

## **VR AND AR TECHNOLOGY IN ECONOMY**

student Alenishko P. S.

scientific superior – lecturer Samusevich A.S.

Belarusian National university of Technology  
Minsk, Belarus

VR (Virtual Reality) and AR (Augmented Reality) technologies have great potential in the economy. They can be used to improve productivity, train staff, enhance marketing and sales, as well as create new business models.

One of the most promising areas of VR and AR application is staff training. With these technologies, interactive training programs can be created that allow employees to acquire practical skills without the need for real presence at the workplace. Such programs can be useful for both new employees and experienced workers.

VR and AR can also be used to improve marketing and sales. For example, VR technologies can be used to create interactive virtual tours of real estate properties, hotels, museums, etc. This allows potential customers to get a more complete idea of the product or service, which can increase the likelihood of purchase.

In the manufacturing industry, VR and AR can be used to create virtual prototypes of products. This reduces the time and costs associated with designing and testing new products.

Thus, VR and AR technologies have great potential in the economy and can become an important tool for increasing efficiency and competitiveness of companies.

The impact of VR and AR technology on the economy is significant. These technologies have the potential to transform various industries, making them more efficient, productive, and profitable. By improving training, marketing, sales, and product development, VR and AR can help businesses stay

competitive in a rapidly changing market. In marketing and sales, VR and AR can provide a unique and engaging way to showcase products and services. Virtual tours and demonstrations can help customers make more informed purchasing decisions, leading to increased sales and revenue. In manufacturing, VR and AR can streamline the product development process by allowing designers to create virtual prototypes.

Finally, VR and AR can create new business models by providing virtual stores and other online experiences that allow customers to interact with products and services. This can open up new markets and revenue streams for businesses. Overall, the impact of VR and AR on the economy is significant, with the potential to transform industries and create new opportunities for innovation.

Boeing uses VR to train pilots and technicians, reducing the time and costs associated with training. IKEA provides customers with the ability to use AR to preview furniture in their homes before making a purchase. Ford uses VR to create virtual prototypes of cars, reducing the time and costs associated with developing new models. Alibaba has created a virtual store where customers can purchase goods and services using VR.

## **References**

1. How AR and VR Are Transforming the Future of Businesses [Electronic resource]. Mode of access: <https://www.datasciencecentral.com/how-ar-and-vr-are-transforming-the-future-of-businesses-learning>. – Date of access: 18.04.2023.