

**DATAMATICS**

**IMMERSIVE  
TECHNOLOGY**

# **AUGMENTED REALITY AND VIRTUAL REALITY SOLUTIONS**

Accelerate Business Outcomes with 'Near-to-Real'  
Immersive Experiences





Digital experience has become the new battleground for enterprises as they look to attract, retain, and engage customers. In particular, the advent of **Augmented Reality and Virtual Reality solutions** in recent years has created new opportunities for enterprises to enhance customer experience, employee experience, and partner experience across channels. However, enterprises aren't able to take full advantage of these technologies due to higher hardware costs, issues related to accessibility, slower time-to-market, scalability, and lack of expertise.

With its robust portfolio of implementations and use cases across industries, Datamatics has been helping clients accelerate experience transformation with its enterprise grade AR/VR services that provide 'near-to-real' immersive experiences across channels.

## AR/VR SERVICE OFFERINGS



### Product Strategy

- Core Feature & UX Planning
- POC Development & Testing
- Interactivity Optimization & Artistic Direction
- Platform & Hardware Selection
- Talent Identification & Management



### AR/VR Development

- 3D Development
- Web/Mobile Apps
- Backend Development
- Web AR/VR
- Location Based AR
- AR Gaming Development
- Markerless AR Apps
- Marker Based AR Apps
- AR Visual Presentations
- AR Virtual Tours
- Cloud Services



### Content Creation

- Storyboarding
- 360 Video & Imagery
- Photogrammetry
- 3D Modeling
- Spatial Audio
- Technical Art
- UI/UX Design

## AR/VR SOLUTIONS



Gaming Apps



Marketing & Promotional Tools



Training & Development Modules



Visualization Solutions



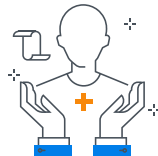
Social Experiences



Remote Assistance



Visualization Solutions



Social Experiences



Remote Assistance

## AR/VR TECHNOLOGIES

SAMSUNG Gear VR

PlayStation.VR

Hololens

oculus

VIVE

Daydream

Cardboard

## WHY DATAMATICS?

Delivering Surreal Experiences with our Award-winning AR/VR Capabilities



Award-Winning AR/VR Projects



50+ AR/VR Implementations



Industry Use Case Expertise



30+ AR/VR Consultants

# KEY AWARDS & RECOGNITIONS



Datamatics named as 'Leader' in IAOP 2021 Global Outsourcing 100 List of the world's best outsourcing providers



Datamatics recognised at UN Global Compact Network India Innovative Practices Award "Women at Work" 2020



TruBot recognised at Gold Stevie Award 2020 for 'Sales & Customer Service'



TruCap+ wins People's Choice Stevie Award 2020 for 'Favourite New Products'



Rail Analysis India Award 2020 & 2019 for Automated Fare Collection technology



MRSI Golden Key Award 2019 for 'Best Business Impact through Analytics'



Datamatics won 2019 Artificial Intelligence Breakthrough Award for Virtual Reality Game Application for Alzheimer's Patients



Datamatics won the Asia-Pacific Gold Stevie Awards under Innovation in Technology category for its Virtual Reality Gaming Application for Alzheimer's patients



Datamatics received special recognition for Virtual Reality Game Application for Alzheimer's Patients at the IMC Digital Technology Awards

## ABOUT DATAMATICS

Datamatics provides intelligent solutions for data-driven businesses to increase productivity and enhance the customer experience. With a complete digital approach, Datamatics portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics all powered by Artificial Intelligence. It has established products in Robotic Process Automation, Intelligent

Document Processing, Business Intelligence and Automated Fare Collection. Datamatics services global customers across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has presence across 4 continents with major delivery centers in the USA, India, and Philippines. To know more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com)

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