

Virtual Reality Data Visualization

Computer generated, highly interactive 3D projects that rely on virtual reality to visualize big data. Virtual reality data visualizations have the potential to offer easier pattern recognition and retention. By using virtual reality to visualize data, organizations can shorten the gap between analysis and action, accelerating the improvement in performance, process and results.



Applications

- ◆ Automotive Industry
- ◆ Healthcare
- ◆ Retail
- ◆ Tourism
- ◆ Real Estate
- ◆ Architecture
- ◆ Learning & Development
- ◆ Entertainment
- ◆ Recreation
- ◆ Marketing
- ◆ Art & Design

Benefits

- ◆ Makes several types of training easier with higher chances of better understanding
- ◆ Stimulates and encourages collaboration in real-time
- ◆ Multiple users can inhabit the environment at the same time
- ◆ Eliminates distractions that occurs due to extraneous factors
- ◆ Improves data research and presentations
- ◆ Helps in extraction of actionable insights effectively

Trends

- ◆ Correct use of VR in data visualization is vital in arriving at a decision faster by promoting better & quicker understanding & hence cutting the time for any business meeting by about 24%
- ◆ The Wilmot Cancer Institute has developed an AR/VR data visualization solution that enables a more robust vision of geospatial trends for cancer research than dashboards and graphs
- ◆ Major companies such as Google and Apple are showing great interest in the potential for smartphone-enabled VR data visualization