

Mixed

reality

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for

work

The
Readiness
Guide

Mixed reality for work: Readiness Guide

Mixed reality is a technology that has the power to transform the way we do business. But you already know that. What you might not know is where to begin.

In this essential guide to getting started, we'll review Meta's mixed reality headsets and services, help you pick the right one, and provide a practical overview of how to launch successfully.

Why mixed reality for work?

Let's start with a quick recap. Mixed reality is an umbrella term for technologies that deliver either fully immersive content (virtual reality) or blended experiences that bring virtual elements into the physical world (augmented reality).

While gaming has traditionally led the way, 2023 saw the value of enterprise VR actually pass consumer VR for the first time. That's because businesses are already using mixed reality to become more productive, efficient, and collaborative.



We're seeing particular impact in these six areas.

BUILDING INFORMATION MODELING:



With costs soaring and margins shrinking, reducing rework is a critical objective for construction companies. Creating digital twins in mixed reality makes it easier to spot design errors, fix issues and make sure everything is perfect - before work begins.

PRODUCT DESIGN:



Creative collaboration has always been hard - how do you fit two pairs of hands around a pencil? Mixed reality makes it easy for creative teams to work together on the same 3D model or share it with others for feedback. So collaboration is faster and the end result is better.

SPECIALIZED SIMULATION TRAINING:



Imagine a world where surgeons can train on cutting-edge procedures, where airline pilots can practice emergency landings, and firefighters can actually see the symptoms of smoke inhalation - all without the risks of doing it for real. Mixed reality makes it possible, practical and accessible to anyone.

LEARNING AND DEVELOPMENT:



L&D plays a huge role in the way companies attract and retain great people. Mixed reality can be used for immersive workshops, sharing DE&I experiences or onboarding new hires so they can make deeper connections. All of which helps to create a culture of empathy and respect.

REMOTE TOWN HALLS AND EVENTS:



As workforces become more distributed, it's increasingly difficult to bring people together in a single location. At the same time, it's never been more important to share key messages to make sure people are on the same page. Mixed reality can put everybody in the same room even if they're not in the same country, without the costs, hassle or carbon footprint of physical meetings.

IMMERSIVE MEETINGS:



Video conferencing has its place, but we've all experienced the distraction, isolation and fatigue of spending too long staring at a screen. VR transports people into immersive meeting spaces that are perfect for client presentations, brainstorming or other types of collaboration. And while it's better in VR, you can also join on a 2D screen - so nobody misses out.

Meta Quest Headsets

You can't fully experience the magic of mixed reality without a headset - so choosing the right one is definitely a priority. Meta Quest is the best-selling headset range in the world, with three devices on the market today.

Meta Quest Pro



KEY FACTS

Price: \$999.99

Performance: Snapdragon XR2+ with 12GB RAM

Mixed reality: Full color high resolution

Lens: Pancake

Tracking: Eyes, hands, face

Best for:

Innovation-seekers looking for cutting-edge experiences

The Meta Quest Pro is our premium mixed reality headset - and it's designed to work as hard as you do. That means incredible graphics,

enhanced comfort, mixed reality and expressive avatars. Plus, like all Meta Quest headsets, there are no wires, so it's super easy to set up and use.

Let's take a closer look.

PIN-SHARP PIXELS:

Advanced LCD display technology makes colors more vibrant and work documents easier to read.

SUPERFAST PERFORMANCE:

A Snapdragon XR2+ Qualcomm processor and 12GB of RAM mean all your VR apps load fast and run smoothly.



ALL-DAY COMFORT:

A 40% slimmer optical stack and counterbalanced design mean it's easier to work for longer in VR.

MIXED REALITY:

See both your physical surroundings like a laptop or desk and your virtual office environment with full-color mixed reality passthrough.



The headset isn't the only cutting-edge piece of tech in the box. You'll also find the Meta Quest Pro Touch Controllers, which use self-tracking sensors to locate your hands in VR. They even include a pair of special stylus tips, which you can attach to the bottom of the controllers to make writing or taking notes in VR easier than ever.

The Quest Pro also comes with other premium accessories like a charging dock, protective cover, partial light blockers (for when you want to feel properly immersed), wrist straps and cables.

On the software side, Quest Pro supports improved 3D avatars in virtual office experiences like Meta Horizon Workrooms (more on that in a minute). Thanks to advanced eye and facial tracking in the headset, avatars

now have more realistic expressions – think winking, pursing your lips or even rolling your eyes (though this isn't recommended in one-to-one meetings with your boss). So conversations feel more natural and authentic.

Of course, you can switch all of these features off if you don't like the sound of them (or you really don't think you can trust yourself in that one-to-one). In fact, eye tracking and natural facial expressions are set to off by default, while all the sensors turn off automatically when your headset enters sleep mode.

FIND OUT MORE:

<https://forwork.meta.com/gb/quest/quest-pro>

Meta Quest 2



KEY FACTS

Price: \$299.99

Performance: Snapdragon XR2 with 6GB RAM

Mixed reality: Black and white

Lens: Fresnel

Tracking: Hands

Best for:

Companies looking for versatility or larger scale launches at a great price.

According to [news reports](#), in 2022 sales of the Meta Quest 2 accounted for over 84% of the global AR/VR headset market. Why is it the world's most popular VR device? Because it was the first to make things simple.

Before the Meta Quest 2, VR headsets needed to be plugged into powerful PCs to make them work. That meant a lot of cables getting in the way - and a lot of things that could go wrong.

With Meta Quest 2, you just grab the device, put it on and immediately jump into a world of immersive experiences. That ease of use, as well as a competitive price, has seen businesses make this headset their first choice for training, onboarding, team meetings and more.

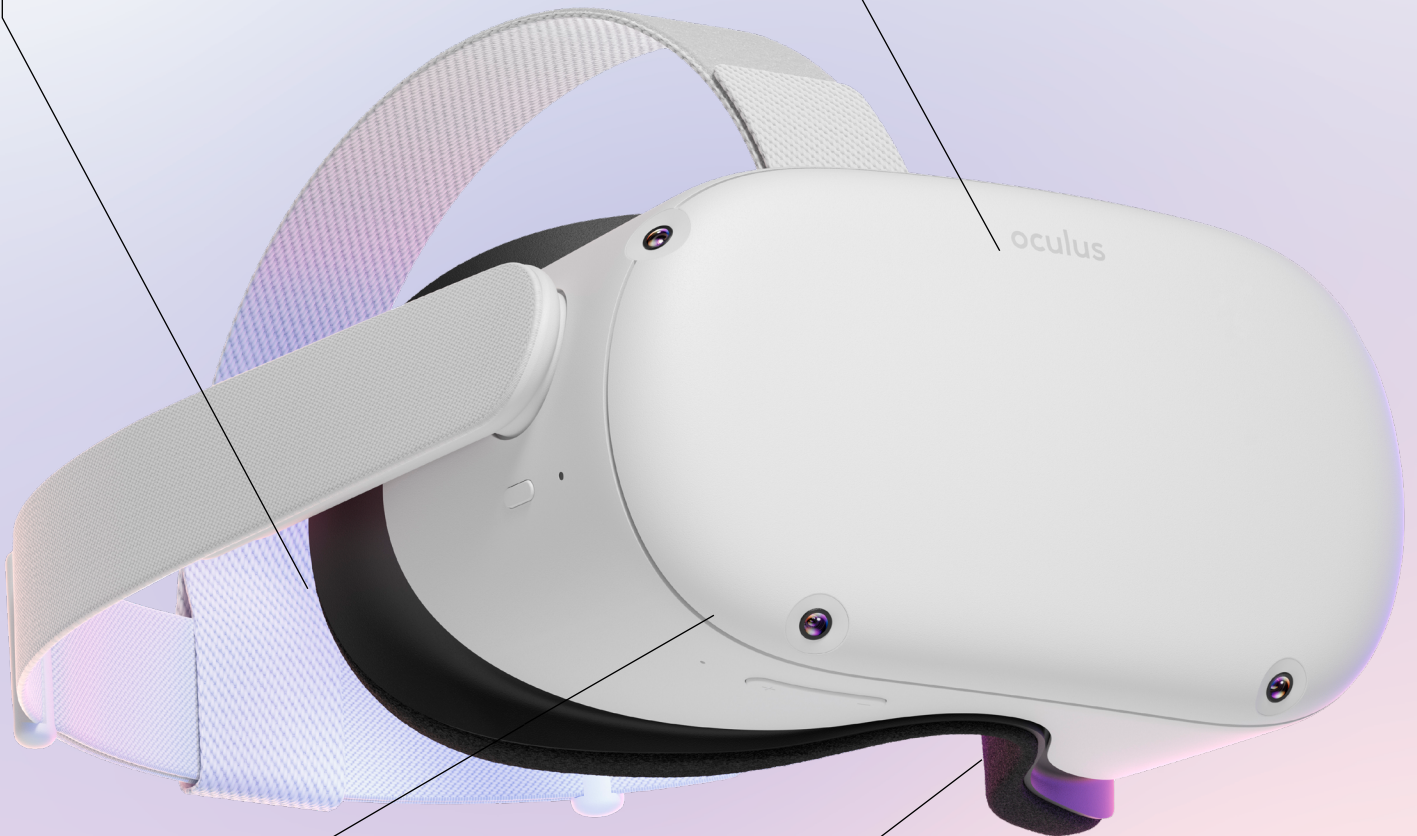
Let's take a closer look.

FREEDOM TO MOVE:

Enjoy full 360° freedom of movement with no wires to get in your way.

SUPER LIGHTWEIGHT:

The Meta Quest 2 weighs in at a mere 503g, which is about the same as a loaf of bread.



MIXED REALITY:

Stay connected to your physical surroundings with black-and-white passthrough (so you won't trip over your coffee table).

POSITIONAL AUDIO:

Hear what's all around you with 3D positional audio built directly into the headset.



With a full battery charge lasting over two hours (depending on the apps you're using and a number of other factors), the Meta Quest 2 is a great way to get started in VR, whether it's for everyday use cases like meetings

and collaboration, or for more specialist simulations and technical training.

FIND OUT MORE:

<https://forwork.meta.com/gb/quest/quest-2/>

Meta Quest 3



KEY FACTS

Price: \$499.99

Performance: Snapdragon XR2 Gen 2

Mixed reality: Full color with 4x the resolution of Quest Pro

Lens: Pancake with 40% thinner optic profile than Quest 2

Tracking: Eyes, hands, face

Best for:

Companies looking for high performance with incredible value

How do you follow up the best-selling VR device of all time? Simple. You make a bunch more technological breakthroughs to make your headset faster, thinner and more powerful, package it up at a great price and hey presto... You have Meta Quest 3.

Meta Quest 3 is where high performance meets incredible value. We think of it as our most versatile device, with next-level mixed reality experiences that help

people create together, work together or just be together like never before.

It's truly the mixed reality device for everyone, whether you're a HR professional looking to boost company culture, an L&D manager looking to change the way you train, an IT decision maker tasked with security, or a specialist in engineering, product design or architecture.

Let's take a closer look.

BREAKTHROUGH MIXED REALITY

Crystal-clear passthrough with 10x more pixels than Meta Quest 2 brings blended experiences to life

SEE EVERY DETAIL:

Inspect the smallest pixel in your design or read text with ease thanks to a 30% leap in resolution vs Meta Quest 2.



HAPTIC CONTROLLERS:

Our slimmer Touch Plus controllers put you in charge of your virtual work environment in a natural and intuitive way.

IMPROVED AUDIO:

A 40% louder audio range than Quest 2 makes for the most immersive experience yet.



And it doesn't stop there. We've got the hardware, the software and the partnerships to set you on the path to the right virtual solutions for your business. Today. This is cutting edge technology with a price designed for teams, and with Meta Quest for

Business you can easily control and maintain as many Meta Quest 3 headsets as your company needs.

FIND OUT MORE:

<https://forwork.meta.com/gb/quest/quest-3/>

Meta Quest 3S



KEY FACTS

Price: \$299.99

Performance: Snapdragon XR2 Gen 2

Mixed reality: Full color with 4x the resolution of Quest Pro

Lens: Fresnel lens, 3 position IAD adjust

Tracking: Hands

Best for:

Companies looking for high performance with incredible value

As if the trifecta of headsets wasn't enough, we added icing to the cake with the Meta Quest 3S. Not only is it loaded with breakthrough technology and the magic of mixed reality, it's also our most accessible headset yet. Discover the future of work at an unbeatable price.

Get ready to level up your team's performance with immersive lessons and workshops, forge

deeper connections with eye-to-eye collaborations and bring your ideas to life in ways you never thought possible. With incredible new ways of working and an unbeatable price, businesses have been making this headset their first choice for training, onboarding, team meetings and more.

Side-by-Side Device Guide



One question we often hear is, ‘Which headset should I buy?’ The reality is that successful launches don’t start with the hardware, they start with a use case. So the answer to the question is another question - what do you want to do with it?

Once you’ve figured out that critical first step, you can use the chart below to decide which Meta Quest headset is right for you.



Mixed reality for work: The Readiness Guide



HEADSET TRACKING

Face/Eye Tracking

No	No	Yes	Bring your personality into the metaverse
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Hand Tracking

Yes	Yes	Yes - with better accuracy	Better hand track accuracy for select experiences
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CONTROLLERS

Controller Tracking

Hybrid using Computer Vision and Machine learning tracking	Hybrid using Computer Vision and Machine learning tracking	Self tracked with 3 camera sensors and infinite tracking volume	More precision for fine control and better response
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Haptics

TruTouch variable haptics	TruTouch variable haptics	TruTouch variable haptics across touch points	More precision for fine control and better response
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Rechargeable Battery

No	No	Yes	Convenience, no battery replacements
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EXPERIENCES

MR Passthrough

Color - 4MP, 18 PPD	Color - 4MP, 18 PPD	Color 1MP , 8 PPD	High fidelity, full color passthrough
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CHARGING

Charging Dock

Available separately	Available separately	Included	Ensures ease of access/use; Cost of ownership
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Battery

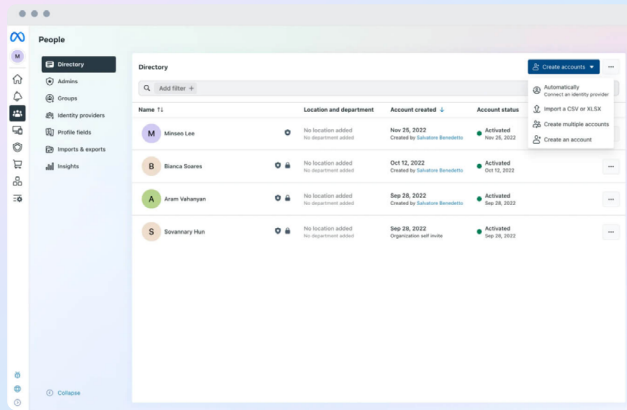
4324 mAh (2 hour runtime)	5060 mAh (2 hour runtime)	5348 mAh (2.5 hour runtime)	Work, create, collaborate longer
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OTHER

Wifi

WiFi 6E	WiFi 6E	WiFi 6E	-
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Meta Quest for Business



KEY FACTS

Price: Price: \$14.99/device/month + add-ons

What is it: Enterprise subscription service

Who is it for: IT admins

What does it do: User, device and app management

Innovative hardware is important. What's even more important is making sure that hardware is safe to use and simple to manage. That's why we created Meta Quest for Business.

Quest for Business is a paid software subscription that provides essential enterprise services to help IT admins launch and manage their Meta Quest devices. It's now generally available to all businesses at a cost of \$14.99 per device, per month.

Quest for Business is available to organisations domiciled in a [supported country](#) and their authorised users. You can purchase Meta Quest headsets before or after you sign up for the Quest for Business, and you can also add more headsets into your business account as your business scales.

The first thing you need to do to access Meta Quest for Business is sign up for a Meta work account, which is a single login for all your Meta work and business products. This makes sure that all your work activity is kept separate from any personal account you might have.

Once you've done that you'll be able to access the Admin Center, which is mission control for all the important enterprise-y things you'll want to do, like accessing support, viewing security logs, setting permissions and more. It's also where you'll oversee Quest for Business.

Let's take a closer look at what you'll be able to do.

USER MANAGEMENT:



Manage company access to your Meta Quest headsets through the Admin Center, including two-factor authentication and single sign-on through integrated third-party providers.

DEVICE MANAGEMENT:



Centrally manage all your headsets with first- or third-party MDM solutions. Review device statuses, and take actions such as remote wipe, PIN reset and app management.

APP MANAGEMENT:



Customize your company's work experiences by deciding which apps they'll have access to. You'll easily be able to deploy and manage custom applications to Meta Quest headsets through the device manager.

SUPPORT:



Meta Quest for Business subscribers will be able to access support for work account, admin or device-related issues through Admin Center.

We also know that some people in your company may already own a Meta Quest headset. If that's the case, they can still use it safely for work as long as they sign in with both their work account and regular Meta account.

FIND OUT MORE:

<https://forwork.meta.com/gb/quest/quest-2/>

Quest for Business subscribers will also be able to access two additional paid services, Shared Mode and Support Plus.

As the name suggests, Support Plus is an enhanced support option that includes 24/7 access to agents, extra channels like Live Chat, and priority response times.

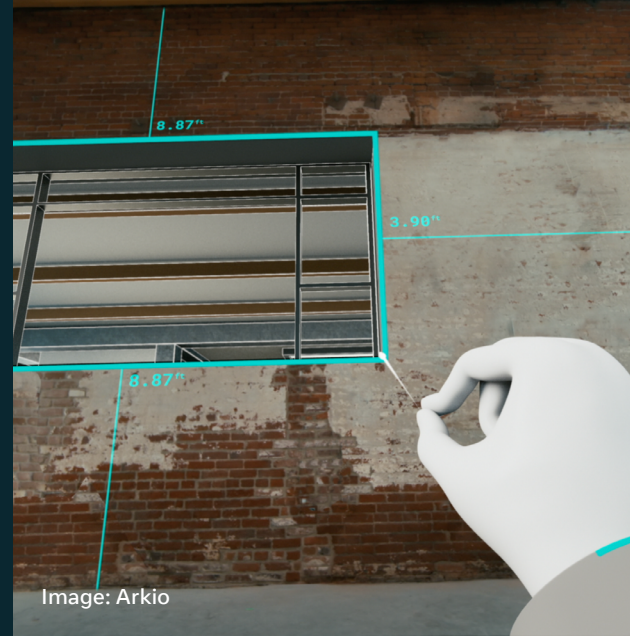
Shared Mode allows a single Meta Quest device to be used by multiple people in an organization, while giving admins the ability to decide which apps they're able to use. Instead of logging in with a Meta account, users can access their own settings with a simple PIN.

We think this is going to be a great solution for businesses that are looking at use cases like learning and development, whereas anyone interested in collaboration or design use cases is probably still best served by Individual Mode, which will continue to be the standard set up for all company devices that are managed through Quest for Business.

Shared Mode is available now for an extra \$8.99 per device, per month on top of a Quest for Business subscription.



Mixed reality apps and experiences



The final piece of the mixed reality puzzle is the ecosystem of apps available in the Meta Quest App Store. Just like on a phone, these apps provide the actual experiences that bring your new work devices to life.

We've partnered with some of the most innovative technology companies in the world to provide MR-enhanced solutions to your most important business challenges. Check out the diagram below to see if there's any you might be interested in.

CREATIVE AND DESIGN



LEARNING AND TRAINING



MEETING AND COLLABORATION



7 steps to get started in mixed reality

Now that you understand more about the VR hardware and software, it's time to start putting together a strategy for launching your VR program. It can sound daunting but it doesn't have to be. In fact, we think that if you follow this seven-step framework you'll be in a pretty good place.



STEP 1

Kick off – Establish an implementation timeline so you know what your major milestones are. Secure budget from IT and purchase the hardware you need.



STEP 2

Develop use case and KPIs – Successful VR pilots have a specific goal in mind. Decide what objective you're trying to solve for (e.g. making creative teams more agile and reducing time to market), determine the right KPIs then engage with your test population; in this case your design team.



STEP 3

Engage your executive sponsor – Another reason some technology pilots fail is because they don't have executive buy-in. The best way to secure this (along with the funding or operational support that comes with it) is to get your leadership team to try VR and experience their own 'a-ha' moment. Once you've done that, get feedback on your use case and KPIs and set up regular check ins.



STEP 4

Choose (or develop) your VR app – While Meta makes the hardware, VR experiences come to life through the apps in our store. There are loads of apps from third-party developers that your design teams can work with, like Gravity Sketch or Shapes XR. Or you might choose to develop a bespoke experience. Whichever route you go, set up regular review sessions with the test team and iterate based on their feedback.



STEP 5

Set up hardware and software – Enroll in the Meta Quest for Business beta to get access to device and app management controls to make deployment swift, smooth and secure.



STEP 6

Launch pilot – Activate your headsets and let your creative team start experimenting. Work with your tech partner (if you have one) to set up onboarding, demos and troubleshooting. Track impact against your KPIs and start thinking about how to scale.



STEP 7

Conquer the world – Once you see positive results from your test team, go back to your exec sponsor with plans for additional use cases and budget. Purchase headsets and follow the previous steps to scale up.



Let's put mixed reality to work

Our team of experts are ready and waiting to help you get started. Get in touch with us at academia.co.uk/meta/ to schedule a call, book a demo or purchase Meta Quest devices.