

Case Study

Augmented Reality (AR) Agriculture Machine Replacement

Project Overview

Another Reality Studio worked with a Fortune 100 Digital Agriculture Company to create an Augmented Reality (AR) application to replace an expensive machine that was dated and locked to one location. ARS utilized HoloLens technology to make the process of plant selection more efficient. The organization needed a more efficient and scalable way to “pop” up (select) the plants they need to inspect. The purpose of the inspection is to determine whether the plant should be used for further testing.

Key Features

- The ability to use the HoloLens 2 technology
- The HoloLens 2 is mobile, allowing the user to complete the plant selection process while not being tied to a single location
- Virtual tagging of plants instead of physical stakes
- The application runs quicker and is much less expensive than the previous machine, creating savings for the user
- The HoloLens 2 can be programmed for updates as the user’s needs change and grow



Challenges and Core Considerations

- The client asked ARS to develop an application that made this process of popping up plants more efficient. The process they had was outdated and took up significant time and space
- The proprietary machine was limiting. It could only be used by a single individual and that person had to be in front of the machine. Only one person could perform these tests at a time and they were tied to one room throughout the client’s massive company footprint

Impact: The ARS Solution

- ARS created a custom application that runs on the HoloLens 2 headset. This application paired with the HoloLens 2 immersive technology made their process of popping up plants increasingly more mobile and efficient.
- This application created a comfortable solution to customize and bring more features to the process
- Part of the efficiency gained is that the client can purchase numerous HoloLens 2’s and have multiple people complete this process instead of being limited to one person, one tray at a time

