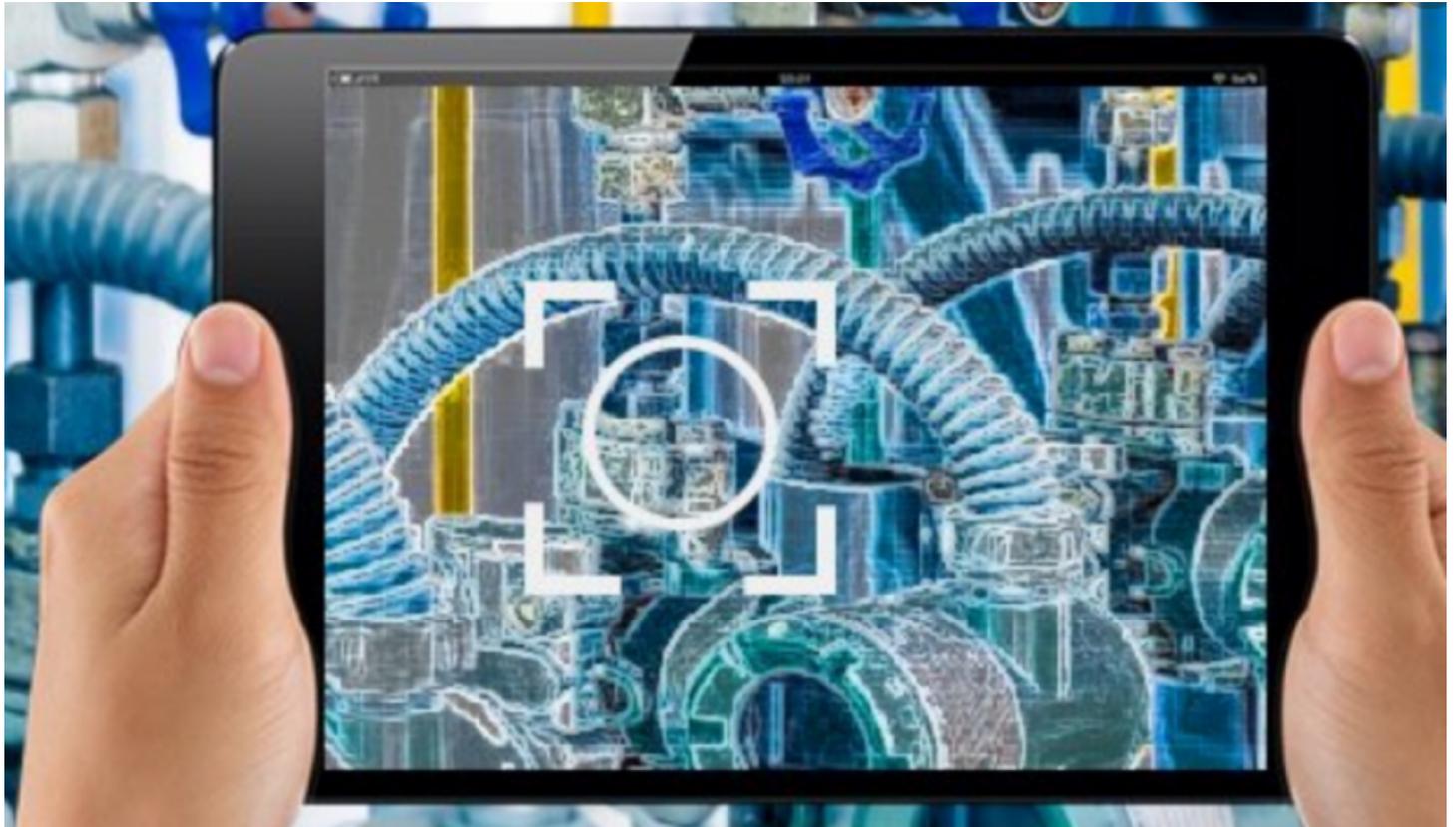


Gridraster Releases Study Showing AR/VR Technologies Increase Productivity and Cost Efficiencies in Businesses

Manufacturers Leveraging AR/VR for Training, Maintenance, Design and Production



Mountain View, California Nov 5, 2021 ([Issuewire.com](https://www.issuewire.com)) - GridRaster Inc., a leading provider of cloud-based Extended Reality (XR) platforms that power high-performance and scalable Augmented Reality (AR)/Virtual Reality (VR)/Mixed Reality (MR) experiences for enterprises, announced today highlights from its latest study on how organizations are implementing mixed reality technologies for their organizations.

The implementation of mixed reality technologies continues to grow among enterprises, and according to GridRaster's latest online survey of more than 250 respondents, a growing number of enterprises are beginning to see gains in efficiency and cost reductions. Forty-one percent of organizations now say they've implemented some form of AR/VR into their organization's strategy, and another 81% say they either have plans to implement it in the next year or are starting to research the potential it could have on their business.

Sixty-seven percent of organizations say they need AR/VR technologies to help with AR-assisted virtual maintenance and customer service visits; another 63% said they need AR/VR employee training programs; 60% said they are looking for remote collaboration through mixed reality technologies.

These numbers are reinforced by a recent report from research firm, IDC, which showed that 51% of respondents¹ in their recent study said that their company had already seen a measurable return on their investment when it came to using AR for employee training and knowledge transfer.

Thirty percent of business leaders say they have started to see healthy gains in overall manufacturing production because of their AR/VR implementations, and another 30% said they're beginning to see minor gains. In terms of realizing cost savings, 30% said they've started to see noticeable cost reductions over the last 12 months.

The gains are up from a year ago when 15% of businesses reported increases in productivity and 10% of businesses reported seeing noticeable cost reductions as a result of their AR/VR implementations.

“Currently in 2021, AR/VR, as well as mixed reality and extended reality technologies, are significantly impacting corporate enterprises and manufacturers in a multitude of ways,” said Rishi Ranjan, CEO of GridRaster. “As the software becomes more widely available and organizations implement virtual solutions with hardware costs continuing to fall, companies across all industries will integrate and deploy these technologies into their daily operations for greater productivity and a reduction in overall costs.”

About GridRaster Inc.

GridRaster is a leading provider of cloud-based XR platforms that power compelling high-quality AR/VR/MR experiences on mobile devices for enterprises. The company works with manufacturers in automotive, aerospace and defense, and technology to launch and scale AR/VR/MR solutions. The company utilizes a cloud-based approach leveraging distributed edge computing, low-latency remote rendering, 3D Artificial Intelligence (AI), and DevSecOps based agile deployment to help clients overcome performance, scalability, and legacy project limitations. For more information, please visit www.gridraster.com.

1: <https://www.ptc.com/-/media/Files/PDFs/loT/IDC-AR-Use-Cases-Report.pdf>

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