



MAGNETIC MRO IS STARTING TO USE AUGMENTED REALITY FOR AIRCRAFT LIVERY VISUALIZATION

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Magnetic MRO, Estonian headquartered Total Technical Care Partner referring to its integrated MRO services and innovative solutions, is getting ready to announce another technological milestone. The company has signed an agreement with Operose OÜ, a local provider for B2B augmented and virtual reality solutions in Estonia, in order to develop a HoloLens application which will result in allowing Magnetic MRO clients to visualize new liveries on an aircraft before proceeding to the painting stage.

AR and VR technology adoption to MRO workshops has increased significantly over the past couple of years; and it is expected to keep growing. On account of this increasing demand and popularity in digitalized MRO services, Magnetic MRO has been building its reputation around various technological advancements and value added services to differentiate itself from other players. After introducing 3D printing into aircraft parts production process, and launching software for 3D visioning of aircraft interiors, the company is moving forward to new market trends to adopt them into its organizational workflow. In a recent forecast, Digi-Capital states that AR revenue will hit \$120 billion by 2020 as more businesses realise the potential benefits of such technologies. Another forecast by the analyst firm IDC predicts that AR headsets will make nearly \$50 billion in revenue by 2021. Within these 5 years, worldwide AR and VR headset market is expected to grow at a compound annual rate of 58%. Risto Mäeots, CEO of Magnetic MRO states that for Magnetic MRO it is only an organic step to be involved into latest trends shaping the

future of MRO business, as the whole company structure is based on technological infrastructure and visionary mindset.

Image result for Magnetic MRO is starting to use Augmented Reality for Aircraft Livery Visualization

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“We have started the field testing with Operose OÜ by the late 2017 Q1 and successfully reached the desired results on different aircraft types in a very short time. It was very impressive and promising to see when they did live adjustments with HoloLens, they perfectly matched the actual aircraft with the 3D model which showed all details of drawing on the aircraft surface without even applying stencils and paint.” says Kaspars Podins, former Aircraft Paintshop Production Manager of Magnetic MRO. Podins, as the current Operations Managers, adds, “This will give us competitive advantages and allow our DOA and Sales Team to present real and scaled A/C models with all exterior livery details to our customers in a much more time-saving and innovative way.”

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Beside exterior visualization application, the company is planning to use AR Tech also on Engine Maintenance for repairs with live instructions, on Component Maintenance for Wheels&Brakes repairs with live instructions, on Technical Training as well as on Dent & Buckle mapping.

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