



# AR/VR

AUGMENTED REALITY AND VIRTUAL REALITY

*Company Name: Ascension Investments Ltd.*

*Project Name: Technology Roadmap for developing AR based software solution*

*EI Funding: : Enterprise Ireland – Innovation Voucher (€5000)*

Ascension Investments is a new company that has been set up in Cork, but is yet to commence trading, looking to work with VR and AR technologists to develop their business model, as well as media agencies to refine their VR/AR marketing ideas.



## PROBLEM TO BE SOLVED

Ascension Investments are looking to develop an AR based software application which will enable users to examine placement of virtual furniture or equipment objects in real life spaces.

Although Ascension Investments have an awareness of some of the hardware available for use, it will require bespoke software to be created to facilitate the solution. Thus Ascension Investments were looking for a Technology Roadmap to detail the hardware/software requirements and to indicate resources needed.



## HOW GATEWAY DELIVERED SOLUTION FOR INDUSTRY

TSSG worked with Ascension Investments to deliver a comprehensive Technology Roadmap report that not only detailed and reviewed the suitability of current and in development hardware but also compared the proposed software application to competitor releases. The Technology Roadmap also indicated a market analysis of revenue generated by competitors in the space to identify the level of need for the software as well as the software platforms that are currently available – and in beta release – with a review of their suitability. The work concluded with a list of recommendations of the resources needed and timeline required, as well as possible methods by which Ascension can realise their software application.



## IMPACT FOR THE COMPANY

Ascension Investments indicated that the Technology Roadmap left them in a position in which they were well equipped to decide on the hardware and software platforms for developing their solution as well as the resources that they would need and the process by which they would acquire the resources needed.