

## Augmented Reality

Like Virtual Reality, Augmented Reality is another extension of one of the benefits of BIM. However, whereas Virtual Reality only replaces the real world through a simulated environment, Augmented Reality provides the potential for an “in-place” overlay of a digital representation in the real world.

From planning and design, where models can be superimposed onto the landscape to give an environmental look and feel, through construction for identifying positioning points and verification and finally through to fit out, Augmented Reality can provide up to the minute insight to any project, at any stage in the process.



Unlike Virtual Reality, where the user is mostly located in a “safe” environment, headsets are generally not recommended for using on site for obvious health and safety reasons. The recommended hardware for Augmented Reality would be a mobile device such as a phone or tablet. Models can be either downloaded to the device for offline access or stored in the cloud for up to the minute access.

Along with the model, it is also possible to include all design information including drawings and documents. Having this information to hand can provide significant time saving, when

the alternative is to head back to a site office to retrieve relevant information.



From this, users can also create mark-ups and/or issues which if used online, can be communicated back to the design teams in real-time.



For more information on our construction services please call 01992 807 444 or email [marketing@excitech.co.uk](mailto:marketing@excitech.co.uk).

## Features and Benefits of Augmented Reality

- Enhanced design review and design analysis
- Improved Client experience, awareness and interaction
- Enhanced planning applications
- Improved collaboration and communication between Designers, Contractors and Sub-contractors
- Improved clarity on site
- Risk reduction
- See potential conflicts earlier
- Training
- Health and Safety training
  - Graduate
  - Marketing
- PR images, case studies and internal promotion