

2. Online Seminar  
VR Trainer/in

# Wieso immersive Medien im Lernen?

Version 01/2021

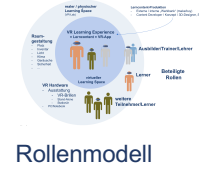
[www.immersivelearning.institute](http://www.immersivelearning.institute)



**Best VR E-Learning Specialists 2020  
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Award for Excellence in  
Immersive Upskilling Experiences

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- Wo liegt der Mehrwert von immersive Medien?
- Was kann VR in einem Blended Learning Prozess leisten?
- Wie sieht die Rolle des Trainers in einem Blended Learning Prozess aus?
- Wie sieht eine Kommunikationsdreieck Lerner, Trainer und Lerngruppe aus?



Wir Leben in einer 3D Welt

A man and a woman are wearing VR headsets and looking at a glowing 3D digital city model projected onto a table in a modern office. The man is on the left, wearing a light blue shirt, and the woman is on the right, wearing a dark blue shirt. The background shows office desks, a lamp, and a whiteboard with charts. The overall scene is lit with cool blue tones, emphasizing a high-tech, futuristic environment.

Wir Arbeiten in einer 3D Welt

A man in a dark suit is seen from behind, wearing VR goggles and holding a controller. He is looking towards a large, detailed 3D rendering of Earth and the Moon in space. The Earth is on the right, showing city lights and a bright horizon. The Moon is in the center, illuminated from the right. The background is a dark starfield.

Wir Träumen in 3D

A person wearing a VR headset is shown from behind, looking at a large, detailed 3D model of the Earth in space. The Earth is illuminated from the right, showing blue oceans, white clouds, and brown/green landmasses. The background is a dark, starry space. The text "Wir Lernen am besten in 3D" is overlaid in white at the bottom left.

Wir Lernen am besten **in** 3D

# Business Impact “Immersive Media“



Abbildung: Vorteile von VR aus Business-Sicht





**50%**  
Schulungszeit sparen <sup>1</sup>

**1/3** Schulungskosten einsparen <sup>1</sup>

**AIRBUS**  
**40%**  
schnellere  
Getriebeinspektion <sup>15</sup>



**33%**  
Faster <sup>2</sup>



**25%**  
Produktionszeit sparen <sup>4</sup>

**0** Fehlerrate auf...  
Reduzieren <sup>4</sup>



**10%**

Increase in customer  
Eatisfaction in less  
then 6 months <sup>9</sup>



**90%**

less cost  
maintenance training <sup>12</sup>



**80%**

Ground-Handling-  
Schulungen per VR <sup>3</sup>



**86%** less  
time <sup>11</sup>

**85%** reduction in overall  
time for training <sup>12</sup>

# Benefits VR/AR

measured increase in effectiveness, production and training-effects of enterprise employees who have trained in VR/AR solution

**66%**

decreased driver  
training <sup>12</sup>



**90%**

Ergonomische  
Probleme verhindern <sup>4</sup>



**70%**

Verletzungen in der  
Montage verringern <sup>4</sup>



**15x**

more effective than  
classroom trainings <sup>16</sup>

**150%**

increase in  
knowledge retention <sup>18</sup>

**Studies 6x**

fewer  
Errors <sup>8</sup>

**70%**

Surgeons  
more efficient <sup>7</sup>



**97%**

felt prepared when put in  
Dangerous situations <sup>9</sup>

**FESTO**

**60%**

Anlernzeit bei Maschinen  
Minimieren <sup>5</sup>

**30%**

Mehr Kunden  
durch schnellere  
Prozesse <sup>19</sup>



**1000**

Abschlüsse mehr p.a. <sup>19</sup>



**46%**

Picking Order  
Steigern <sup>6</sup>



**62%**

weniger Montagefehler  
durch AR <sup>14</sup>



**60%**

faster machine repairs  
with smart glasses <sup>17</sup>



**40%**

less time  
cuts new sales  
employee training  
time by <sup>11</sup>



**96%**

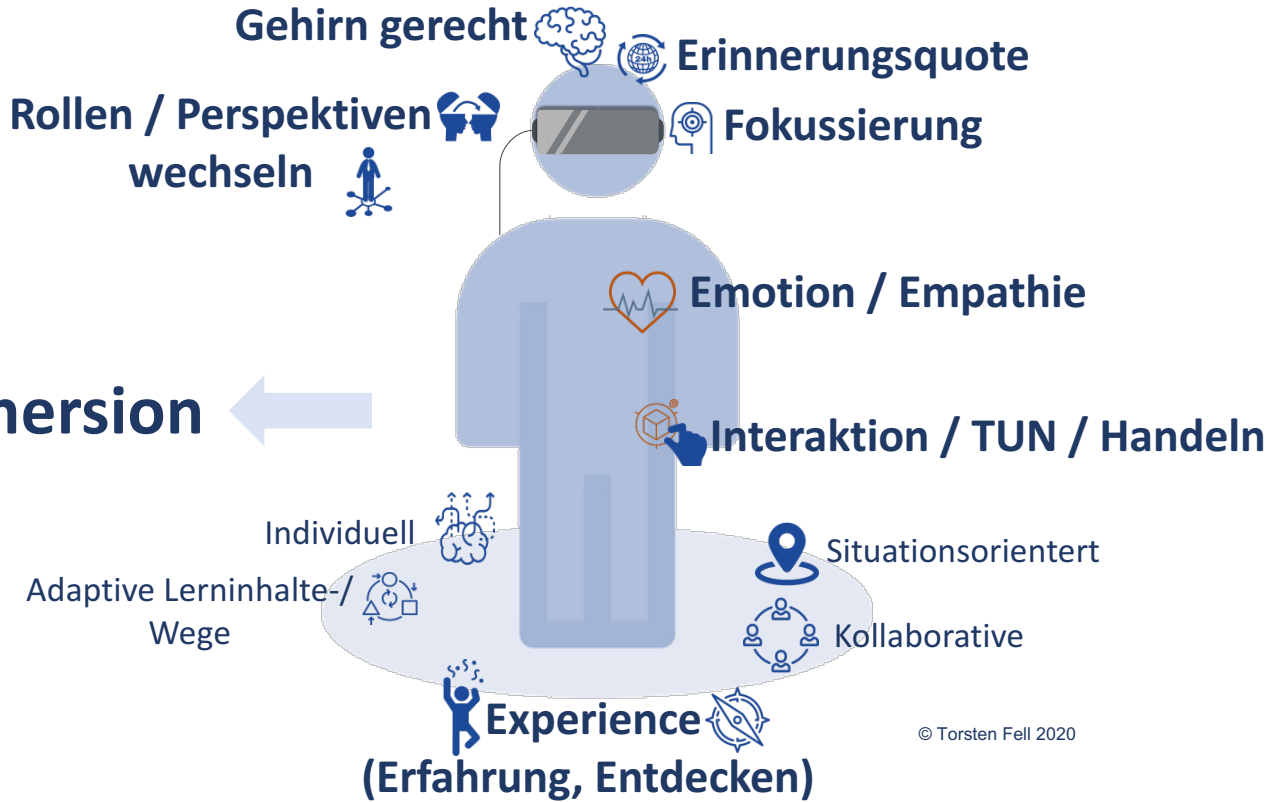
Reduction in pickup  
towerTraining from  
8 hours to 15 minutes <sup>9</sup>



Sources: <sup>1</sup> VR Training - T6 Multivan VW Nutzfahrzeuge Whitepaper Unity 2019 - "The Incredible Impact of Enterprise AR and VR" → <sup>2</sup> AR - Lernen 30 Teile zusammenbauen, Kontrollgruppe 50 Lerner, PTC Video → <sup>3</sup> <https://www.airliners.de/80-prozent-ground-handling-ausbildung-firmenbeitrag/52603> → <sup>4</sup> Caggemini Studie „Augmented and Virtual Reality in Operations: A guide for investment“ → <sup>5</sup> <https://www.fluid.de/software/virtual-und-augmented-reality-im-praxiseinsatz-106.html> → <sup>6</sup> <https://upskill.io/landing/ge-healthcare-case-study/> → <sup>7</sup> <https://www.interplaylearning.com/hubs/Blog/Case%20Studies/A%20Modular%20Interactive%20Virtual%20Surgical%20Training%20Environment.pdf> → <sup>8</sup> <https://www.strivr.com/> → <sup>9</sup> <https://www.strivr.com/> → <sup>10</sup> Presentation Accenture - Qualcomm Tech Summit 2019 → <sup>11</sup> 3h-training reduced to 25 Min. <https://www.strivr.com/blog/why-companies-virtual-reality-engage-train-employees-faster/> → <sup>12</sup> ebook - QUICK GUIDE TO AR ROI 2019 - ScopeAR → <sup>13</sup> [https://www.linkedin.com/posts/linde-engineering\\_lva-innovation-linde-activity-6649305995874975745-CLOx/](https://www.linkedin.com/posts/linde-engineering_lva-innovation-linde-activity-6649305995874975745-CLOx/) → <sup>14</sup> <https://dblp.org/rec/conf/ismar/WerrlichDGNN18.html> → <sup>15</sup> <https://www.ubimax.com/case-study/airbus-2019> → <sup>16</sup> Linde Engineering → <sup>17</sup> <https://www.ubimax.com/en/case-study/becton-dickinson-2019> → <sup>18</sup> Case Western Reserve University. → <sup>19</sup> <https://www.turbomachinerymag.com/virtual-and-augmented-reality/> → <sup>16</sup> Thyssenkrupp Hololinc

**Virtuelle  
Präsenz**

**← Immersion ←**



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