

Press Release (for immediate release)
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Bethesda, Maryland

ISM Announces its New Augmented Reality/Virtual Reality Strategy & Implementation Practice

Virtual Reality and Augmented Reality (VR/AR) will be the most disruptive technology for the next decade. Worldwide spending on VR/AR is forecasted to accelerate out of the COVID-19 pandemic, growing from \$12 billion in 2020 to \$75 billion in 2024 to \$1.5 trillion in 2030. Largest initial VR/AR applications will be in training & education, remote collaboration including field service, and marketing & sales.

“To remain competitive, every organization needs to immediately create their VR/AR strategy,” says Barton Goldenberg, president of ISM; “ISM’s new VR/AR practice will help you formulate and successfully implement this strategy.”

ISM has teamed up with Creative Strategies, one of the oldest high-tech research and consulting firms, based in Silicon Valley, to create its new VR/AR Strategy & Implementation practice. Over the last seven years, Creative Strategies ([CreativeStrategies.com](https://www.creativestrategies.com)) researchers and consultants have studied the field of VR/AR and have been advising companies in many industries on how to prepare for the inevitable impact of this Technology on business processes and communications. Tim Bjarin, president of Creative Strategies, notes: “Creative Strategies is well positioned to help ISM deliver a dedicated VR/AR program that will help their clients understand how VR/AR will impact their business processes. An early understanding of VR/AR’s impact on the enterprise will give organizations, who start the process soon, an edge in a very competitive business climate.”

It is ISM and Creative Strategies intention to collaborate with Lenovo ([Lenovo.com](https://www.lenovo.com)) as our hardware and software consulting associates, and with Vuzix ([Vuzix.com](https://www.vuzix.com)) who has one of the best AR/VR solutions for enterprise today.

“ISM is delighted to work in partnership with Tim Bjarin and his world renowned Creative Strategies team.” said Barton. The first three offerings in the ISM/Creative Strategies partnership are (1) an VR/AR Briefing Program that helps executives get up to speed on the trends in VR/AR, including what VR/AR is here today and what is coming in the next 3 years, (2) creation or fine-tuning of your existing VR/AR Strategy for organizations that have plans to deploy VR/AR solutions, and (3) a VR/AR Assessment for organizations that have already deployed VR/AR solutions but are seeking to optimize their implementation.

VR/AR Backgrounder

VR is about enhancing your training or customer engagement experience with a customized virtual world created to simulate specific business situations. VR applications and virtual situations can be experienced with cost-effective headsets. AR is about overlaying digital objects onto your real-world environment, beginning with simple data visualization, and extending to detailed objects as featured on the popular Pokémon GO game. AR applications are accessible from smartphones to add exceptional value for your business.

Bjarin notes: “VR/AR are destined to become one of the building blocks within CRM and the Enterprise. VR/AR creates new ways for organizations to create new products and manage many aspects of their business. It also gives them an enhanced way to interact with and train their employees and customers. In the not- to-distant future, VR/AR will become an important means to communicate with customers and will be a critical tool that helps customers learn about an organization’s products/services and how to use them efficiently.”

Learn more about ISM’s new [AR/VR Strategy & Implementation practice](#) and our offerings where you can view details about our VR/AR services, VR/AR articles, VR/AR videos, VR/AR use cases and more. Alternatively contact Barton directly at bgoldenberg@ismguide.com, (301) 656-8448.