

Immersive Learning International Market Overview V1.1 - 2019 VR/AR Learning and Education Vendors

3D-Learning World



Collaboration/Learning VR-Plattform



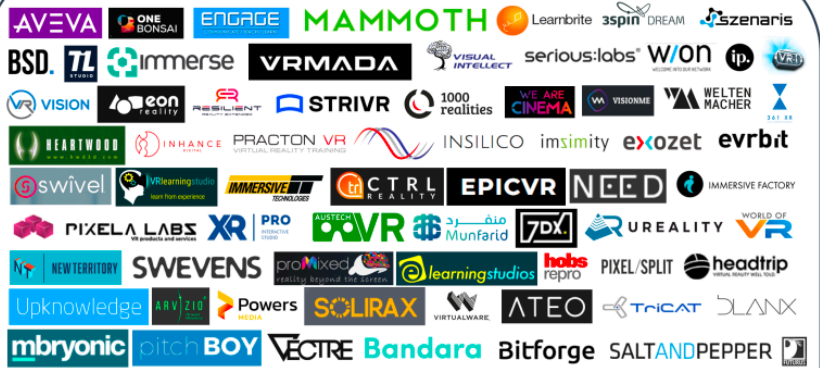
360°-Authortool



360°-Learning-Experience



VR-Learning Experience



AR-Learning Experience



3D-Asset-Stores



VR-Authortool / SDK



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Standard 360°VR/AR-Learning-Content



Education/School – VR/AR-Learning Experience



Version 1.1, 2019



Immersive Learning

International Market Overview V1.1 - 2019

VR/AR Learning and Education Vendors

360° Learning Experience

Vendors specialize in preparing learning content with 360/180 (3D) grade photos and / or videos. Simple interactions on hotspots are e.g. with a focus on the eye (GAZE) possible.

360° Auhortool

Authoring tools allow you to create simple interactive 360/180 (3D) degree learning content. These can be customized and extended interactively without any programming knowledge. The increasing involvement of media and good storytelling play an important role.

3D-Learning World

3D learning worlds are usually displayed on the PC / tablet. They develop only limited immersion, but prepare the content much more interactive like web-based training (WBT) or videos. The mapping of entire companies / buildings and the processes contained therein is possible

Collaboration/Learning VR-Plattform

Learning portals specially developed for VR / AR Learning Experience to simplify access to the individual experience for the learner. To clarify here would be how the demarcation to an LMS looks like.

Several learners can interactively learn together and perform processes together in a virtual learning world. This can happen in different physical locations. An expert or trainer can also carry out learning processes together with the learner in virtual space.

VR Learning Experience

Interactive learning worlds, which are completely imaged in the virtual space and promote maximum immersion in the learner. Motor movements and interacting with Virtual objects in the learning world are in the foreground.

VR-Authortool / SDK

The tools allow to create interactive virtual learning worlds. Feedback options and depth of interaction can be defined by the author and modeled without any programming knowledge. Prerequisite for VR optimized 3D models.

Built on programming environments like Unity3D or Unreal, an SDK serves as an extension that makes it easier to create virtual learning worlds and feedback interactions. But programming knowledge is necessary here. Also, SDKs serve to couple the communication of the learning contents with a platform e.g. LMS or VR Experience Platform.

AR-Learning Experience

Learning content that uses the combination of the real and the virtual world, and allows the learner direct access to learning content in the work process and thus, e.g. Support performance support. The learning content can contain interactions and new generations also include object recognition.

AR-Authortool

A tool that allows learning content to be developed for advanced realities. These are usually viewed via smartphones or tablets. Some also use mixed reality glasses such as the Microsoft HoloLens. ARKIT and ARCORE are also increasingly playing a role here.

Standard 360°VR/AR-Learning-Content

Standardized learning content implemented using 360 degree photo / video or VR / AR. This content may be used for a license fee. So far, a very manageable content offer.

3D-Asset-Stores

Online stores where already finished 3D models can be licensed and used in projects. Of particular note here are the formats and the levels of detail.

Education/School – VR/AR-Learning Experience

Learning content and solutions specially developed for schools and universities. These include learning content and authoring tools, as well as portal solutions.