thingworx®

ThingWorx Studio

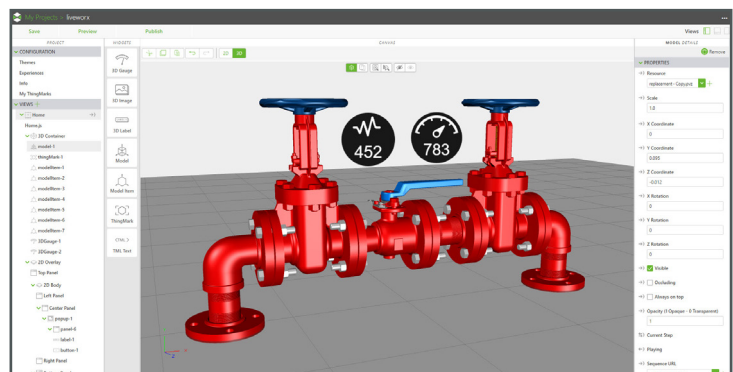POWERFUL, TURNKEY AUGMENTED REALITY SOLUTION FOR THE ENTERPRISE

Augmented Reality (AR) presents both interesting opportunities and challenges for developers deploying applications with AR at scale. The creation of compelling experiences for the enterprise has been historically difficult, limiting the reach of how much and what can be developed.

Despite these challenges, enterprises continue to explore the new possibilities and value that AR can provide - to improve service, operation, engineering, and manufacturing. However, to be successful, they need a scalable solution that can be connected with real-time contextualized information and be delivered it in a way that is immersive, easy to understand, and actionable.

Meet ThingWorx Studio

ThingWorx Studio is a powerful solution for creating, deploying, and consuming game-changing AR experiences in the enterprise. The easy-to-use, "drag and drop" interface enables industrial and enterprise solution builders to:

- Create dynamic AR experiences for a variety of "things" in minutes without requiring programming skills

- Develop production-ready AR experiences for Microsoft Hololens

- Leverage existing 3D content and other enterprise systems data to simplify and augment the creation of experiences

- Simplify access to and interaction with AR experiences using a single, universal viewer application

- Quickly create visual step-by-step instructions from Creo Illustrate

- Enhance AR experiences with powerful IoT data and real-time product information via the ThingWorx platform

ThingWorx Studio dashboard

ThingWorx Studio Components

ThingWorx Studio

ThingWorx Studio is a highly efficient and easy-to-use authoring tool that transforms applications into immersive AR experiences. Experiences built in ThingWorx Studio provide a composite view of digital and physical product data, dashboards, and alerts presented in 2D, 3D, and AR.

Experience Service

Experience Service manages the AR experiences and delivers relevant, contextualized information and analysis for each uniquely identifiable object.

ThingWorx View

ThingWorx View is a single application that universally recognizes objects through a uniquely identifiable ThingMark and produces rich mobile user experiences of connected real-time product data. It solves the challenge of creating an application for each connected product.

ThingMark

A ThingMark is a unique image placed on a physical object, then recognized by ThingWorx View to launch the experience. It enables the corresponding experiences and data to be delivered for that specific object and use case.

Key Features

- Visual "drag and drop" authoring tools
- Out-of-the box support for Microsoft HoloLens
- Integration of 3D content, CAD data, SLM, and other enterprise system data
- Support for multiple 3D geometry formats including Creo View, STEP, IGES, STL, FBX, Collada, OBJ & VRML
- Intuitive 3D navigation and 3D touch interaction
- Support for texture-mapped 3D models
- Automatically optimize and reduce 3D data
- Creation of interactive mobile UI layouts
- Preview experiences prior to publishing to users
- JavaScript extensions for hands-on developers
- Common installer for enterprise installations
- Connectivity to devices via ThingWorx platform

How It Works

1. Objects are connected with enterprise system data and external data sources inside of Experience Service.

2. AR experiences are then created using ThingWorx Studio.

3. The experiences are stored in Experience Service, then recalled and populated with the contextualized information for each object through visual recognition of the ThingMark in ThingWorx View.

Explore the Possibilities

Gain competitive advantage and accelerate time to value by participating in the ThingWorx Studio Free Trial. To learn more, visit studio.thingworx.com.