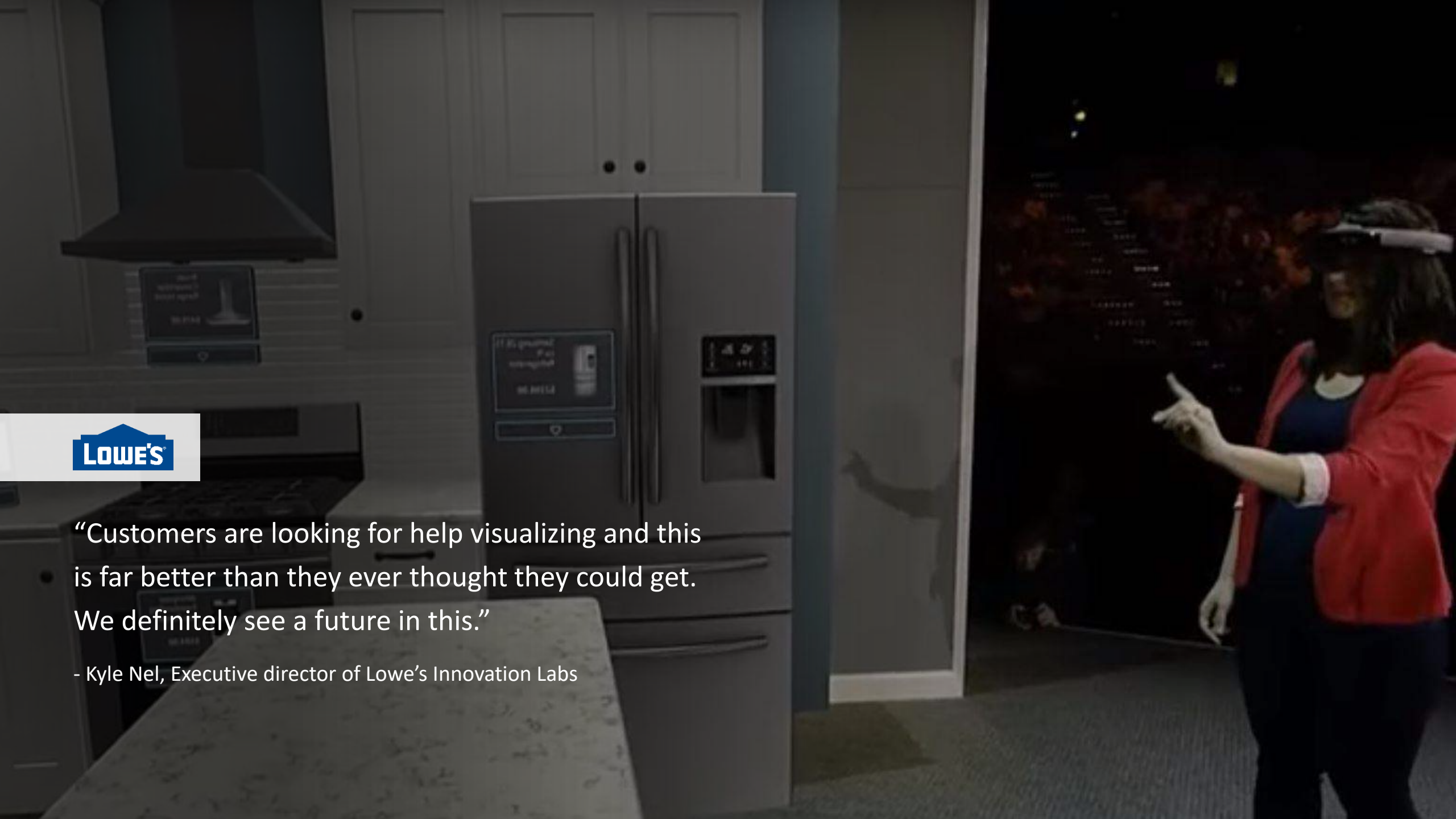
- Andres Schierenbeck, CEO

HoloLens in retail



“Customers are looking for help visualizing and this is far better than they ever thought they could get. We definitely see a future in this.”

- Kyle Nel, Executive director of Lowe's Innovation Labs



A person wearing a VR headset is shown from the side, interacting with a digital car chassis model. The model is displayed in a museum-like setting with a staircase and a car on a screen in the background. The person's hand is pointing at the model, which is a detailed 3D rendering of a car's internal components, including the engine, transmission, and wheels. The model is illuminated with a green glow, and the person's hand is pointing at it. The background shows a museum-like setting with a staircase and a car on a screen.

VOLVO

“We want to be close with our consumers, and this opens up limitless possibilities.”

- Magnus Brodd, Volvo Creative Strategy

Resources

HoloLens homepage

<https://www.microsoft.com/en-us/hololens>

HoloLens Commercial

<https://www.microsoft.com/en-us/hololens/commercial-overview>

HoloLens Developer

<https://www.microsoft.com/en-us/hololens/developers>

Immersive Headsets

https://developer.microsoft.com/en-us/windows/mixed-reality/immersive_headset_hardware_details

Link to YouTube channel

<https://www.youtube.com/channel/UCT2rZIAL-zNqeK1OmLLUa6g>



Thank you!



Shadow Factory



Mr. Will Sweeney

Shadow Factory

Head of Business Development





**IMMERSIVE
COMMERCE**



WE ARE SHADOW FACTORY

Headquartered in Hong Kong, Shadow Factory is the leading VR/AR production company in immersive content development and digital strategy.

As a full-service creative and tech studio, we are specialists at implementing next-generation XR and interactive media services with enterprise clients across the world.

We produce state-of-the-art, story-driven experiences and offer new and exciting ways to engage audiences.

An outstanding team equipped with extensive skill sets and the latest digital toolkits, we are at the forefront of all your content needs.



WILL SWEENEY

HEAD OF BUSINESS DEVELOPMENT



- As Head of Business Development at Shadow Factory, Will leads a team of specialized account managers and digital project managers, supervising client relationships and project execution, while delivering the latest and greatest in VR, AR and Mixed Reality experiences.
- 10+ years in client relationships, digital production, and project management internationally
- Worked for and with such brands as Virgin Atlantic, Virgin Galactic, Adidas, HSBC and Bank of America Merrill Lynch across Europe and Asia Pacific

IMMERSIVE TECHNOLOGIES

- The physical world interacting with the digital plane
- Uses spatial computing to transform surroundings into an interface for devices and software
- A broad family of immersive platforms that exhibit distinct features, advantages, and applications



VIRTUAL REALITY (VR)

- Fully immersive and interactive computer-generated environments and experiences
 - Spans games, simulations, other applications



AUGMENTED REALITY (AR)

- Overlay of digital objects and elements that enhance user perception of the world
 - Location/spatial information and visualization tools used to engage with surroundings
 - Newer executions introduce aspects of virtual environments that modify the immediate space



MIXED REALITY (MR)

- A hybrid spectrum of immersive media where virtual objects are integrated into/ interact with physical environments
 - Increasingly becoming head-mounted or wearable AR with advances in technology, as opposed to handheld AR that limit viewers' perspectives to a device's screen, MR offers 360° views



BRAND ACTIVATIONS

BRAND ACTIVATIONS

CHOW TAI FOOK STUFF

Demonstrate the precise value of featured merchandise, ethical sourcing, and sustainability by offering customers a glimpse of products' entire supply chain journeys. Blockchain solutions will assure customers of the brand's commitment to utmost quality and authenticity.



BRAND ACTIVATIONS

CHOW TAI FOOK STUFF

Enable virtual try-on previews of featured items.
Markers activate 3-D representations
of bracelets and bangles.
Users can browse through multiple pieces
from different collections, providing
a channel for data acquisition.



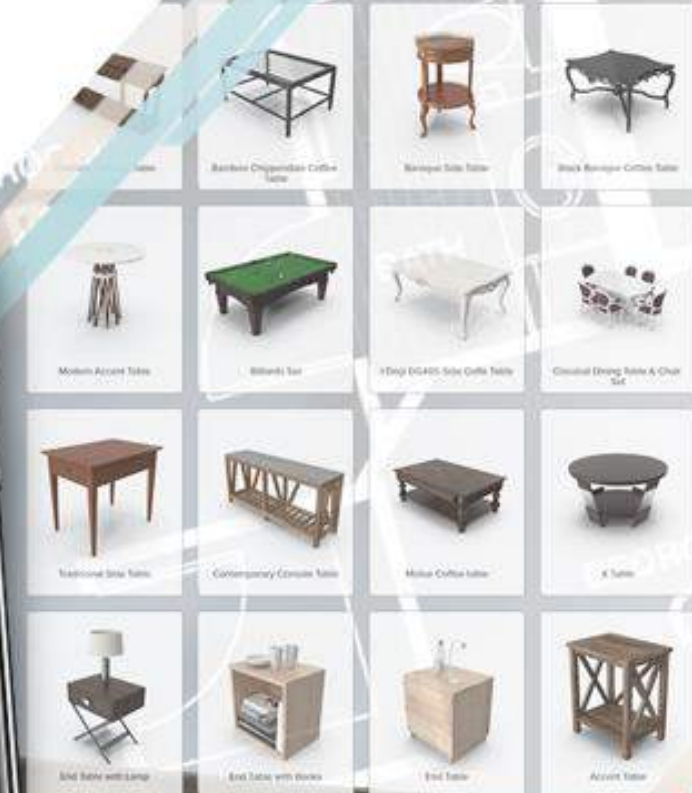
BRAND ACTIVATIONS

LI AND FUNG

Shadow Factory developed a mobile AR solution, providing enhanced merchandise visualization experience for both retail buyers and end customers of Costco products.

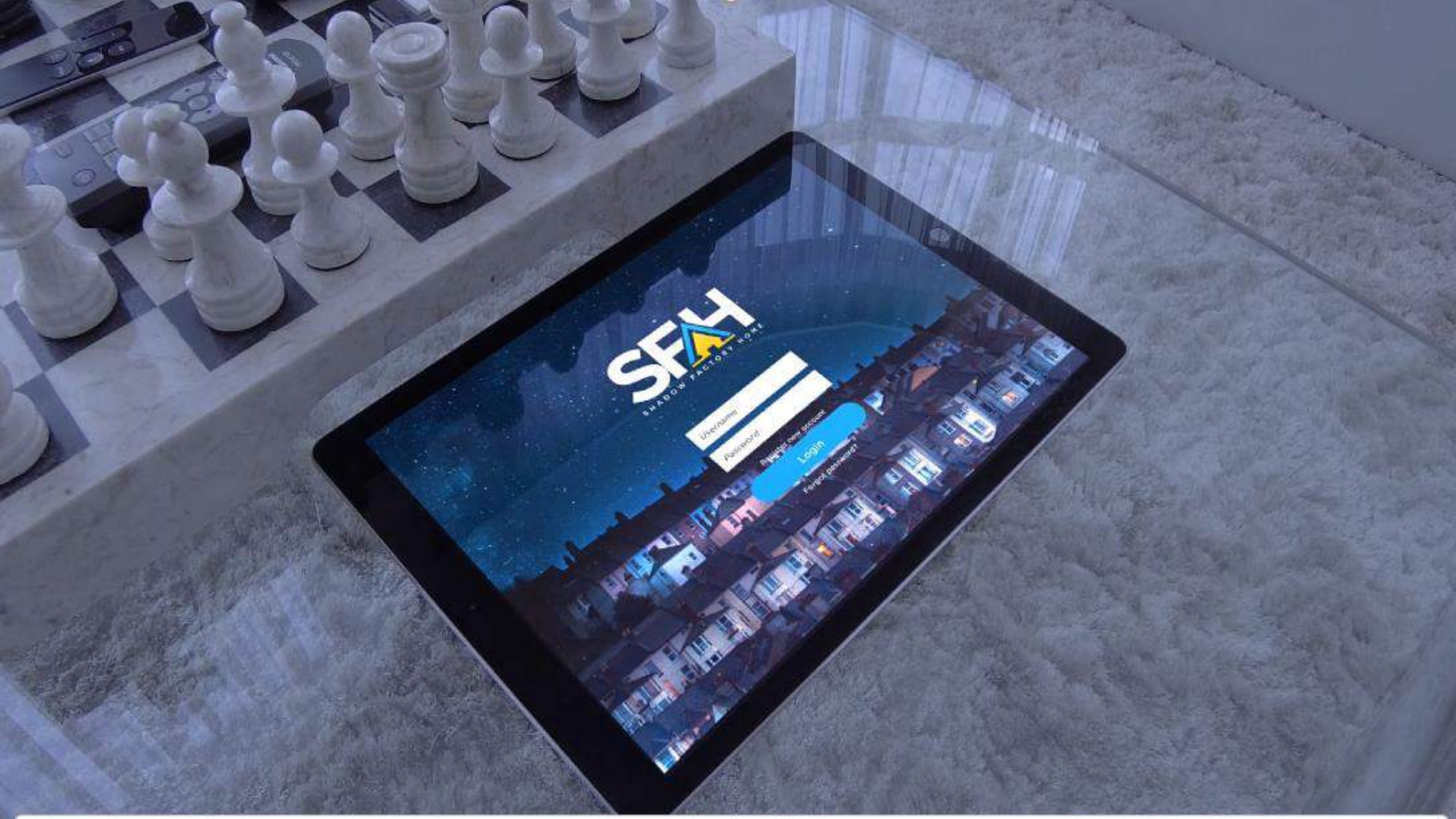
Typically, buyers are only able to spend an hour in the Li & Fung showroom to review product offerings; afterward, they can only make decisions based on 2D images.

The app enables a new way to engage with items -- placing accurate 3D virtual representations in physical surfaces to be viewed on handheld devices -- and make better purchase decisions, while app usage data is collated under unique user profiles, providing a clear backend view of buyers' needs.



TAP TO CHANGE





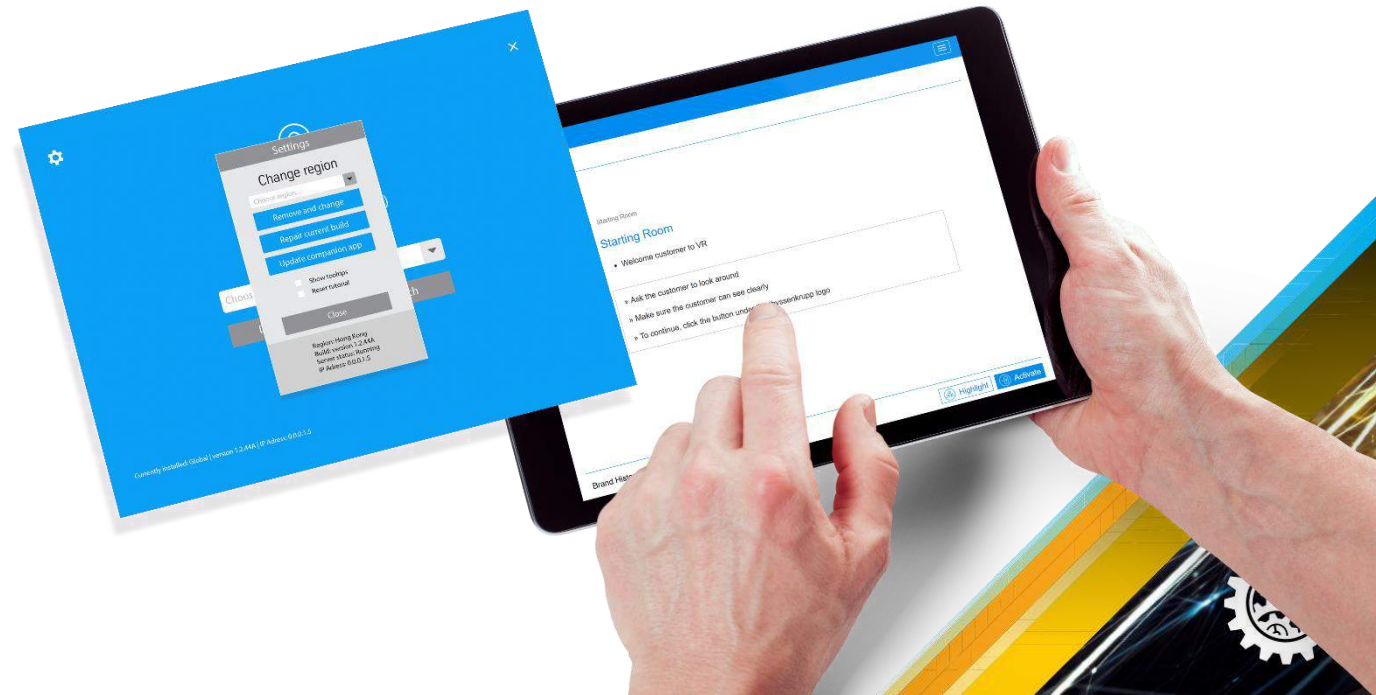
WHAT WE'VE BEEN DOING

COMPANION APP

Our powerful companion app provides the best tools to guide users through their VR journeys. This enables guides to tailor experiences to the users' needs by replacing sections of the experience beforehand and in real time.

The companion app customarily integrates with our VR CMS solution, gathering user insight and sending information to regional and global databases.

- Guide users through experiences with any mobile device
- Customize audience profiles
- Make simple edits to experiences directly from the app
- User-friendly interface
- Suitable for sales teams and non-technical staff
- Gather data from each presentation



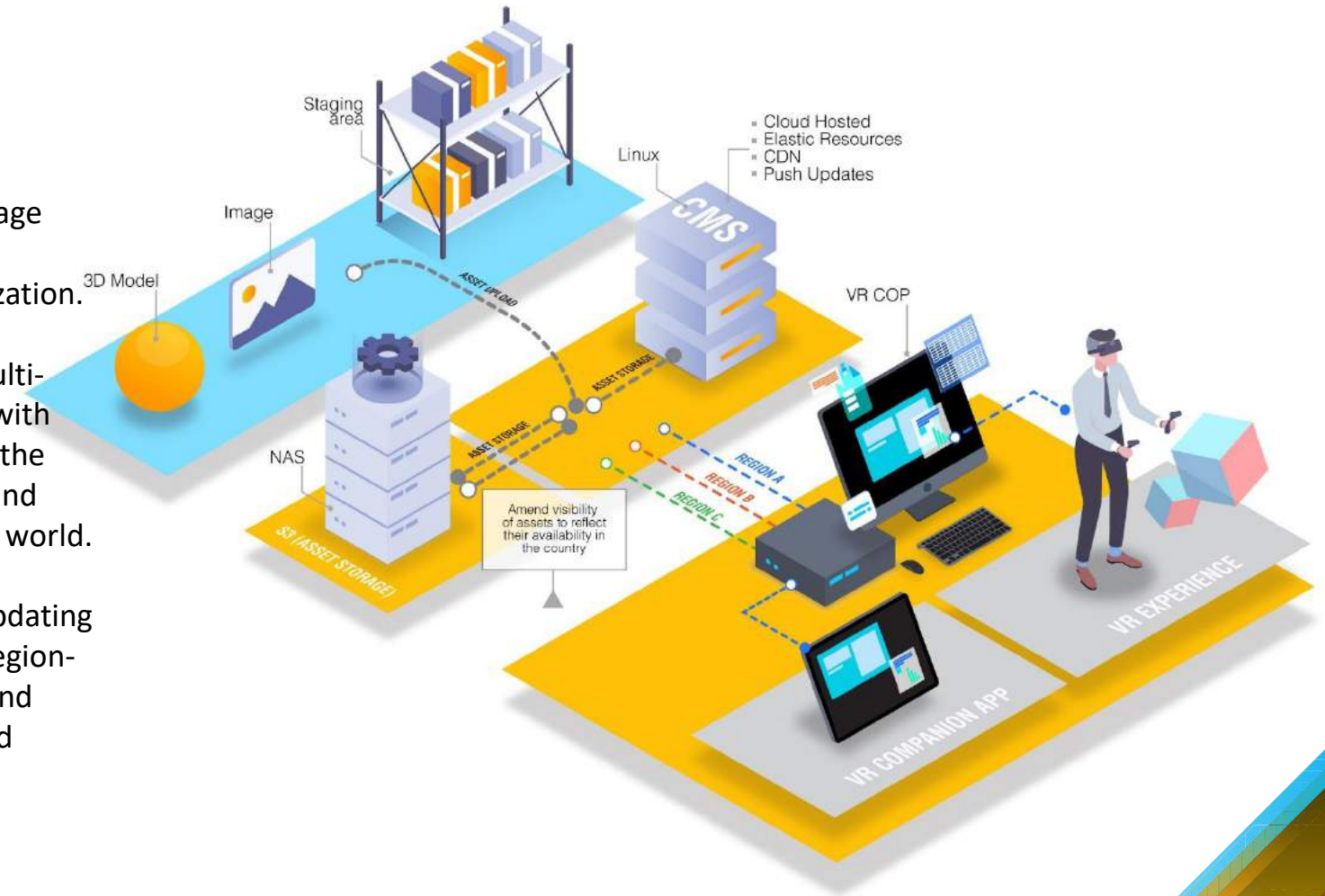
WHAT WE'VE BEEN DOING

VIRTUAL CMS

Shadow Factory has created a unique platform to manage and maintain branded virtual content, and enhance collaboration effectiveness throughout a global organization.

This VR/AR CMS allows users to create multilingual, multi-user, fully-customizable engagements that, combined with Shadow Factory's companion application, gives clients the ability to host images, 3D models, and presentations, and demonstrate branded VR experiences anywhere in the world.

This system enables clients to tailor their content by updating elements, text, and products themselves, and create region-specific builds that span virtual training, showrooms, and sales platforms, and bespoke solutions for agencies and creative, marketing, and logistics industries.



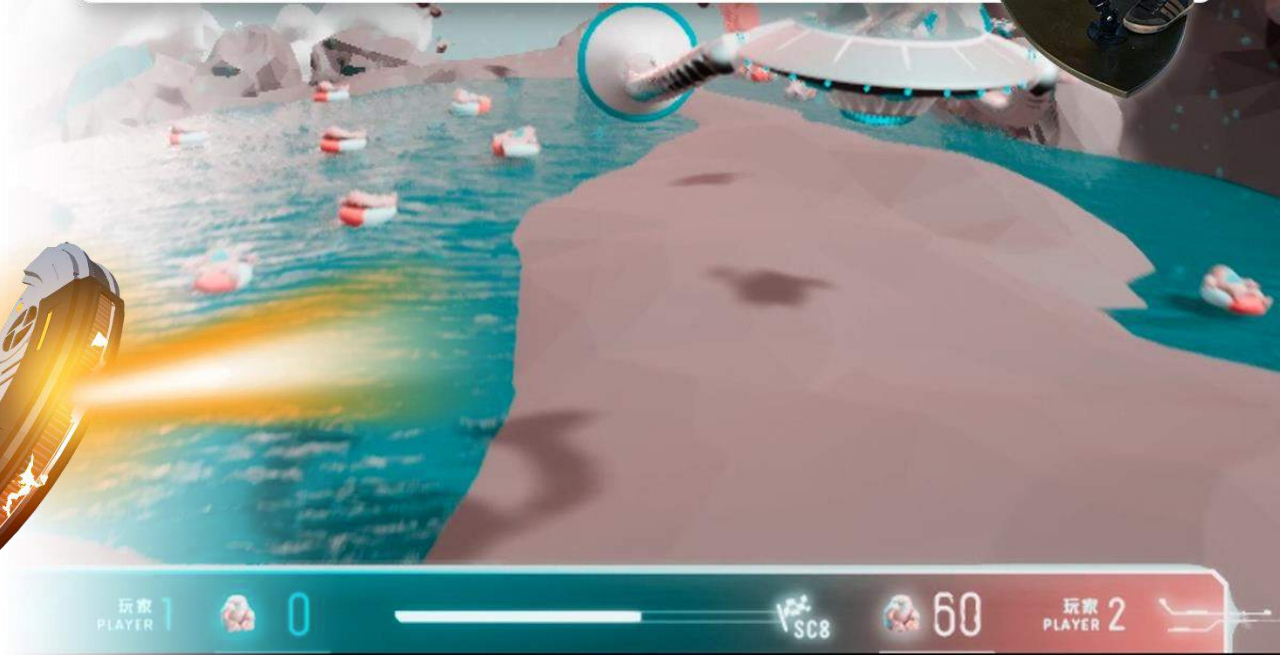
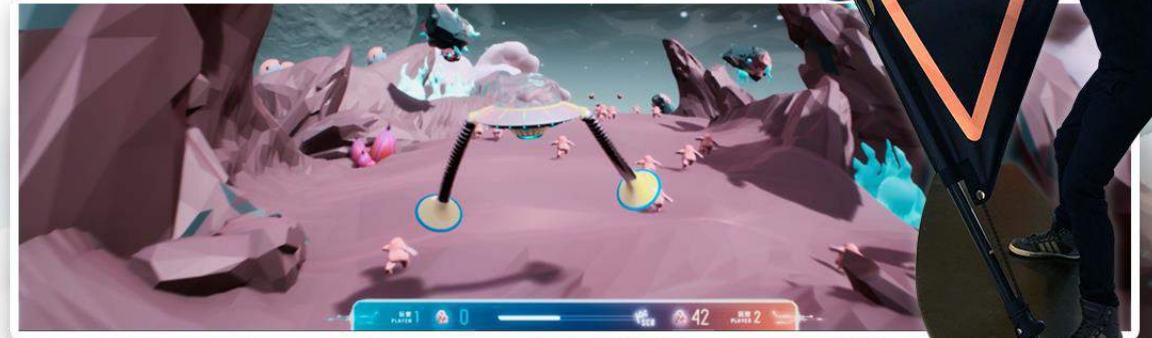
WHAT WE'VE BEEN DOING

RETAIL AND ACTIVATION

MICHAEL KORS | STUDIO CITY |
BRANDWEEK | DARPIN

As location-based entertainment, mobile experiences, or some combination of both, immersive media has proven success in providing brands with a personal means of consumer engagement.

We have been engaged by multiple brands including DFS, Studio City, and Darphin with branded VR and interactive-screen games, AR filters, exhibits, and ads, integrated with their respective campaigns and digital strategies.





MICHAEL KORS

DARPHIN

P A R I S

AR ACTIVATION



MASTERS
OF TIME



FUTURE PROJECTS AND PARTNERSHIPS



FUTURE PROJECTS AND PARTNERSHIPS

REAL ESTATE

Immersive technologies are playing a growing role in the property industry.

Mixed reality can offer scale-accurate CG representations of spaces and their components, benefitting not only realtors and buyers but contractors, utilities providers, and teams placed in charge of management and maintenance.

Data drawn from virtual interactions will allow multiple parties to make more intelligent decisions at greater speed.



FUTURE PROJECTS AND PARTNERSHIPS

REMOTE EXPERTISE

From immersive schematic walk-throughs to consultation and training, the ability to bring in professionals with deep technical knowledge across remote distances and time zones to collaborate with field personnel will serve as a boost to productivity and operational efficiency.

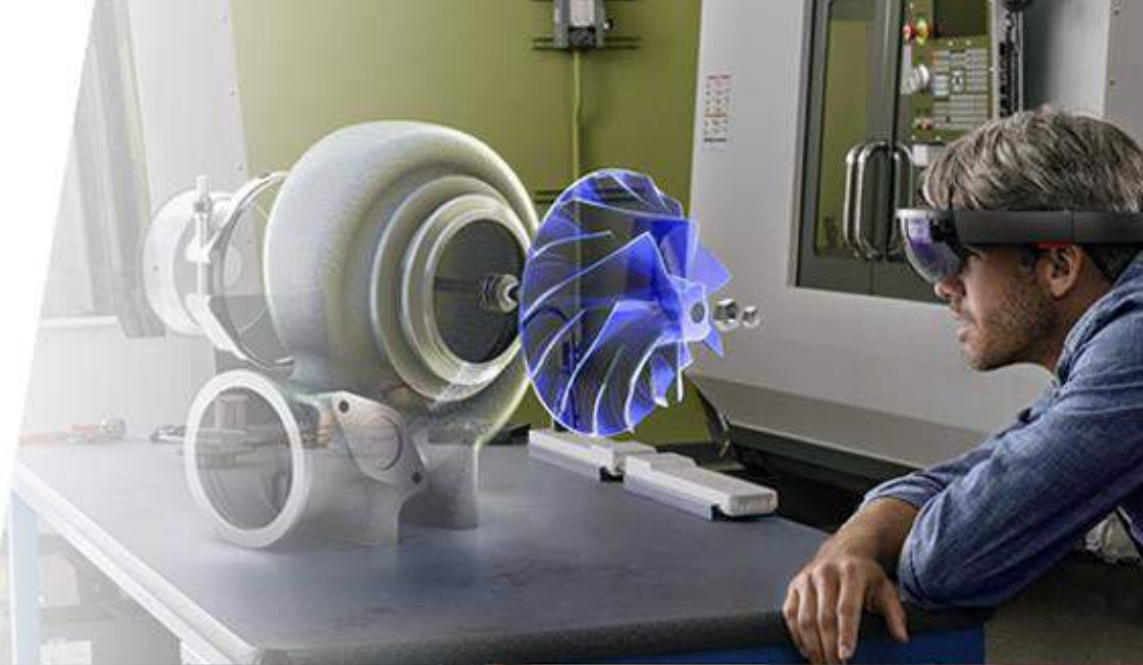


FUTURE PROJECTS AND PARTNERSHIPS

ENGINEERING

For large-scale infrastructure projects, manufacturing, energy generation, and resource extraction, augmented reality can mean drastic improvements to efficiency across the board.

Implementing AR can go a long way toward reducing cost and waste, better data and analytics, and driving safety and sustainability.



PARTNERS

Shadow Factory is proud to have worked with such companies as Pico, Lenovo, and Mad Gaze.

These and similar partnerships provide data intelligence and next-generation hardware to develop and deploy immersive solutions and more engaging content.

Already deeply involved in enterprise areas, we see our organization pushing the envelope with consumer facing products in the coming months.



Microsoft

Lenovo



MAD GAZE



Adobe

accedo



AUTODESK.





QUESTIONS?





THANK YOU

www.shadowfactory.io

4213 - 4215 Hong Kong Plaza, 188 Connaught Road
West,
Sai Ying Pun, Hong Kong

Q & A 問答環節



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OpenCart x Stripe x Qupital

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President



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