

# The Augmented Reality Advantage

## 5 Reasons to Start Paying Attention



Augmented Reality is no longer just “that thing you saw on *The Jetsons* one time.”

It's here, it's real, and it has the potential to revolutionize the Learning & Development industry.

With a staggering 110.1 million AR users already in the US, and this number poised to grow exponentially as the technology becomes more accessible and user-friendly, now is the perfect time to take baby steps into the world of AR.

We're excited about AR, but we're not here to push a one-size-fits-all solution on you. The success of AR implementation depends on careful consideration of your organization's specific needs, resources, and learning objectives.

This article isn't here to sell you on AR. We just think it deserves a spot on your radar going into 2025 and beyond! Plus, a little curiosity never hurt anybody! Well...maybe that one cat.

Here are five reasons we think you should start paying attention to AR:

### 1. It's In Demand

Gen Z, aka your current and future workforce, is *71% more likely to use AR than any other generation*. They've grown up with technology at their fingertips, and AR is just the next step for them. Plus, they are way more likely to be attracted to and stay with companies that use cutting edge tech.

But Gen Z isn't the only demographic that wants to engage with non-static training. Fun learning makes for a happier workplace. When people enjoy learning, they're more engaged, motivated, and creative. It fosters teamwork, attracts top talent, and reduces stress. That's something we can all get behind, no matter our age.

## 2. It's About to Pop Off

With the upcoming release of *Meta's* Orion AR glasses, access to this tech will be more ubiquitous than ever before. This is set to be a game changer in the industry, which makes now the perfect time to plan ahead and get in the game.

According to *Meta*, these babies will have a super wide field of view, transparent lenses, easy controls, and are extremely lightweight and wearable.

With Orion, learners can step into immersive, interactive environments, visualize complex concepts in 3D, practice skills with real-time feedback, and collaborate with colleagues from around the world as if they were in the same room.

While these glasses won't be consumer-ready for a little while yet, they'll close the gap between promise and reality just like the original iPhone did. It wasn't just a phone; it was a glimpse into a future where we could access information, connect with others, and entertain ourselves in ways we'd only dreamed of. AR's next!

## 3. It Really Works

There's a huge difference between reading about something and experiencing it for yourself. By interacting with virtual objects, learners gain firsthand experience, creating lasting memories that are almost as strong as real-life experiences.

When learners are actively involved in the learning process, their brains form stronger neural connections, leading to better retention of information. With AR you can also gamify learning, incorporating elements of competition and rewards to increase motivation and focus. By transforming passive learning into an active and interactive experience, AR significantly enhances both engagement and retention.

Ultimately, by investing in AR-powered training, organizations can achieve a more skilled, engaged, and productive workforce, leading to improved bottom-line results.

## 4. It's Cost-Effective

While setting up and maintaining AR experiences has upfront costs, it can significantly reduce expenses associated with hiring instructors, renting facilities, and purchasing physical equipment for hands-on training.

More importantly though, it optimizes employee time. By reducing time spent training, practicing, and making errors, organizations can minimize labor costs and increase productivity.

Just about everyone and their dog has access to a smartphone. That makes AR way more accessible than virtual reality since it can be experienced through our phones, eliminating the need for expensive headsets.

You might also consider leveraging existing legacy assets, like 3D models or product manuals, to create AR experiences without starting completely from scratch.

## 5. L&D as a Strategic Partner

By embracing emerging technology like AR, L&D teams can better position themselves as strategic partners. AR allows L&D to align more closely with business objectives by delivering highly targeted, immersive, and effective training programs.

This technology enables L&D to address specific skill gaps, improve employee performance, and drive innovation. As organizations increasingly recognize the power of AR, L&D teams that are early adopters can establish themselves as key drivers of business success.

In 2025, L&D will be more crucial than ever as organizations navigate rapid technological advancements and evolving workforce needs. By leveraging AR, L&D can demonstrate its ability to adapt to these changes, provide cutting-edge solutions, and contribute to the organization's overall strategic goals. This proactive approach will solidify L&D's position as a key player in shaping the future of work.

**Wondering if Augmented Reality is a fit for your organization's unique needs?**

**Book a free, one-hour consultation call with us now! We'll give it to ya straight.**



*TRY IT OUT!  
SCAN TO MEET OUR AR  
WHIZ, RUSS JOHNSON.*

