

HOW VIRTUAL REALITY

Will Reduce Your Training Costs And Improve Safety

VR technology from Austin Visuals enables you to simulate real-life scenarios with immersive video and audio and easily distribute **training** to **employees** regardless of location.

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DIRECTING TRAINEE ATTENTION

So, you're a forward thinking Director of Training, a CEO, HR or Health and Safety Officer or someone with a different title ahead of the curve who has a list of training/retention objectives. You want to put your company's training dollars to the best effect so you've been reading about and investigating VR.

Smart. VR is rapidly becoming the preferred visual medium not just for training, but in entertainment, gaming, marketing, online purchasing and dozens of other areas. It's no longer a case of trail blazers adapting to and adopting VR, it's a case of who will be left behind.



How skilled do you want your future doctor to be? VR training enables medical students to practice surgical procedures dozens of times before applying knowledge to real patients.

But let's focus on training right now, because effective training isn't just good for warehouses, industry, construction, or just about any other business, it's the law. According to OSHA, 12 workers die each day from workplace accidents in the United States. OSHA compliance through effective training is good for employee safety and good for your company bottom line.

JUST THE FACTS TRAINING WASTES THE POTENTIAL POWER OF VR

To do VR well and maximize retention you're going to want to focus on the REALITY part of the virtual in planning. What does that mean? It means pay attention to the why and not just the what. It means that you have to plan to entertain, gamify, and market the new way of doing things to your employees as well as train them.

Austin Visuals works with clients to help them direct their attention to the elements that mean successful VR training. We've been telling and visualizing persuasive, memorable stories to the digital virtual world for more than a decade. We know how to incorporate a story into training modules to make them more relevant and important - **and memorable** - to your employees.



WHY YOUR VR PRODUCTION TEAM NEEDS TO BE “STORYTELLERS” NOT JUST TECHNICIANS

The challenge to developing an effective VR training module is can look in *any direction they choose*, and unless the module is designed and produced correctly, they will. Austin Visuals experienced VR producers work with clients to make sure trainee attention is **focused on events that are important**, whether it's the introduction of a new piece of equipment, a change in procedure, or the impact of a correct or incorrect action.

Just ask the US Army. It trains by using VR to tell the story of protection and heroism as well as teaching strategy and techniques. One of the biggest benefits of virtual reality is it's full 360-degree immersion, and the ability to experience a scene from every angle while safely training for hazardous occupational situations..

As developers like Austin Visuals have discovered, VR lends itself to more realistic situations and evokes more real-life responses to potential workplace hazards than could ever be contained within the four sides of a standard screen.

VR PUTS EMPLOYEES IN THE CENTER OF THEIR ACTIONS AND REACTIONS



Learning before doing is a critical training goal, best accomplished by have the trainee experience the consequences of their actions and reactions in virtual reality.

Your company can now train employees to react to **sequential events** instead of simply demonstrating a cause to an error in judgement or mistake in action. **There's a huge difference in seeing a piece of equipment going to "red line", and experiencing the resulting fire or damage taking place around you.**

People don't stop having "normal" reactions to events, just because they are in a VR training situation.

For example, if a forklift transporting pallets of computers hit a barrier with a bang, but there was an urgent shout from another area of the warehouse floor, would we know which direction to look?

To be effective, to foster retention and maximize training, VR has focus then maintain attention on what is important for the employee to learn. If it's not exciting enough for us to look at it [in a VR experience], the director hasn't done a good enough job.



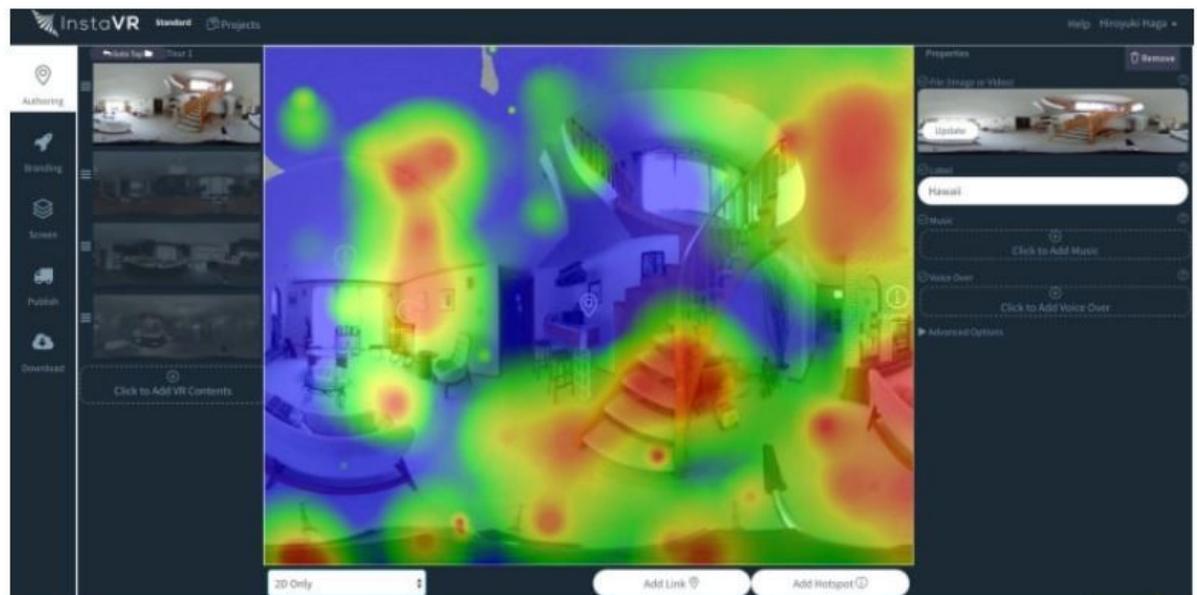
Use cost-effective VR training concepts by Austin Visuals for virtually any reality in the workplace like:

- Virtual tours of worksites
- Consistent on boarding for new employee training
- Introduction of new equipment
- Equipment repair
- Revised procedures
- Confined space entry
- Construction
- DOT hazardous material transportation
- Fall prevention and protection
- Fire safety and fire watch
- Scaffold safety
- Advanced core compliance training

AUSTIN VISUALS 3 QUICK TIPS FOR VR TRAINING PRODUCTION

1. **Start with shorter VR productions.** The act of entering an immersive 360-degree world can be a bit disorienting for some. Also, despite advances in VR headsets, they can be a bit cumbersome to wear for long periods. Start with short VR videos (about five minutes or less) to acclimate users to the VR environment (and test out your theories) before asking them to participate in a longer training.
2. **Add interactivity to generate a more memorable training experience.** VR training can be passive or active, depending on whether the app author/producer adds interactive features like hotspot overlays or voiceover with instructions on where to look. Making VR interactive engages employees' brains and makes the learning stickier.
3. **Measure the effectiveness of VR onboarding.** To find out if you've created an effective VR training program, gather feedback. It could be collecting anecdotal feedback from users, testing what they've learned in the VR environment or viewing a **heatmap overlay** to see where users were focusing within a scene. Like with any training, iterate to improve your VR experience.

VR Heatmap



Using state-of-the-art VR training through experiential storytelling techniques, Austin Visuals can help your staff learn to be more productive, work safer, through a hands-on scenario-based approach that goes far beyond traditional classroom training.

Contact Austin Visuals for a free consultation today.