Augmented Reality in business:

Transforming customer engagement, training, and operations across industries

2025-08-26

Executive Summary

Augmented Reality (AR) is no longer a futuristic buzzword; it is a practical business tool with measurable impact. By layering digital information onto the physical world, AR allows companies to train employees faster, engage customers in new ways, and make complex tasks more intuitive. And now, with **WebAR** and **AR apps**, these benefits are easier to access than ever before and add significant value.

AR apps provide powerful, tailored solutions that leverage device capabilities for precision, persistence, and offline use, making them ideal for training, remote assistance, and product visualization. **WebAR** offers immediate, no-install access to AR experiences at scale, perfect for marketing campaigns and broader user engagement.

1. What is AR, AR Apps, and WebAR?

1.1 Augmented Reality: Enhancing the real world

Augmented Reality (AR) enhances the physical world by overlaying digital content such as 3D models, animations, videos, or data onto real environments through smartphones, tablets, AR glasses, or headsets. Unlike virtual reality which replaces reality, AR adds to reality by offering a layer of contextual information exactly where and when it is needed.

In business applications, AR is already making an impact by:

- Reducing training time and errors through guided workflows
- Helping customers visualize products in their own space
- Supporting remote collaboration with visual context
- Transforming presentations and documentation into immersive experiences.

At its core, AR improves how people interact with complex information to make experiences and work easier, faster, and more intuitive.

1.2 AR Apps: High performance, deep integration

AR apps are native applications built for smartphones, tablets, or headsets that offer rich, device-integrated AR experiences. Because these apps are installed on a user's device, they can leverage advanced hardware features that delivers higher performance, persistence, and interaction than browser-based alternatives.

Key advantages of AR apps:

- **Access to full device capabilities**, including spatial mapping, object tracking, and LiDAR
- **Persistent AR content** that stays anchored in the real world across sessions
- **Offline access**, which is ideal for remote sites or environments without connectivity
- **Secure integration** with back-end systems, making them suitable for enterprise-level deployments.

AR apps are well-suited for:

- Technical training and onboarding
- Remote maintenance and support
- Complex product configuration
- Field operations in manufacturing, energy, or logistics

At Virsabi, we develop AR apps tailored to your workflows and devices that balance usability with business impact.

1.3 WebAR: Augmented Reality in the browser

WebAR delivers AR experiences directly through a mobile browser, with no need to install an app. Users simply click a link or scan a QR code to launch the AR experience. This makes it fast and ideal for broad distribution.

Why businesses choose WebAR:

- **Frictionless access** – No downloads, no onboarding
- **Broad compatibility** – Works on most modern iOS and Android devices
- **Fast time to market** – Ideal for marketing, events, or temporary use cases
- **Lower cost of deployment** – No app store submissions or long dev cycles

WebAR is ideal for:

- Product visualization in e-commerce
- Campaign activations and retail displays
- Onboarding and training experiences

While WebAR may not offer the same technical depth as AR apps, it excels at creating wide-reaching, high-impact experiences that are quick to access and easy to share.

1.4 AR Apps vs. WebAR: different purposes

Both AR apps and WebAR have their place in a digital strategy. AR apps are ideal for deeper, recurring, or technically demanding use cases. WebAR is a smart choice when reach, speed, and ease of access are the priority.

Start defining the right AR approach based on use case, audience, business objectives, and the result could be to choose one path or a combination of both AR apps and WebAR for a cohesive, end-to-end solution.

2. Why it matters for businesses

Augmented Reality has moved beyond innovation labs and marketing demos. It is now a powerful tool that supports real business outcomes – from faster training and higher sales to improved customer service and more efficient operations. Whether delivered through AR apps or WebAR, augmented reality unlocks new ways of creating value across departments.

Below are the key business areas where AR is already delivering measurable impact.

2.1 Enhanced product visualization and sales

For companies selling physical products, especially complex or customizable ones, AR offers a game-changing way to improve buyer confidence and shorten sales cycles.

How it works:

- AR allows customers to place 3D product models in their real environment using a phone or tablet. Whether it is furniture, industrial equipment, or consumer electronics, users can explore size, fit material, and design. In context, this supports the user and removes guesswork from the buying process.

Business impact:

- Higher conversion rates in e-commerce
- Reduced product returns
- Increased engagement and time-on-site
- Stronger brand differentiation

Best suited for:

- A wide range of consumer brands, industrial B2B sales, real estate, automotive, and manufacturers of configurable products.

2.2 Faster and more effective workforce training

AR apps can guide employees through complex procedures by overlaying instructions, animations, or contextual data directly onto real equipment or locations. Instead of reading manuals or watching static videos, users learn by doing, supported by dynamic, step-by-step visuals.

Use cases:

- Safety procedures
- Equipment maintenance
- Assembly processes
- First-day onboarding

Benefits:

- Reduces training time and cost
- Minimizes errors and accidents
- Improves knowledge retention
- Allows decentralized or self-paced learning

2.3 Remote support and field operations

For teams working in the field, such as technicians, engineers, or on-site inspectors, AR apps offer remote support with real-time visual guidance. Using an AR headset or mobile device, a remote expert can see exactly what the field worker sees and provides annotations or instructions overlaid in their view.

Typical scenarios:

- Diagnosing machine faults
- Performing guided maintenance
- Assisting in repairs without sending additional staff
- Reducing costly downtime in production environments

AR reduces the need for travel, improves first-time fix rates, and helps companies retain knowledge even as senior workers retire.

2.4 Immersive marketing and brand experiences

AR creates memorable customer experiences by turning physical touchpoints, like print, packaging, and events, into interactive digital entry points. Through WebAR, campaigns can reach audiences at scale without requiring an app download.

Examples:

- Interactive retail displays
- Branded product packaging that comes to life
- Event activations and trade show experiences
- Gamified promotions or competitions

Results:

- Higher customer engagement
- Viral potential and social sharing
- Data collection and performance tracking
- Positive brand association with innovation

AR is no longer a gimmick, it's an experience layer that builds emotional connection and competitive advantage.

2.5 More agile product development

AR can bring 3D models of prototypes, architectural plans, or large-scale equipment into the real world at true scale. Teams can review designs collaboratively, even from remote locations, identifying issues and making changes earlier in the process.

Advantages:

- Faster iteration
- Fewer physical prototypes needed
- Better stakeholder understanding of design intent
- Seamless communication between design, production, and sales teams

Whether it's a new product, workspace layout, or construction project, AR makes it easier to see the impact before making expensive decisions.

In short:

Augmented Reality helps businesses work smarter, sell faster, and train better. From the factory floor to the customer's living room, it's unlocking new efficiencies and richer experiences.

3. Under the hood – How it works technically

Augmented Reality may feel like magic, but behind every smooth experience is a powerful mix of sensors, software, and 3D content. Whether you are using a custom-built **AR app** or accessing **WebAR** in a browser, the underlying technologies determine what the experience can do and how reliable and scalable it is.

AR apps are installed directly on a smartphone, tablet, or headset. This allows them to make full use of the device's hardware and software capabilities.

WebAR runs directly in a mobile web browser without any installations. While it doesn't have access to all the same features as a native app, modern WebAR platforms have come a long way. Users access a URL or scan a QR code and then the browser activates the camera and device sensors.

Every AR experience relies on a few fundamental technologies:

- **Device sensors** – Cameras, GPS, accelerometers, and gyroscopes track movement, orientation, and location in real time.
- **Computer vision** – AR software uses the camera feed to detect surfaces, recognize images, or track objects in the environment.
- **3D content** – Virtual models, animations, text, and other assets are rendered on top of the real world.
- **Interaction logic** – Scripts and user interface elements control how users interact with the experience—whether by tapping, scanning, or walking around an object.

These elements work together to create the illusion that digital content belongs in the physical world.

4. Getting started with AR

Introducing AR into your organization does not have to mean a complex, multi-year transformation. In many cases, companies see value in weeks by starting with a focused use case. Whether through a lightweight WebAR experience or a fully integrated AR app, the path to implementation is clear and achievable.

At Virsabi, we guide clients through a streamlined process that aligns AR with your goals, users, and technical environment:

a. **Identify the use case**
   We start by clarifying the problem AR can solve. Is it to reduce training time? Improve product understanding? Create engagement at an event? A sharp use case leads to better results.

b. **Define the audience and platform**
   Who will use the experience, and on what device? This helps determine whether an AR app or WebAR solution is the right fit.

c. **Develop and test the experience**
   We create 3D assets, interaction logic, and content flow, then test across target devices and environments. For apps, we manage distribution and updates; for WebAR, we provide hosting and access links or QR codes.

d. **Deploy and measure**
   The experience goes live online or in the field. We include analytics to track usage, engagement, and outcomes, with options to expand or evolve the solution over time.

5. Real-world use cases

DESMI – 3D model in AR with built-in manuals

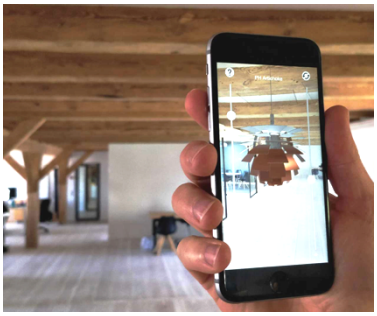
DESMI, a global pump manufacturer, collaborated with Virsabi to create an **AR app** that displays a detailed 3D model of its pumps. Beyond just visualizing the product, the experience includes **interactive manuals and operational guidance** – all accessible in real time through a tablet or phone.

Outcome:

- Reduced complexity in product training and onboarding
- Enabled sales and support teams to explain features more clearly
- Replaced static PDFs with an interactive, visual experience
- This solution supports both sales enablement and post-sale support, offering value across the customer journey.

Read more: https://virsabi.com/desmi/

Louis Poulsen – Products visualized in Augmented Reality



To help customers explore and choose designer lighting, Louis Poulsen partnered with Virsabi to create an **AR product visualization experience**. Users can place life-sized 3D lamps in their own homes, adjust light and angles, and get a sense of materials and scale, all from their phone.

Outcome:

- Increased customer confidence during the buying journey
- Reduced product returns due to better spatial understanding
- Strengthened Louis Poulsen's positioning as a design-forward brand using innovative tech

The experience works seamlessly in physical retail and online settings, bridging the gap between inspiration and purchase.

Read more: https://virsabi.com/louis-poulsen-products-in-augmented-reality/

DSB – 3D model of the new electric Vectron locomotive

As Denmark's rail operator, DSB prepared to introduce a new generation of electric locomotives. They partnered with Virsabi to bring the train to life using **Augmented Reality**. The result: a **full-scale 3D model** of the Vectron locomotive that could be placed and explored in real environments.

Outcome:

- Improved stakeholder understanding during procurement and rollout
- Provided visual support for internal communications and PR
- Delivered a high-impact way to showcase innovation without physical presence

This AR experience proved especially useful during COVID-19 restrictions, allowing engagement without travel or site visits.

Read more: https://virsabi.com/dsb-and-the-3d-model-of-the-new-electric-vectron-locomotive/

GenIN – App increases interest in sustainability

To educate high school students on sustainable innovation, the GenIN initiative worked with Virsabi to develop an **AR-powered educational app**. Students interact with **virtual challenges and environmental data** overlaid in their physical space, turning sustainability topics into immersive experiences.

Outcome:

- Sparked engagement and learning through gamified AR
- Made abstract sustainability concepts more tangible
- Supported classroom discussion and independent exploration

This case highlights how AR apps can support educational and public outreach goals by making important topics relatable and fun.

Read more: https://virsabi.com/new-app-increases-interest-in-sustainability-among-young-people/

5. Final thoughts and strategic outlook

Augmented Reality is no longer a future-facing technology, it is a present business tool delivering measurable value across industries. From industrial training to consumer engagement, from operational support to public outreach, AR apps and WebAR are helping organizations work smarter, communicate more clearly, and innovate with purpose.

What these use cases have in common is not just the technology itself, but **a clear link between digital interaction and business outcome**. AR is most effective when it solves a real problem by accelerating decisions, reducing training time, improving product understanding, or enhancing sustainability education.

5.1 What makes a successful AR project?

From our experience at Virsabi, the organizations that succeed with AR tend to:

- **Start with a focused challenge**, not just a desire to use new tech
- **Think cross-functionally**, involving marketing, training, and operations early on
- **Design for the user**, ensuring the experience is intuitive and accessible
- **Measure what matters**, whether that is engagement, learning outcomes, or conversion
- **Scale intentionally**, building from pilot to platform when the value is proven.

With the right vision and execution, AR can be much more than an innovation project as it becomes a strategic capability.

5.2 Why now?

The barriers to AR adoption have fallen rapidly in recent years:

- WebAR now works on almost all modern smartphones
- AR apps are easier to distribute and update across enterprise devices
- 3D content creation has become more cost-efficient and scalable
- Internal IT departments are increasingly AR-ready
- Audiences are already familiar with AR from personal use in buying processes.

In short: the time is right, the tools are mature, and the expectations are already there.

5.3. The Virsabi perspective

At Virsabi, we believe AR belongs in the toolkit of any organization looking to:

- Innovate customer experience
- Enhance workforce readiness
- Communicate complex information clearly
- Build emotional and spatial connections with users.

We bring together creative vision, technical expertise, and business understanding to ensure your AR solution isn't just impressive but also impactful.

6. Conclusion

Augmented Reality is no longer emerging – it is delivering real business value across industries today. Whether through immersive AR apps for training and support or frictionless WebAR for marketing and sales, the technology empowers organizations to engage, educate, and operate more effectively. With lower barriers to adoption and increased user familiarity, now is the time to act. Successful AR projects start with a clear use case, thoughtful design, and measurable goals. At Virsabi, we help turn vision into value by bringing AR experiences to life that solve real problems and strengthen your brand, operations, and customer relationships.

Whether you're exploring your first pilot or are ready to build a scalable AR platform, we are here to meet up, discuss your ideas and *challenge reality* – together.

Contact us

Get in touch to schedule a pilot or strategy workshop. Please visit us at www.virsabi.com and contact our sales team.