



# IMMERSIVE EXPERIENCE

DISRUPTING THE STATUS QUO

IMAGINE IF TECHNOLOGY COULD CREATE INTENSE, REALISTIC EXPERIENCES TO:



Generate true **emotions**, drive **empathy**, and change **behaviors**



Increase operational **efficiencies** and **precision**



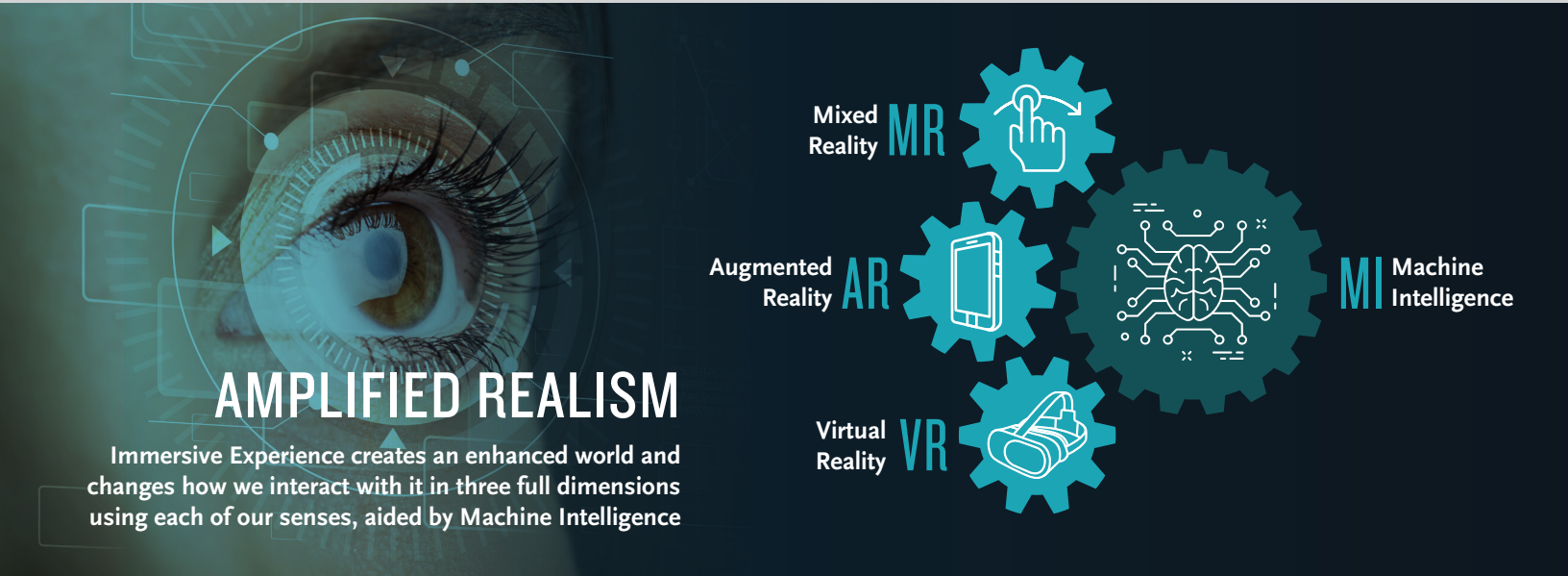
Rapidly retool a workforce with new **skills and capabilities**



Deliver **therapies** to **improve** patient **outcomes**



Capture human interactions to **improve** products and **services**



## AMPLIFIED REALISM

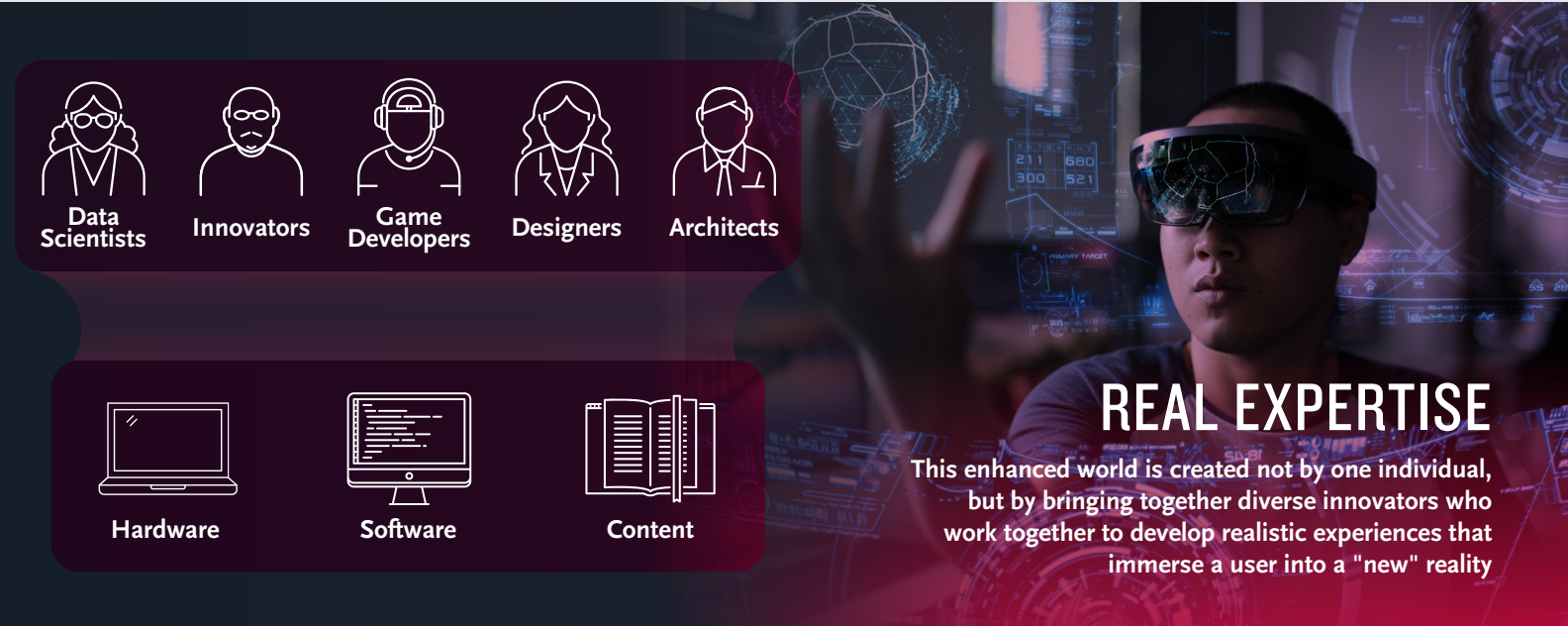
Immersive Experience creates an enhanced world and changes how we interact with it in three full dimensions using each of our senses, aided by Machine Intelligence

Mixed Reality **MR**

Augmented Reality **AR**

Virtual Reality **VR**

**MI** Machine Intelligence



  
**Data Scientists**

  
**Innovators**

  
**Game Developers**

  
**Designers**

  
**Architects**

  
**Hardware**


  
**Software**


  
**Content**


## REAL EXPERTISE


This enhanced world is created not by one individual, but by bringing together diverse innovators who work together to develop realistic experiences that immerse a user into a "new" reality



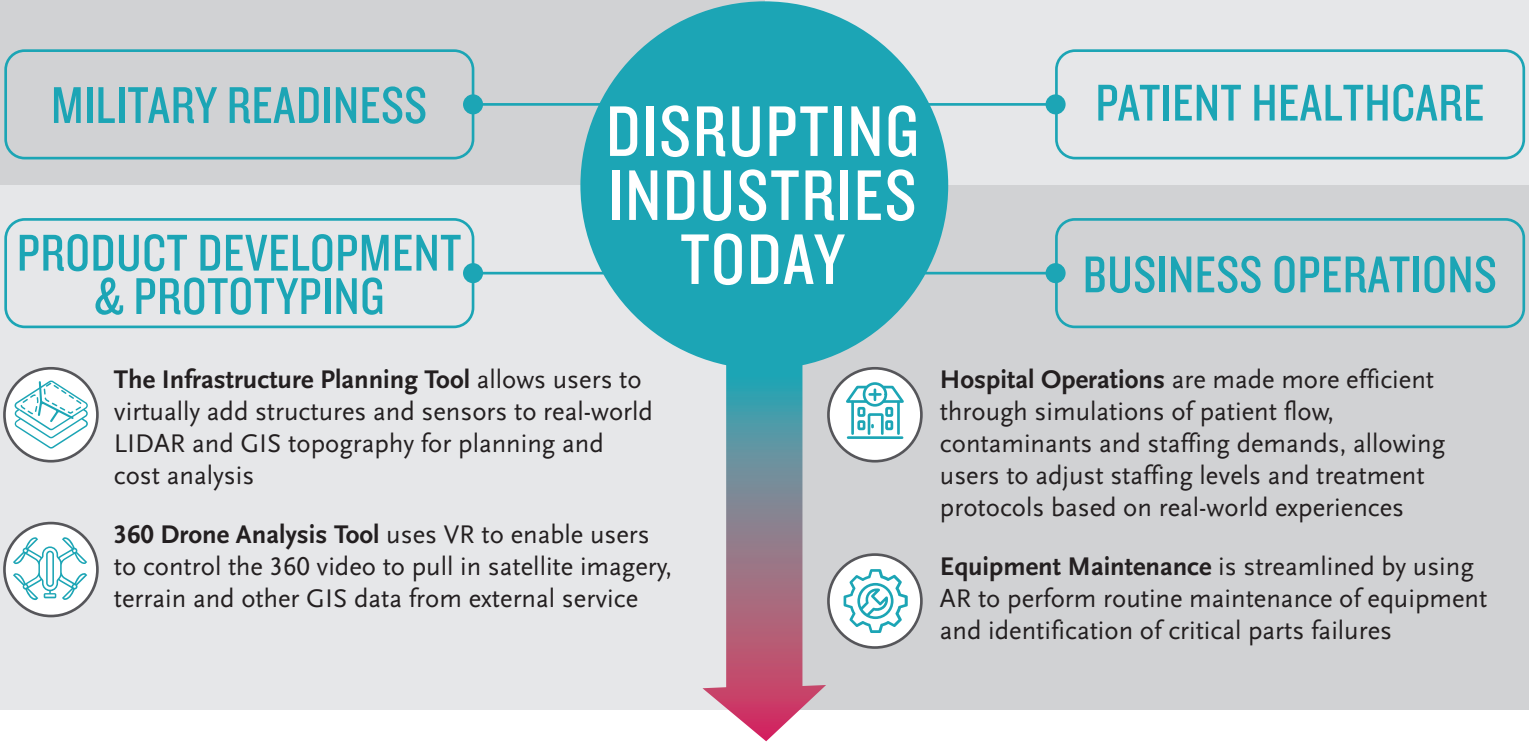
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**Battlefield Simulations** use VR and machine intelligence to dynamically introduce new combat conditions, enhancing realism and training efficacy
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**Virtual Vehicle Operations** create “immersive cockpits” and “virtual bridges,” enabling jet fighters and sailors to conduct complex wargames and gain mastery of vehicles
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**Reduction of Chronic Pain** is achieved by using VR to incorporate mindfulness, breathing and physical therapy exercises into game play
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**Exposure Therapy** places soldiers suffering from trauma in simulated situations to gradually adjust to psychiatric disorders in a safe and controlled environment






**Future Advanced Optics** create transparent views of military vehicles to enhance situational awareness, enabling pilots and passengers to quickly deploy threat detection and defensive countermeasures



**Future Advanced Haptics** suits sense exterior and interior threats to military personnel, immediately deploying countermeasures such as life support capabilities, while staying connected to the local field and outside support systems



**Future Advanced Mathematical Modeling** of progressive neural networks extend machines with human like vision and speech recognition, making indiscernible realism of manufactured artifacts and environments possible

# BOOZ ALLEN IS CREATING A NEW REALITY



COLLECTIVE INGENUITY

Immersive consortiums and corporate partnerships assembled to advance immersive experiences across industries with fit-for-purpose solutions powered by artificial intelligence and deep learning



RESEARCH & DEVELOPMENT

Research into tomorrow’s disruptive technologies to chart new ways of delivering authentic, human-centered experiences through neuromorphic engineering, sensory augmentation, and brain-computer interfaces



APPLIED EXPERIENCES

Leveraging our combined talents of our expert game designers, artists, developers, and data scientists to deliver solutions that afford perspectives you couldn’t have otherwise

HOW WOULD YOU USE IMMERSIVE EXPERIENCE TO SOLVE TODAY’S BIGGEST PROBLEMS?

 Tell @BoozDataScience your ideas