Real-Time 3D In AEC And Manufacturing Companies

ORGANIZATIONS ARE TURNING TO REAL-TIME 3D

What is real-time 3D?

A new way to create and deploy interactive, realistic digital representations of real-world assets

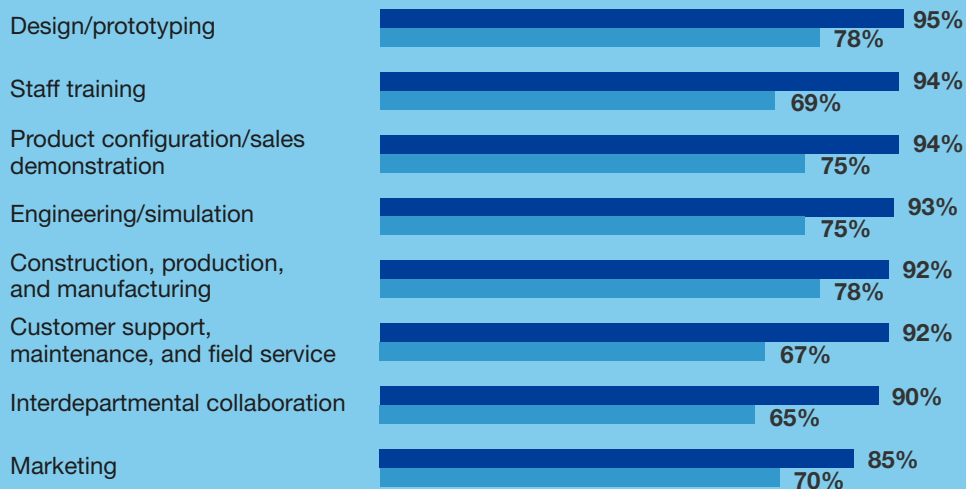### Adoption may be reaching a tipping point

- **19%** have adopted today

- **55%** say they will have adopted within two years

- **94%** of those who have adopted have plans to expand their adoption

- **97%** of nonadopters believe real-time 3D would improve or revolutionize their workflows and processes

WHY INVEST IN REAL-TIME 3D?

TOP BENEFITS
Cost savings
Increased sales
Faster time to market

33% have visualization tools more than five years old

61% say they have challenges with visualization

80% see high potential for emerging tech

REAL-TIME 3D HAS WIDE-REACHING BENEFITS

Real-time 3D can provide value across the entire lifecycle of a building or product.

Nonadopters see great potential value in real-time 3D...

- ● Adopters
- ● Nonadopters

Category	Adopters	Nonadopters
Design/prototyping	95%	78%
Staff training	94%	69%
Product configuration/sales demonstration	94%	75%
Engineering/simulation	93%	75%
Construction, production, and manufacturing	92%	78%
Customer support, maintenance, and field service	92%	67%
Interdepartmental collaboration	90%	65%
Marketing	85%	70%

...but the actual value seen by adopters is even higher.

Methodology

Read the full study

Source: A study conducted by Forrester Consulting on behalf of Unity, October 2019
Base: 358 decision makers responsible for engineering, innovation, design, R&D, and operations who at least have knowledge of the 3D technology landscape