AI and AR - Using LLMs and Machine Learning to Streamline AR Experience Authoring

Category: Business Processes

Problems this Research Would Address

- After a team has chosen a platform for AR experience authoring or developed an internal pipeline for assets to be made into AR experiences, It is challenging to revisit assumptions and new offerings. Most of the time, enterprises rely on their vendors to propose upgrades or updates, but with the rapid development of LLMS and Machine Learning, that may not be a safe assumption.
- AR authoring software (product and service) providers invest in architectures that rely on the latest underlying technologies at the time that they build their offerings to deliver the best results and user experiences. However, once such investments are made, and when the future is unclear/unknown, it is difficult (or unlikely) to shift gears. Rapid advances in LLMs and Machine Learning may be disruptive to these businesses, if there is not incremental integration/progress.

Whose problem would be addressed?

- Enterprise decision makers will be better able to make informed choices about if/when to ask their suppliers to add AI features to their AR content authoring tools and processes
- Providers of AR software or services will be able to have better/productive discussions with technology partners, based on current and up-to-date information and to prioritize feature developments and have a roadmap for leveraging advances in LLMs and Machine Learning

How would this research be conducted?

1. Perform desk research to document latest advances in LLMs and Machine Learning for automating AR experience authoring
2. Perform analyses on research findings to identify trends, top performing components, opportunities and risks, and document these in a report
3. Compile landscape of AR authoring providers that have introduced LLMs and ML into their offerings based on desk research.
4. Choose two enterprise AR platforms with LLM, develop evaluation methods, provide results with pros and cons

Project Deliverables

- Report of research findings describing current state of the art and future trends that will leverage AI for AR experience authoring, including but not limited to latest research publications and centers, emerging companies/businesses, tech giants
- Landscape (graphic, interactive or spreadsheet) of tool providers that have begun or successfully integrated LLMs and ML into their offerings
- A methodology for evaluating AR experience authoring tools with LLMS and ML (leveraging Low-Code/No-code project, if possible)
- Executive summary of findings for public release and member exclusive webinar

Benefits to AREA Members

- Increased knowledge, awareness and insights into the implementation of LLMs and ML, trends to watch and how to use these will permit better informed decisions and investments by both enterprise customers and their vendors
- Through identification of those companies that are introducing LLMs and ML, and the development of tools, both customers and providers will be aware of potential technology partners that will disrupt their businesses, or aid to differentiate future products and services