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STRENGTHS

- Can be used with existing workflows
- Helps with increased stakeholder satisfaction and retention
- Rectifies 4 main pain points with VR & AR
- Can translate changes made using the Sony SRD into Building Information Systems (BIM) Models
- Can access Sony SRD outputs for later review and record the experiences that the user had in the environment

WEAKNESSES

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- SRD experiences are not easily shared
- Lower compatibility with Computer-Aided Design (CAD) Software
- Lack of awareness of the technology and new presence in the field
- Issue of generalizing field data or degrading geodesist's work to create a 3D model

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OPPORTUNITIES

- enhanced safety in projects
- production accuracy
- efficiency of comprehension
- education and training
- reduce costs of projects
- additional streams of revenue
- increased client expectation
- job opportunities

THREATS

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- growing market competition
- other competitors in the market
- technical issues and glitches
- data privacy and security
- need additional certifications and training

Medical education and nursing

Strengths

- The product is great at showing angles and moving things around / zooming for better visibility.
- Interactive product
- There is an existing asset library that can be accessed.
- Have historically sold products for medical use (imaging cameras, monitors, recorders/storage, IP imaging platform, printers)

Weaknesses

- The SRD is relatively old despite not having a solid launch (launched in 2020).
- There are many options to look at, presenting a slight lack of focus.
- The product requires creation and download of assets to be effective.
- Demos have shown things involving character modeling and real estate, but nothing medical.

Opportunities

- There isn't a lot of precedent in the market!
- Major hospitals such as those in OSU, Northridge, and Rochester would be interested to add to nurses jobs and help make patients feel more comfortable before surgeries.

Threats

- People might look down on the SRD because it's still a monitor, and the development of VR has been a huge focus in the past decade
- There have been VR headsets used to train surgeons and clinicians. No specific companies,

- Medical education facilities, such as Harvard, OSU, John Hopkins, Stanford, or UMich would be interested to help students understand better what they would be doing during surgeries, or just gain a better understanding of anatomy as a whole.
- There is a rising trend of implementing tech into studies and into work, over textbooks or simple verbal explanations.

but one could jump on it.

- Holographic projections have been used to help students study anatomy. This is smaller-scale and maybe more applicable.
- The SRD is pretty expensive, so universities and especially hospitals may be hesitant to buy it in bulk.