

Case Study

Improve Patient Trust with a VR Eye Lens Comparison for Ophthalmology

Virtual Reality Eye Lens Comparison

Another Reality Studio developed an application to showcase how virtual reality (VR) can create patient trust in surgical option recommendations and provide key support materials to doctors and technicians. ARS developed an application with two VR optimized environments to show how vision is affected with different lenses (using brightness, halo, and blur effects). These effects demonstrate various focus with distance, intermediate and near objects, and gives them an understanding of how premium lenses will help their vision. <https://youtu.be/mTqO4o7vwDM>

In the first scene, the user can look at close and intermediate items in the 3D room and can look out a window for distance viewing. The experience has 3 blur/ brightness effects in succession, beginning with a basic lens and then a premium lens to show how clear/ blurry each distance is in comparison..

The second storyline showcases a highway scene in a virtual car. The voice-over explains the key differences between lenses and directs them where to look. The user sees both clear and halo and glare effects to show the difference with premium lenses. These effects occur during the scene so the voice over can explain the lens effect.

Key Features

- VR project setup
- UI/UX
- 3d environment integration
- Blur/ brightness integration
- Level design and implementation
- English/ spanish voice over integration
- User control setup
- Dynamic lighting
- VR optimization



Challenges and Core Considerations

- Eye doctors are unable to spend enough time with their clients to build trust. The advantages of premium surgical options are not explained thoroughly and less effective options are chosen. The client asked ARS to develop a virtual reality (VR) application to highlight the differences between regular and premium lens effects.

Impact: The ARS Solution

- The application reinforces the consumer selection, reminds them of the benefit of the lens selection and concludes by directing the patient to share their preference with the doctor during their visit.

