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

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
BOOZ ALLEN IS CREATING A NEW REALITY

MILITARY READINESS

VIRTUAL VEHICLE OPERATIONS create “immersive cockpits” and “virtual bridges,” enabling jet fighters and sailors to conduct complex wargames and gain mastery of vehicles

PRODUCT DEVELOPMENT & PROTOTYPING

The Infrastructure Planning Tool allows users to virtually add structures and sensors to real-world LiDAR and GIS topography for planning and cost analysis

360 Drone Analysis Tool uses VR to enable users to control the 360 video to pull in satellite imagery, terrain and other GIS data from external service

BUSINESS OPERATIONS

Hospital Operations are made more efficient through simulations of patient flow, contaminants and staffing demands, allowing users to adjust staffing levels and treatment protocols based on real-world experiences

Equipment Maintenance is streamlined by using AR to perform routine maintenance of equipment and identification of critical parts failures

PATIENT HEALTHCARE

Reduction of Chronic Pain is achieved by using VR to incorporate mindfulness, breathing and physical therapy exercises into game play

Exposure Therapy places soldiers suffering from trauma in simulated situations to gradually adjust to psychiatric disorders in a safe and controlled environment

INNOVATING FOR TOMORROW

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

COLLECTIVE INGENUITY

Immersive ingenuity

Immersive ingenuity

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 IMMERSE EXPERIENCE TO SOLVE TODAY’S BIGGEST PROBLEMS?

Tell @BoozDataScience your ideas

www.boozallen.com/immersive

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