

AT&T Extended
Reality (XR) Solutions™

Groundbreaking digital transformation technology accelerates innovation, efficiency, and collaboration

AT&T Extended Reality (XR) Solutions enable enterprise digital transformation with powerful Augmented Reality (AR), Virtual Reality (VR), and Mixed Reality (MR) applications that can help businesses improve employee productivity, training, and customer service. They form a fully-managed service with a robust ecosystem of supporting technologies to solve your XR needs while extending the reach of “what’s possible.”

Once limited to the realm of science fiction, XR technologies can support business objectives by visualizing information and transforming how we interact with environments. Imagine equipping employees with digitally-enriched workplaces where they can view virtual schematics. Or offering customers the ability to preview your products in their homes before purchasing. By simulating objects, instructional guidelines, and locations, businesses can help eliminate barriers to production, collaboration, and training.

AT&T XR Solutions: Tailored approaches to enterprise-grade XR capabilities

AT&T XR Solutions unlock data and revolutionize business performance. We're equipping businesses with solutions that help them convert information into actionable insights and practical outcomes.

This family of technologies provides enterprises new ways to transform information into training applications, remote assistance programs, collaboration tools, and more. Merging the digital with the real world, businesses can deliver lifelike simulations of distant or inaccessible environments for entertainment or training purposes. XR can drop users into a virtual combat zone or transport them to an ancient civilization. This ability to digitally recreate or supplement reality can help accelerate innovation

and increase efficiency. Whether in a medical facility, a manufacturing plant, military bases, retail spaces, sports and entertainment venues, classrooms, or corporate headquarters, businesses can create exciting ways to improve how they harness data to work smarter and faster.

Blending realities to discover new efficiencies

XR technology will transform how businesses operate, deliver services, and equip staff. Blending a digital simulation with the real world can help train employees faster, enable healthcare practitioners to collaborate across distances, and provide therapeutic visual distractions for patients with chronic conditions. Data can be made more practical by converting it into visual representations that mimic or enhance reality. These immersive experiences can help improve how businesses deliver their services, interact with customers, and train their employees. Forrester calculated that some enterprises could achieve a staggering 172% return on their AR investments and a six-month payback.¹

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AT&T XR Solutions benefits:



Digital transformation: Merge the digital with the physical to accelerate innovation



Streamline processes: Modernize infrastructures and improve efficiency



Increase productivity: Enable collaboration through virtual interactivity and improve utilization and employee engagement



1. Forrester, "The Total Economic Impact of PTC Vuforia," 2019

Why AT&T Business?

AT&T XR Solutions equip businesses with a critical end-to-end ecosystem, including Software as a Service (SaaS) applications, hardware, consulting, professional services, and edge-to-edge solutions that provide highly secure data management, low latency, and flexible connectivity. Plus, our solutions are device- and platform-agnostic and can deliver capabilities with the hardware you choose. AT&T XR Solutions work best with next-gen technologies such as AT&T 5G and AT&T Multi-Access Edge Computing (MEC). AT&T 5G provides lower latency and high-speed connectivity. AT&T MEC provides greater privacy and security for emerging technologies reliant on low-latency connections. It brings the cloud to the customer premises so that data can be computed nearly instantly for low latency and faster responses.

AT&T and University of Miami are deploying 5G+ and MEC to drive next generation research and digital learning with faculty and students. This was the first college campus in the United States to adopt this technology from AT&T. AT&T is working with multiple universities and industry verticals to fuel innovation and bring this technology to life. Learn more: <https://www.prnewswire.com/news-releases/att-unveils-2021-5g-strategy-301246522.html>.

AT&T Business has long been a technology brand leader in 5G, Edge, Internet of Things (IoT), and other digital transformation solutions. We draw on our broad technological expertise to formulate the right XR solution for your needs, and we tailor our approach to your industry to accelerate time to market delivery. We are routinely recognized by industry experts for our achievements in technology, including network innovation² and Managed IoT Connectivity Services.³

2. "2020 US Nationwide Test of Mobile Networks," GWS

3. "2019 Gartner Magic Quadrant for Managed IoT Connectivity Services, Worldwide," Gartner

XR use cases

- **Learning, training, and remote assist:** Immersive training enables subject matter experts to easily author [digital step-by-step instructions](#) overlaid upon real-world equipment.
- **3D communication and collaboration:** Connect across continents, share content, and collaborate real time in spatial environments
- **3D data visualization and digital twin:** Create digital replicas of physical environments to streamline business processes and reduce costs (factory floors, architecture, and engineering diagrams).
- **Virtual promotion and events:** Create virtual store fronts, host marketing events, and use [5G holograms to conduct live interviews](#). Transform fans' experiences at home and offer [immersive simulations](#) of entertainment and sports celebrities at stadiums.
- **VR distraction and rehabilitation therapy:** Create new patient and clinician experiences that improve care by decreasing length of inpatient stays and allowing for at-home care therapies.

Collaborate and innovate with AT&T Business at our 5G innovation zones

AT&T Business has a dedicated 5G Center of Excellence organization working with enterprise customers to design and recommend solutions to fit your specific business needs. Our 5G innovations centers are used to test emerging technology use cases with enterprise customers and industry collaborators.



AT&T Business and Samsung 5G Innovation Center

Austin, TX

Explore the potential of 5G technology within various industries and applications, including healthcare, industrial Internet of Things (IoT), robotics, and (XR).



AT&T Business at MxD

Chicago, IL

AT&T is demonstrating how video intelligence using 5G and Internet of Things (IoT) technology can provide near-real-time insights on the factory floor to help optimize operations, increase safety, and lower costs. Learn more at: <https://www.business.att.com/products/mxd.html>



AT&T 5G Innovation Studio

Plano, TX

Work directly with AT&T 5G and engineering experts to innovate, test, and rapidly deploy real world use cases with mixed reality across multiple industry verticals.



Contact your AT&T sales representative
to learn more about AT&T XR Solutions.