

Lightning Laboratories Practice Brief | AUGMENTED REALITY

Augmented Reality Services

Lightning Laboratories offers expert knowledge and capabilities in augmented reality (AR) to guide your strategy, product development, and go-to-market execution. Our AR-focused services include:

Augmented Reality Bootcamp – An intensive introduction to AR, focused on bringing your team up to speed rapidly and effectively on industry background, technologies, applications, limitations, best-in-class examples, markets, companies, value delivery ecosystem & future directions. May also include briefing your executives on the opportunities in AR, introducing you to key industry players appropriate to your business, and a hands-on introduction to AR products, applications and development tools.

AR Innovation Workshops – Working in focused creative sessions with your team, we help you identify and assess opportunities for technical and business innovation in AR and related areas of physical/digital integration. Half day to multi-day workshops are possible. Based on your goals, we can also deliver custom-tailored expert workshops involving individual thought leaders or panels of outside experts.

AR Strategy & Implementation – Customized projects to develop and implement business and technical strategies for AR. Depending on your objectives and competitive needs, projects may include one or more of the following:

- **Strategy** – Identifying & developing strategic alternatives for integrating AR into your products, services and user experiences
- **AR Technology roadmaps** – Developing technology roadmaps for AR capabilities in your future product lines
- **Competitive analysis** – Competitive perspective on AR offerings in your industry
- **Product Requirements** – Specifying detailed AR hardware & software requirements for your products
- **Partner Management** – Planning, negotiating and executing AR vendor evaluation, RFI/RFQ, gap analysis & selection processes for partnerships & custom projects
- **Rapid prototyping** – Quick design prototyping of AR experiences for demonstrations and reviews
- **Custom AR development** – Developing customized AR capabilities & applications
- **Program management** – keeping your complex AR projects (internal, agency and 3rd party developers) on target, schedule & budget on your behalf.

Connected World Scanning Services – Our weekly or monthly email reports keep you and your executives in-the-know on the most important developments in the AR industry, saving you time while filtering out the noise and empty hype.

Lightning Brainstorms – If all you need is a quick ideation session to kickstart your team’s AR project, we are happy to conduct lightning brainstorm sessions, either in-person or by phone.

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Recent AR-related Projects & Clients

- Research division of Fortune 100 company – Developed technology strategy & investment recommendations for work in AR & related technologies.
- Product Division of Fortune 500 company – Delivered AR Bootcamp, AR ecosystem analysis, technology & product strategy, vendor evaluations.
- SMB in AR industry – Developed marketing strategy.
- Mobile products division of Fortune 500 company – Innovation Workshop on AR & related emerging technologies and social phenomena.
- ARDevCamp – Co-founded an open innovation conference for AR developers.
- AR talks at NAB2010, Web2Expo, AR Event 2010, SES San Francisco, World Bank Summit.
- Hands-on conference workshops in audio AR & rapid AR prototyping.
- @ubistudio – Mobile AR experience created for 2010 O1SJ Biennial art festival.

About Lightning Laboratories

Lightning Laboratories was founded to address the growing commercial importance of emerging physical/digital technologies such as augmented reality (AR), ubiquitous computing, social & locative media, physical hyperlinking, and the Internet of Things. As computing and communication technologies become pervasive, we are entering the era of the Connected World – where people, places & things are first class citizens of the Net, and businesses, institutions and industries are transformed through rapid, systemic innovation. We provide expert services in strategy, planning and execution of your business and technical initiatives for the Connected World.

Gene Becker is founder and managing director of Lightning Laboratories. Gene's previous background includes over 20 years experience at the leading edge of technology and business innovation:

- Director of R&D/Product Management, Voodoo PC (premium systems & gaming division of HP)
- Department Head & Business Development Manager for HP Labs Cooltown Program (mobile, augmented & ubiquitous computing devices and systems research)
- R&D Director for HP Utility Services Initiative & co-founder of Flexible Computing Services business (cloud computing systems & services)
- Strategic Business Development in digital video, web services, digital publishing.
- Program management in personal & enterprise computing.
- BSEE, Massachusetts Institute of Technology; CS program at Stanford University.

Contact Us

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