



Use mixed reality to accelerate your digital transformation

Microsoft Services

Introducing Microsoft HoloLens

Microsoft HoloLens is the first self-contained, holographic computer, enabling you to engage with your digital content and interact with holograms in the world around you.



Embrace business challenges with innovative technology

As the digital age transforms the nature of business, you face increasing pressure to remain competitive in your industry. Your customers demand improved experiences, your diverse workforce is distributed globally, and you need to reduce costs while improving the quality of your operations.

It's time to meet your business challenges with innovation—the opportunity for mixed reality is now.

“ Mixed reality is one of the most magical technologies of these times. **”**
— Satya Nadella, Microsoft CEO

To help our customers succeed, Microsoft created a new canvas for business—Microsoft HoloLens and the mixed reality platform.

Enable next generation digital experiences with mixed reality

A digital transformation initiative including mixed reality and Microsoft HoloLens can create next generation digital customer experiences, improve workforce productivity and collaboration, enhance agility and operational efficiency, and enable better decision making with real-time contextual data.

We're committed to helping you transform your organization with digital solutions that help you better engage your customers; whether consumers, patients or citizens, empower your employees; optimize your operations; and transform your products and services. With mixed reality, you can revolutionize how your business functions and lead transformation in your industry.



Engage customers



Empower employees



Optimize operations



Transform products



Engage your customers with rich, differentiated experiences that define the future of buying.

Redefine buying for your customers with an immersive, hyper-personalized experience—while enticing them with product and marketing information. Increasingly, customers are becoming more engaged earlier in the buying process. When you offer your customers a mixed reality experience, they become part of the future of buying.



Wearing a HoloLens device, potential Volvo customers can select colors, rims, and other features for their ideal car model. Volvo is offering car customers an interactive understanding of the automobiles' safety innovations and connected services. These mixed reality experiences provide Volvo customers with a personalized car buying experience, setting a standard for the use of immersive experiences in the dealership of the future.

“ With HoloLens, we have the freedom to create a bespoke experience which customers can steer themselves. ”

— Björn Annwall | Senior Vice President, Marketing Sales and Service | Volvo Cars



Empower your employees with enhanced virtual collaboration opportunities such as contextual support & simulations for training.

Provide your employees with an immersive, interactive digital platform in which physical and digital worlds coexist with contextual information—in 3D. Mixed reality lets your employees go somewhere they've never been and get to know it from every angle. They can see holograms from their colleagues' perspectives, whether they are in the next room or on the other side of the world. They can explore dimensions that are grounded in, but not limited to, the physical world.



“ (HoloLens) gives the ability to explore the Rover's surroundings much as an Earth geologist would do field work here on our planet. ”

— Jeff Norris | Jet Propulsion Laboratory OnSight Project Manager | NASA



Scientists at NASA's Jet Propulsion Laboratory will soon be exploring Mars using holograms of Mars Rover images. They will work as if they can walk on the surface of Mars. NASA and Microsoft have teamed up to develop software called OnSight, a new technology that will enable scientists to work virtually on Mars using Microsoft HoloLens. OnSight will use real Rover data and create a 3-D simulation of the Martian environment where scientists around the world can meet.



Optimize your operations with remote experts, assisted diagnosis, remote visualization, and 3D assembly instructions.

Mixed reality enhances the quality and productivity of service work with real-time contextual support, digital instructions, and remote advisor assistance with visualization. Using HoloLens and HoloNotes in Skype, colleagues can see each other's environments and draw instructions that appear as holograms. Your field workers can get customized, real-time help from associates who can see what they see and hear what they hear.

ThyssenKrupp Elevator, a leading global provider of elevators, uses HoloLens to triage service requests and give their 24,000 service technicians hands-free access to technical information and remote experts when they're on site.

“ One of the most important capabilities we see with HoloLens is that we can trigger a remote call to a subject matter expert. ”

— Thomas Felis | VP RIC Atlanta |
thyssenkrupp Elevator



Transform your product design with spatial prototyping that includes 3D modeling for efficiency and accuracy.

Accelerate your complex concept to a manufacturing process with spatial 3D prototyping, seamless human-product interactions, and immersive simulations. Employees can fine-tune a design by shaping holograms and collaborate on projects with remote colleagues. Your employees can show and tell from different perspectives as they're sharing their ideas, anchoring holograms to physical objects so they can be sized and scaled in real-time. Three dimensions can bring an innovative vision to life in a way that 2D render cannot, helping employees save time and make smarter decisions—so you can get products to market sooner, at less cost.

Trimble Dimensions, a provider of design solutions for architects and structural engineers, uses HoloLens with the 3D modeling software SketchUp to perform experiential reviews during their design and construction process. By viewing models, designers can understand the choices and tradeoffs in their projects, shortening the design iteration cycles. Experiential review improves communication and collaboration among project stakeholders.



“ (HoloLens) changes the way you think about design and is a new way to experience architecture in a mode not previously possible. ”

— Greg Lynn | Architect |
Trimble Dimensions



Microsoft Services can help you accelerate your digital transformation.

For years, we have been collaborating with creators and developers all over the world on exciting new mixed reality experiences. Microsoft has built the platform, fine-tuned our technology, and explored how we can help our customers lead in their markets.



Why Microsoft Services for mixed reality?

Microsoft Services can help you bring your idea to life, decreasing your time from visualization to production. From envisioning, to development, from testing to deployment and adoption, we are your partner in digital transformation. When you work with Microsoft Services, you gain the tightest integration with the full Microsoft suite of products and services, as well as access to leading consultants and engineers who specialize in Microsoft Azure, Internet-of-Things, machine learning, and other bleeding edge technologies.

Why use the Microsoft HoloLens Studios?

At the Microsoft HoloLens Studios, you can build a functional, useful application that fulfills your business needs and helps you achieve your digital transformation outcomes. Benefit from the most extensive HoloLens and 3D design experience gained from decades of research and development.

The Microsoft HoloLens Studios help you realize value quickly. With the help of mixed reality experts including software and quality control engineers, artists, designers, and project managers, you can turn your innovative idea into a working prototype. Our maker tools include an electrical fabrication studio, a bank of 3D printers, an IoT design shop, a CNC mill, laser cutters, and injection molders.

Microsoft HoloLens Studios can help you bring your ideas to life. Design, develop, and deploy your mixed reality solutions efficiently—and lead in your market.



IMAGINE

We are focused on meeting your business needs. We are creative and critical thinkers who challenge convention and can help you imagine the art of the possible.



REALIZE

We champion your digital transformation by helping your organization realize improved business performance, reduce time to market, and deliver on your business needs.



EXPERIENCE

We support the lifecycle and build for your needs regardless of where you are along your digital journey. We drive ease of integration across broad ecosystems by providing value-adding services and experiences that differentiate.