

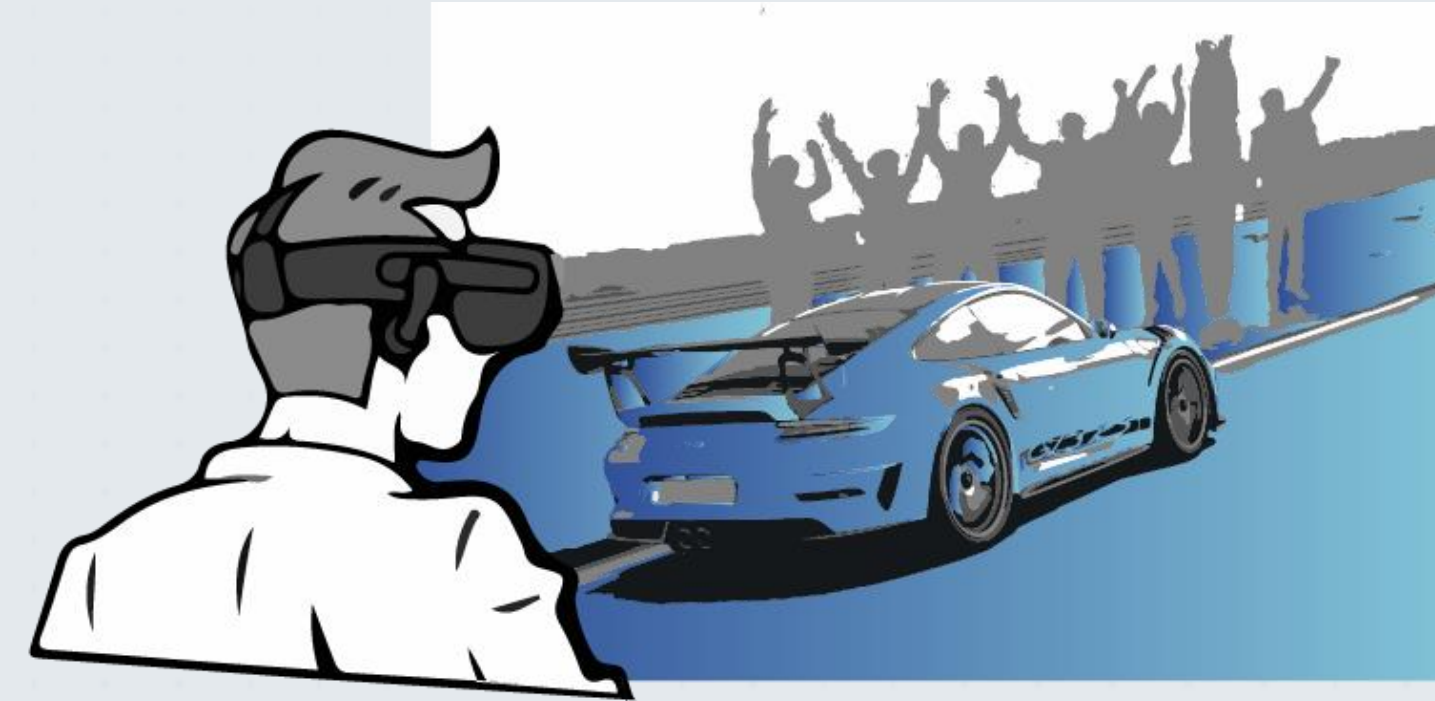
USER CENTRICITY

The power of XR
for user centered simulation

DECEMBER, 2021
NXRT, LUKAS STRANGER (CEO)

What is XR and what is its superpower?

- **More Realistic Simulations**
(better testing results)
- **All-In-One Hardware**
(lower equipment/testing costs)
- **Bio-Feedback Measurement**
(eye tracking, stress level)



Virtual Reality
100% Virtual World

No interaction with
real objects possible



Mixed Reality
50% Virtual World
+
50% Real World
+
Interaction (with real
objects possible)



Augmented Reality
10% Virtual World
+
90% Real World

Interaction (with real
objects possible)

How NXRT uses this power to boost user centered simulation?



Software Platform
AUTOMOTIVE &
RAILWAY



User Centered
Simulation



Sensor Technology



Mixed Reality Technology

Example:

User Centered Vehicle
Development



THREE CORE USECASES

in Automotive



Human Behavior Simulation
for Driver Assistant System Development



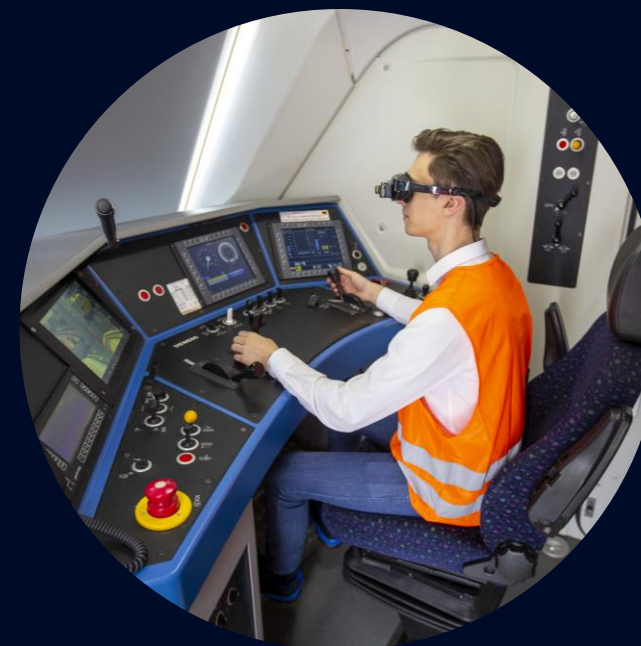
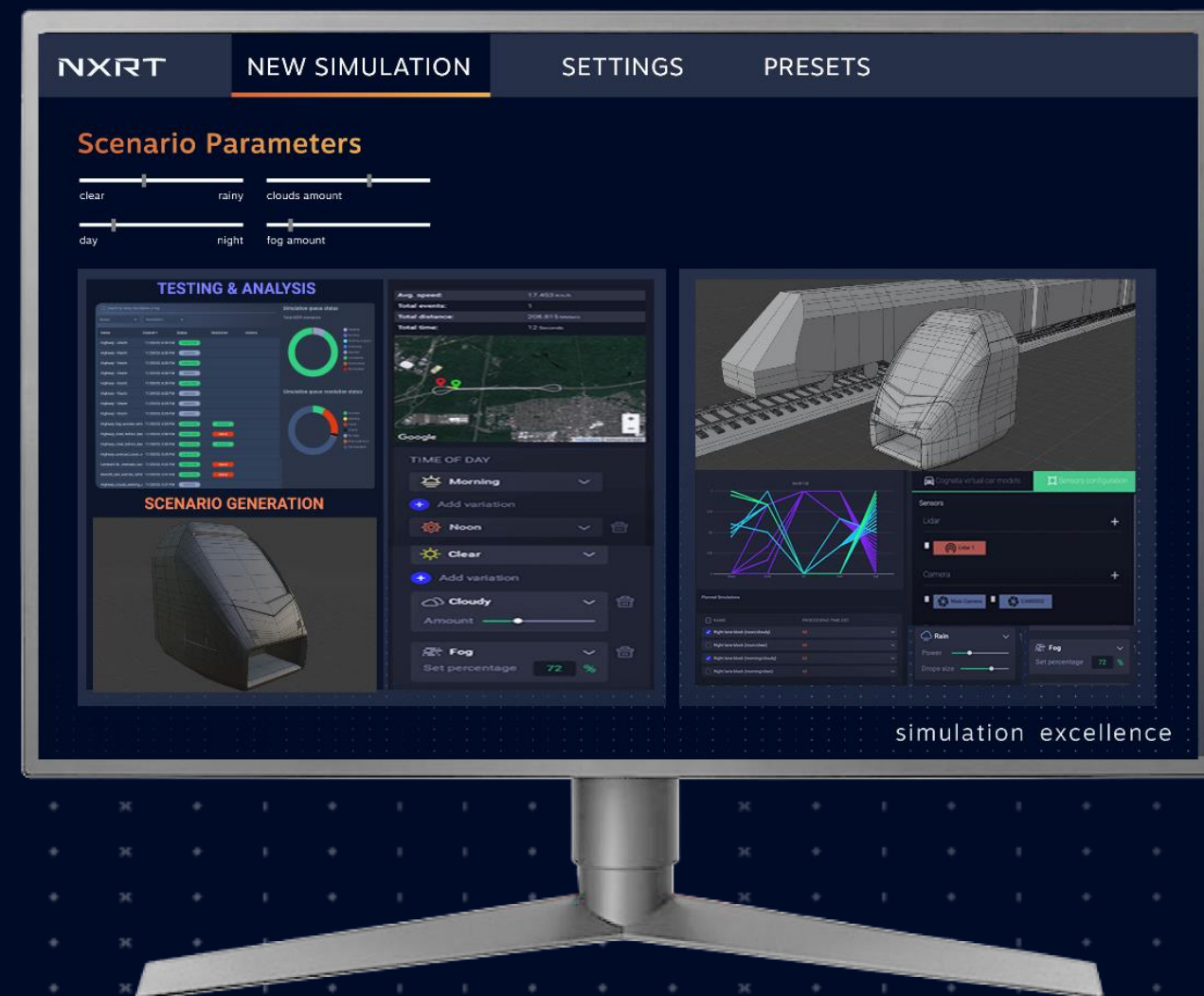
Human Machine Interface Simulation
for Ergonomics Tests



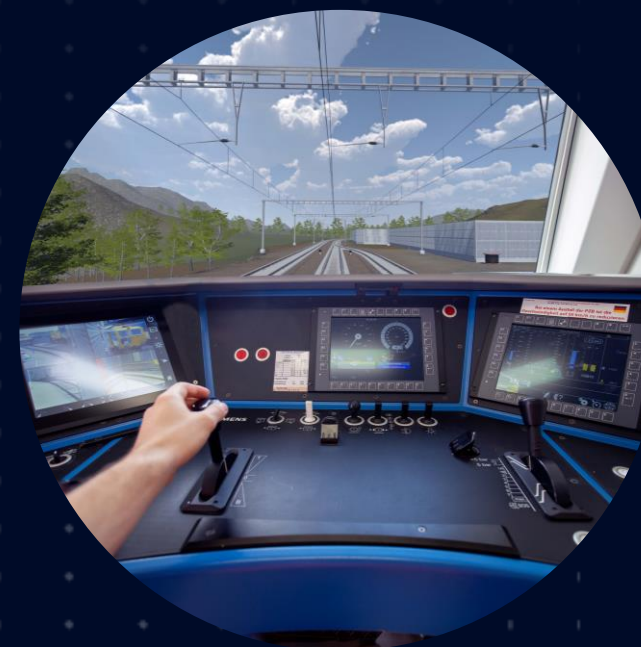
Vehicle Test Bench Simulation
with Human Interaction

TWO CORE USECASES

in Rail



Operator Training & Support
for train driver & track worker



Human Machine Interface Simulation
for Ergonomics Tests

Key Takeaways

XR for user centered simulation

1

XR simplifies and reduces costs in **user centered product development**

2

There are **multiple technology usecases** in the field of mobility

3

NXRT provides technology to **speed up and simplify user centered simulation**

Ready for Q&A

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