4 ROADS

Philips Healthcare

CASE STUDY

OVERVIEW

CLIENT:

Philips Healthcare

TECHNOLOGY:

Augemented reality event showcase

TIMEFRAME:

Under 2 months

CHALLENGE:

Bring products to life through engaging, digestible experiences

BACKGROUND

Philips is a focused leader in health technology, expanding on their proud heritage of ground-breaking innovation that stretches back almost 130 years.

A people-centric approach has always been at the core of the company, and Philips today leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions.

Products come and go. Technologies change. But Philips' focus remains unchanged:

Meaningful innovation that improves health and well-being.

CHALLENGE

When Philips brings people and innovation together, they create the next generation of healthcare technology, the things people truly want and need to be healthy, to live well and enjoy life.

This is what makes Philips, Philips.

For a brand well known for its consumer products, they also wanted to build awareness around the medical division.

Philips wanted to create awareness around capabilities you wouldn't typically associate with the brand by showcasing their innovative medical products at events across the globe.

Despite having some exciting innovations that address global health issues, Philips still needed to bring them to life through more engaging, more digestible experiences.

CHALLENGE

The first challenge was bringing to life the concept of Digital Twins.

The idea behind Digital Twins is that customers can have their health data mapped from a young age to create a virtual copy of them.

As they age and go through life, the digital copy is updated to create a near identical match of their real bodies. The system then uses machine learning algorithms to diagnose and predict health issues.

The second challenge was finding a better way to show people who have never interacted with one what an MRI Scanner looks like, what it does and how it helps to diagnose health issues.

For this we would also need to also overcome the challenge of transporting a $200,000, 3-ton piece of equipment to events around the world.

SOLUTION

While both of these products demonstrate the commitment to delivering new healthcare technologies, they are difficult concepts to express to foot traffic at an event through traditional channels like video.

It requires people to stop and take the time to understand, at which point you risk people losing interest and moving on.

Philips therefore tasked 4 Roads with building a digital solution for both products that would be used in tandem at their live events.

SOLUTION

Despite its infancy in the business world, Augmented Reality has seen huge growth in the Gaming industry, and continues to engage and delight users with unique experiences.

4 Roads recognised how this immersive technology could be used to break down complex concepts into a more digestible format - it's easier to show than tell.

"We knew video wouldn't be enough to capture the kind of attention Philips wanted to generate with these products, and that meant leveraging emerging technology from other sectors.

Augmented reality is eye-catch, engaging, memorable and, most importantly, easy to understand. Everything you want in an event showcase."

- Rob Nash, 4 Roads, Founder

SOLUTION

Digital Twins

The final solution consists of four 98" screens placed around the Philips exhibition space. Each screen focuses on a different patient 'persona' (father, mother, grandfather, grandmother), as well as a different area of care (cardiology, oncology, pregnancy, sleep).

Attached to the large screens is an AR marker guests can scan with a tablet.

They are then guided through the Digital Twin experience, pre-built in the AR platform, Philips Explorer.

This gives users control over the content they see and uses short animations to explain how AI Patient is used and relates to each area of a patient's personal care story.

MRI Scanner

For the MRI scanner, we once again leveraged augmented reality.

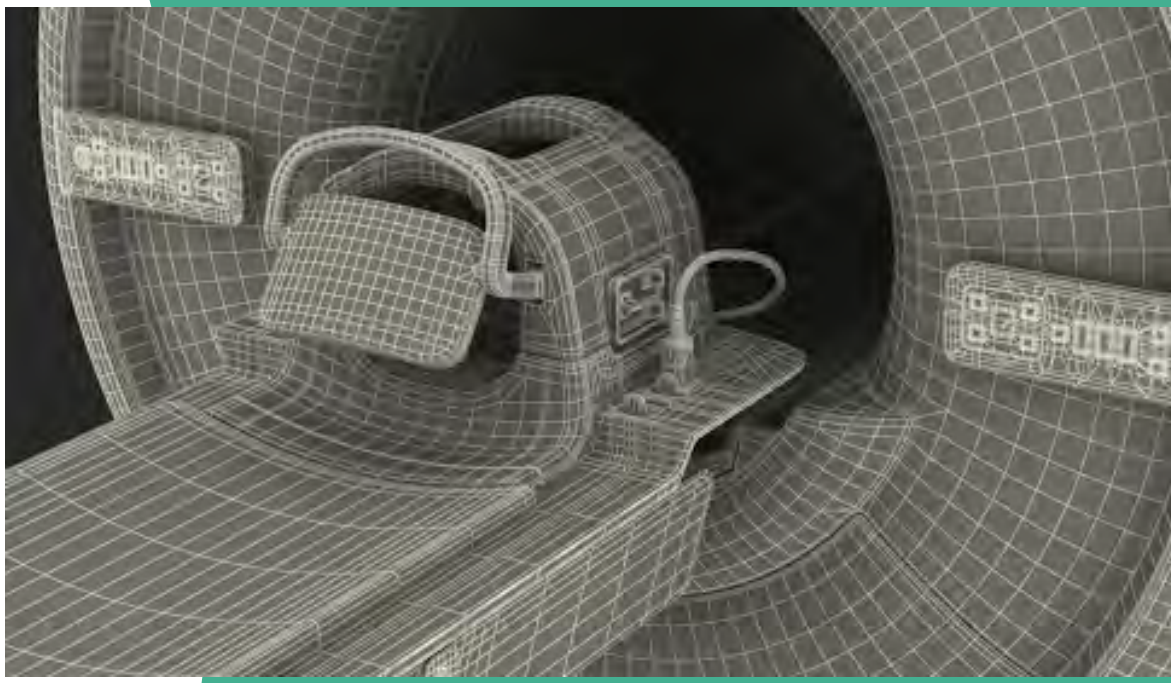
The virtual solution solved the issue of transporting their heavy, expensive equipment, while maintaining the experience of interacting with equipment.

Providing visual representations of complex machinery is a great way to convey detailed product information, especially when it can be explored in an 'exploded view'.

By allowing users to 'explode' the MRI scanner, they can easily explore key specifications and drill into areas of interest.

Knowing that most people have never experienced an MRI machine in person, this clearly articulates how the machinery fits together, resulting in better informed delegates.

Not only does this do a compelling job of showcasing Philips' innovative products, it also provides a great event experience and better explains the story behind these products.



RESULTS & FEEDBACK

With an aim to improve 2.5 billion lives per year by 2030, we knew these solutions would lay the foundation for Philips to showcase their products at events all over the world.

The feedback has been overwhelmingly positive. Delegates are commending the superior experiences and gaining a better understanding of Philips capabilities in the process.

4 Roads has a reputation for going above and beyond, but with a 130-year history of people-focussed innovation, we knew we had to deliver something special.

We're delighted to have hit the mark.

Philips now understands how immersive technology can be used to make a real difference to customers, consumers and stakeholders across the globe, and with augmented reality solidified in their toolkit, 4 Roads are well placed to help them explore other opportunities and use cases.

4 ROADS

THANKS FOR READING!

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