



VR environment trends in a changing digital landscape





Introduction

The era of human and machine interfacing is upon us. This collaboration is seen in [VR environment trends](#) that are changing the way we work, shop, sell, and do business.

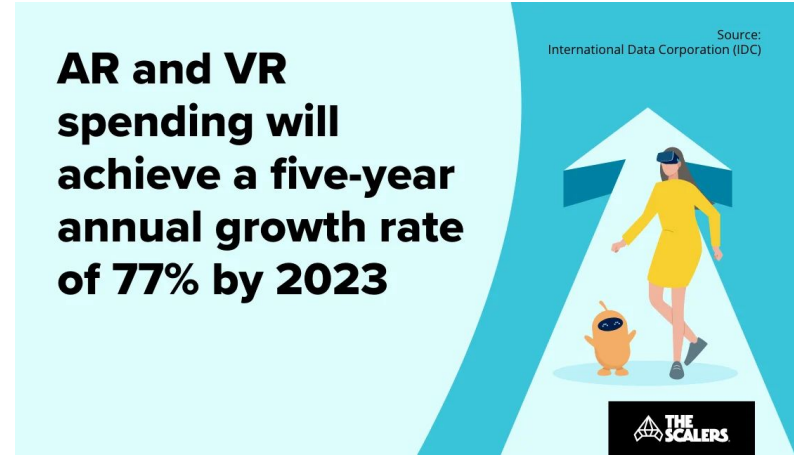
It's not only virtual reality, augmented reality solutions are also bringing up into the digital age at lightning speed. Let's look a little bit closer...



A growing VR market across sectors

VR isn't a new technology, but its **application in the real world is only just beginning**. Take the workplace of example:

- 66% of global employees would use VR products in their professional lives
- 62% say that artificial intelligence could simplify their jobs
- 83% of surgeons trained in VR could perform the procedure with minimal guidance in a lab setting



Improvements in the classroom

A wide range of applications are made possible by VR due to its extensive features. Learning and education, for instance, takes on a whole new dimension.

- Interactive displays can **increase engagement and the tactility** of abstract, hard-to-express concepts
- VR interviews give easier access to workers worldwide, and hiring practices will expand to attract top talent
- During a VR recruitment experience, **users can explore the workplace**, hear employee testimonials, and see some of the tasks they will perform daily.





A shopping revolution

These technologies take innovative marketing to the next level. Whether buying a new shirt or taking a vacation, **VR allows a shopper to try products before making a purchase.** Through VR, consumers can develop a personal connection with brands and make more informed purchasing decisions. It's essentially an extension of the idea of 'try before you buy.'

- Try on a shirt in store and then use VR solutions to see yourself in different colours
- Test drive a range of vehicles in the dealership, with personalised customisation
- Check out a property or hotel room before booking.





Other pros of virtual reality solutions



VR eliminates the need for expensive physical prototypes. Making changes virtually and testing them immediately can **speed up the delivery** of a product.



The chance to disrupt the tourism industry: **tourists can use virtual reality** to explore museums, ancient ruins, and other areas.



People with disabilities benefit from VR because they can **explore the natural world without physically travelling**. It opens up a world of possibilities using the power of technology.





Leveraging offshore teams to implement VR

With highly skilled engineers with **VR experience hard to find** in markets such as the UK, Ireland, Australia, and the United States — going offshore can plug your talent gaps.

- Obtain and retain the skilled engineers you need to take VR in your business to the next level
- An offshore partner will run your operations and HR, helping you to keep focus on the product
- They'll also support you on the ground continually to help you scale without limit.





Choosing the right development partner



Website

Before signing up with an offshore provider, make sure to check their website so that you **have a full view of their offering** and model.

[VISIT THESCALARS.COM >](https://thescalars.com)



Case studies

Check any case studies they have either displayed on their site or as downloadable ebooks. You'll be able to **see if they have experience** in your sector and industry.

[CHECK OUR CASE STUDIES >](#)



Discovery call

Speak with them! It's the most straightforward way of assessing how they can help you **get the type of engineers you need**. And, to clarify costs and other queries.

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Thank you



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