

CraneMorley

We develop learning and technology solutions that drive on the job performance.



Introduction

- 30-year proven track record
- Loyal Client-base
- Close partnerships with technology leaders
- Wide range of industry experience, including manufacturing, field and retail sales, service, parts and technical training
- Earned more than 200 national awards



Strategic Partners



Pace of change

- New models
- Updated technology
- EV

Creating the right Training

- Access to current and accurate information
- Turnaround time for development
- New skill sets required

Delivery

- Availability of experienced trainers
- Facility capacity
- Remote Learning and e-OJT effectiveness

Learners

- Time to competency
- Knowledge and skills transfer
- Travel and time away from work expense



Right Tool for the Right Job . . . Right?

What's in Your Toolbox?

Classics

- Instructor-led Training
- eLearning
- Video
- Technical Publications

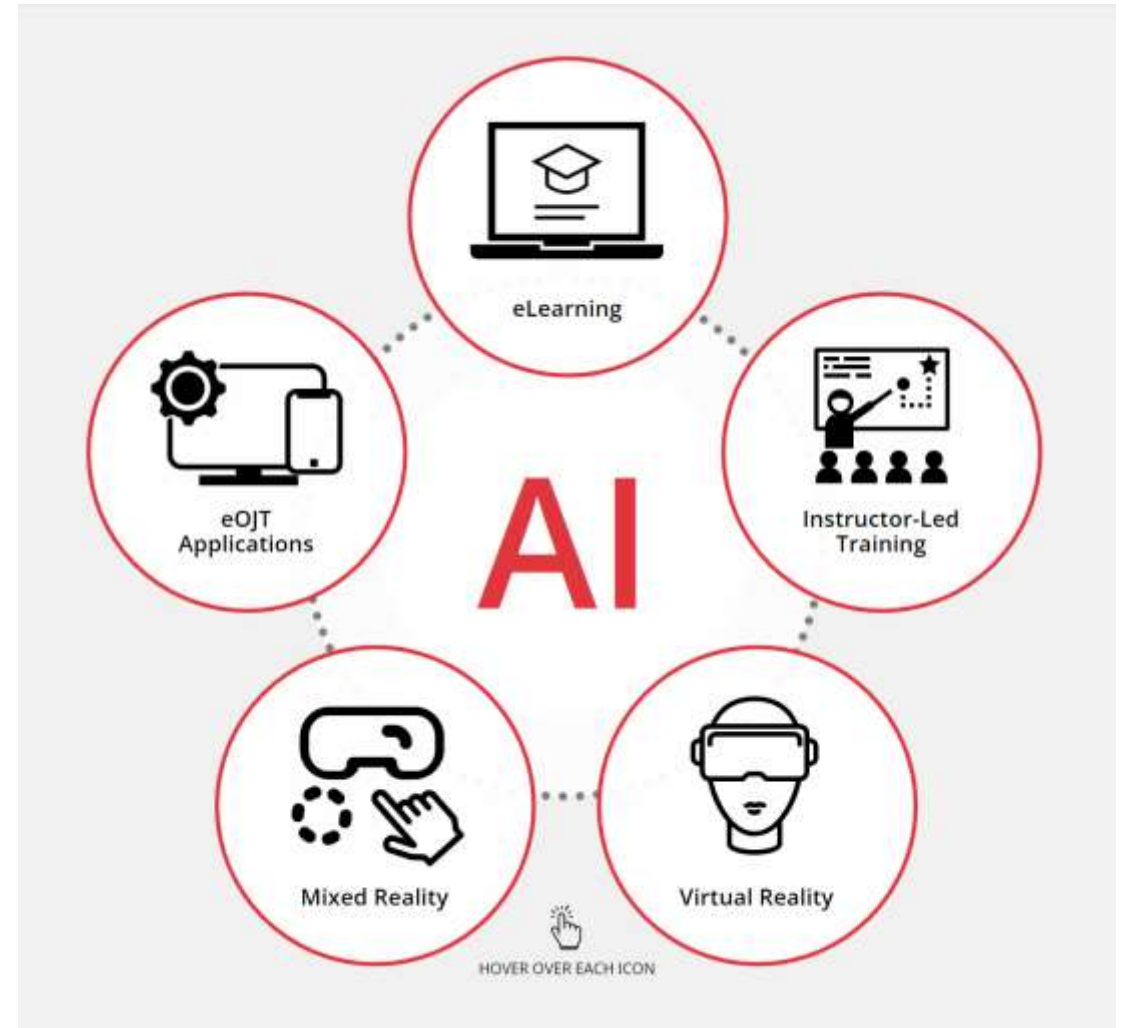
New Tools to Consider

- Mixed Reality
- Virtual Reality
- eOJT Applications

What is Your Optimal Blend?

- Envision the Art of the Possible
- Identify Gaps with the Classics
- Keep What's Working
- Blend New Tools to Improve ROI

[CTRL Mouse Click to launch in your browser](#)



Opportunities to Improve ROI

What are the benefits of integrating new learning technology into your existing toolbox ?

For Learning and On the Job Support

Shorten time to competency

- *Immersive, self-paced learning is more efficient*

Enable skills transfer with less instructor time

- Guided step by step, tools in hand, technicians can learn on their own

Enable skills transfer outside the classroom

- Working on digital twins technicians learn anywhere, anytime

Increase training capacity

- *Shorter time to competency + less instructor time = increased capacity*

On the Job

Live expert remote support without travel

- “See what I see” virtual collaboration enables faster response, more capacity and reduced expenses

Provide on demand AI copilot support

- *Technicians receive visual guidance on the job simply by asking copilot*



Transformation Benefits

What are the benefits of integrating VR, Mixed Reality, and AI with traditional tools?

For Development

Reduce subject matter research time and cost

- In seconds, AI can search a private knowledge base to provide answers to questions, procedures, specifications and media support

Reduce large scale course development time and cost

- AI can inject source documents and prebuild the basic structure of a course

Transform an entire static tech pubs library into a dynamic resource that provides conversational step-by-step guidance

- AI can inject an entire technical publication library and deliver a Copilot that guides technicians step-by-step through a natural language UI



XR Delivery Options



Apple



Vision Pro

Mixed Reality



Microsoft



HoloLens2

Mixed Reality



Meta



Quest 3

Virtual Reality

Mixed Reality

New Authoring Platforms

Code

- Gaming Tools
- Require Programmer Skills
- High Budget
- Long Schedule



Swift Ui

No Code

- Training / OJT Tools
- Require No Programmer Skills
- Lower Budget
- Shorter Schedule
- Delivery and Tracking



Transformation Roadmap



Envision



Pilot



Blueprint



Develop/Train



Scale

- Experience Technology
- Review Use Cases
- Envision Possibilities
- Identify Best ROI Potential

- Scope Pilot(s)
- Develop Together
- Evaluate Results

- Develop Adoption Blueprint
- Development
- Deployment
- IT Support

- Supplier Develops Core Content
- Client Learns Tools

- Process Scales on its ROI Merits

QUESTIONS



CraneMorley Success

- Over 200+ Awards
- 24 XR Awards
- Including the prestigious Summit Emerging Media Award, the last five years running