Mixed Realities and Virtual Spaces.

Keri Niven
Digital Collaboration Leader
Our understanding of the world is shaped by the way that we see it.
What does it mean in practice?

It makes sense that we choose mediums for sharing our ideas that **make stuff real for people**

- Storytelling
- Engagement
- Deeper understanding
- Iterative and co-created design

This is not a technology conversation. This is a conversation about how we can use digital tools to augment and improve the way we interpret information, and about considering the best way to present this information to create better human outcomes.
This is not a tale of disruption. We are simply looking at the same information in different ways.
Reality is all around us.

How can we share this information?

This isn’t easy when the real world is so complex.
Halswell Quarry
August 2017
Aurecon
And using spatial information to drive better design
Define space. Make sense of it. Share meaning.
It’s the science of where.
Listening to our data as well as seeing it
Gamification of space?
A real blurring of technology? Is this the holy grail?
HOW TO PLAN A VISUALISATION EXPERIENCE

AVAILABLE DATA

SCALE

LEVEL OF DETAIL / STYLE

WHITE BLOCKS

LOW POLY

SIMPLE MATERIALS

FULL RENDER

ANIMATION

TRAFFIC

PEOPLE

ANALYSIS

SIMULATION

FUNCTIONALITY

VIEW

STORIES

INTERACT

SHARE

CUSTOM

- CH
- iOS
- UNITY

1 DAY

TIME TO IMPLEMENT

OUTPUT MEDIUM

1 MONTH

PC

MOBILE + TABLET AR

LOW COST MOBILE AR

VIRTUAL REALITY

MIXED / AUGMENTED REALITY

Bringing ideas to life
When you are dealing with reality, nothing is impossible

Keri.Niven@aurecongroup.com