NTT DATA

NAKA

Immersive experiences at scale
by NTT DATA

PRODUCT DECK

https://www.naka.syntphony.com/

Imagine…

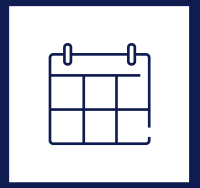
Go anywhere,
do anything…

Why Immersive Experiences?

- Enhanced Engagement: Immersive experiences capture users' attention and foster heightened focus and concentration.
- Realistic Simulations: replicating real-world scenarios with remarkable accuracy, allow users to interact and learn in safe and controlled environments that closely resemble the actual situations they may encounter.
- Experiential Learning: Immersive experiences facilitate active participation and hands-on learning, leading to better information retention and skill acquisition.
- Empathy and Perspective-Building: By enabling users to step into the shoes of others, they promote empathy, understanding, and broaden perspectives, fostering a deeper appreciation of diverse social issues and challenges.
- Innovative Storytelling: Immersive experiences break the boundaries of traditional storytelling, enabling creators to transport audiences into the narrative and actively participate in the story
- Therapeutic and Rehabilitation Applications: Immersive experiences have proven valuable in therapeutic and rehabilitation settings, leveraging virtual environments to manage pain, anxiety, and phobias, and supporting physical and cognitive rehabilitation processes, ultimately improving patient outcomes and well-being.

Bring the value of Immersive Experiences to your business

Trainings



Events & Showrooms

Meetings & Collaboration

Processes

Trainings

Learn by doing, in a safe and cost-effective environment.

Train your crew safely in a virtual environment to ensure risk reduction, while increasing engagement. Reduce training costs and improve your learning results.

Train easier, learn better.

Self-train your crew in a safe environment.

Discover it

Events & Showrooms

Interactive, engaging experiences

Allow your clients to explore your business catalog while interacting with your products or services in a virtual environment. Let your clients try their future acquisitions in a safe and private setting.

Build loyalty in your customers, grow your business.

Provide your customers a **virtual showroom.**

Discover it

Meetings & Collaboration

Collaborate remotely

Create a virtual meeting point for your employees where everyone's identity is represented through their own customized avatar. Increase meeting efficiency and engagement with virtual boards and interactive data.

Live your meetings as if you were there.

Make the **most out of meetings.**

Discover it

Business Processes

Accurate and measured enhanced experience

Optimize your business processes, internal and external, in order to increase efficiency and provide an enhanced experience to Customer and Employees.

On-board your employees remotely.

Engage with your clients at a new level.

Enhance your **business processes.**

Discover it

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Your **imagination**
can enhance your **reality**

Meet NAKA

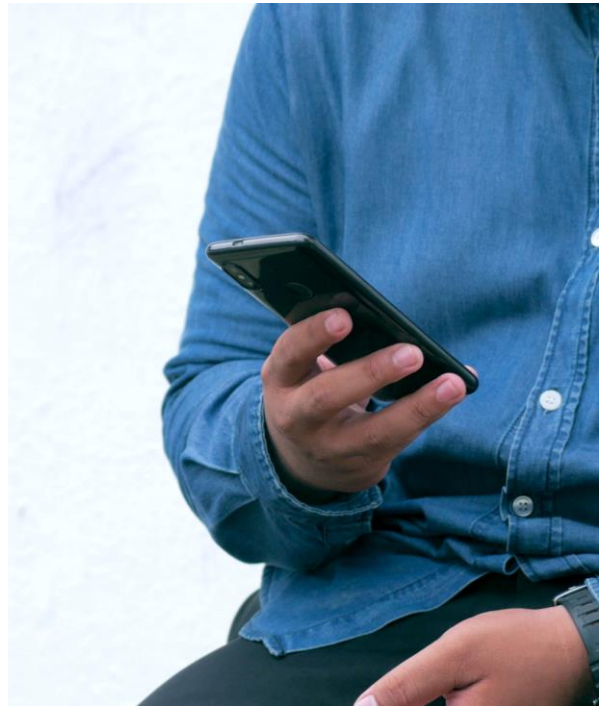
Immersive experiences at scale
by NTT DATA

NAKA is an **Enterprise** platform for providing **immersive experience** at **scale**.

It allows your organization to harness the potential that Extended Reality has to offer and set the ground for your employees and clients to experience a new reality.

Training on a safe environment, showcasing a product, collaborating remotely or diving into a never explored space, are some of the experiences you may live within **NAKA**.

We want to help you overcome the barriers of the physical world, time, travel and even costs may suppose. All that by providing an enterprise-level, scalable and flexible platform: **NAKA**.



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How do we turn
imagination into reality?

Building blocks

In **NAKA** you can easily **combine** scenes, gadgets and contents by yourself to create the **immersive experience you dream of.**

01. **Scenes** (background)

02. **Gadgets** (interaction)

03. **Contents** (information)

Immersive Experiences

Why NAKA?

1. **Accessible and easy to use**: A SaaS platform with intuitive tools to create and manage immersive experiences without specialized technical knowledge (**no code**).
2. **Centralized management**: Allows creation and administration of experiences in **one place**.
3. **Advanced analytics**: Detailed platform **usage analytics** and experience performance and interaction tracking allow for optimizing and personalizing interactions.
4. **Instant remote distribution and update**: Experience updates (both new and upgrades as they are generated) are done **remotely and unattended** through the application, eliminating the need for manual management of each device.
5. **Enterprise security level**: Platform with an enterprise security level, both for **content** use and **user control**.
6. **Multiplatform**: Compatible with the most widely used stand-alone VR devices on the market and accessible from PC. Application available in **Meta** App Market, **Pico** App Market and **Microsoft** Store.

Why NAKA?

7. **Scalable**: NAKA allows experiences to be played simultaneously by **a large number of users** simultaneously. Clients can **create all experiences** they need.
8. **Ready to use**: From minute zero, it offers complete experiences with **VR** interaction, user **synchronization**, customized **avatars** and a multitude of visual **content**: scenarios, 3D objects, audiovisual content...
9. **Reusability, extension and integration**: NAKA contains libraries of predefined and **ready-to-use components** to accelerate the development of new experiences. It also has extension mechanisms, such as **SDK**, to customize and extend the capabilities of the platform, as well as to **integrate with other client's systems** (CRM, ERP, LMS; etc.).
10. **Global and multi-language platform**: thanks to the cloud infrastructure, NAKA can reach users **anywhere in the world and in multiple languages**, regardless of their location, always ensuring consistent delivery and uniform user experience across the platform.
11. **Customizable**: Allows customization and adaptation of experiences to the needs and preferences of **customers and employees**.

NAKA is

Customizable Scalable Ready to run Enterprise friendly

NAKA can be adapted not only to your brand guidelines. You can create experiences tailored to your specific use cases through NAKA's SGC (Scene-Gadget-Content) Framework and NAKA SDK

NAKA is

Customizable **Scalable** Ready to run Enterprise friendly

NAKA is ready for scalability. Our SaaS platform based on a cloud infrastructure with flexible pricing, enables you to reuse your all your assets, allowing you to focus on your business. You can start small and scale as you need it.

Naka is

Customizable | Scalable | **Ready to run** | Enterprise friendly

You can start enjoying NAKA from minute zero. Just install it and begin your immersion by using the pre-built scenes, gadgets and contents. NAKA is intuitive and allows you to create, configure and adapt new experiences on your own.

NAKA is

Customizable Scalable Ready to run **Enterprise friendly**

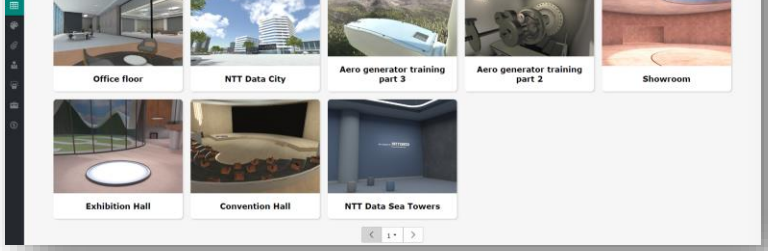
Integration is in NAKA's DNA.
How useful can an immersive experience be if it's isolated from the world? NAKA is designed to integrate with your business systems : LMS, streaming, CRM, ERP... And security is paramount, that's why you can log-in into NAKA with your corporate credentials.

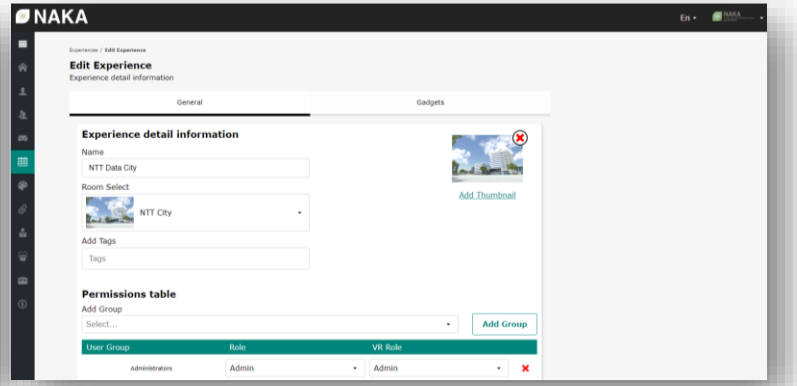
Do it yourself

You can easily create and configure new experiences in the NAKA web Cockpit.

You can also use the builder mode within VR.

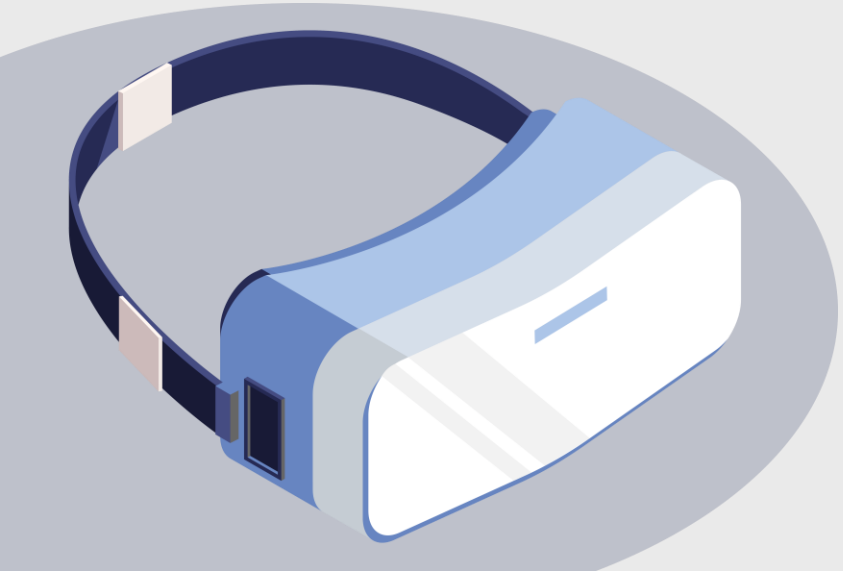
No code, no technical skills required.





Devices

NAKA is cross platform: it runs in most modern VR headsets compatible with Unity and on modern PCs with Windows OS.



oculus

Pico

VIVE

Heasdets:

- Standalone devices (no computer needed)
- Retail price rg. 350€ – 800€
- Easy setup
- Touch controllers
- Insight tracking
- 6 DoF 360º tracking controllers
- 4K true RGB display

PC (Win OS):

- Already available to must users
- Easy setup
- Keyboard/Mouse interaction

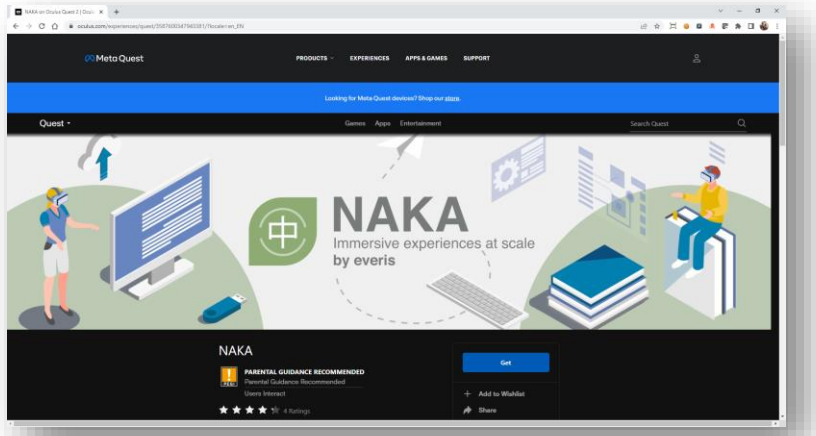
Minimum recommended devices

Get it here

NAKA is available in major app stores: Microsoft Store, Oculus and Pico Interactive.

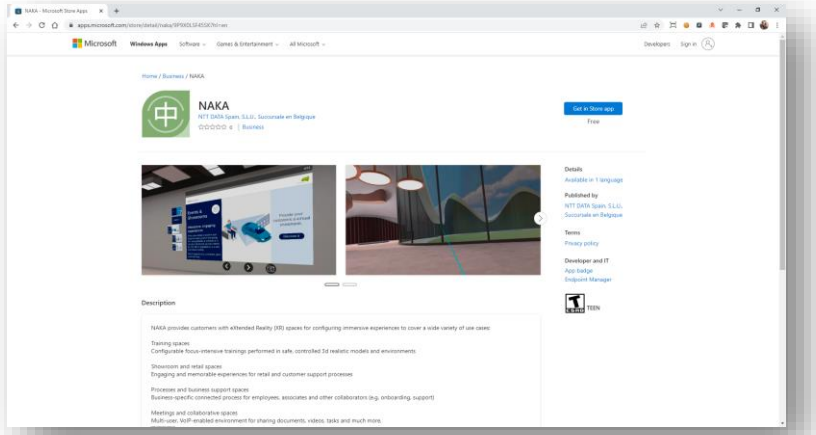
For managed environments, installation packages are provided to your IT team.

Meta (oculus store):



https://www.oculus.com/experiences/quest/3587600347943381/?locale=en_EN

Microsoft Store:



https://apps.microsoft.com/store/detail/naka/9P9X0LSF45SK?hl=en

For Pico Interactive, just search “NAKA” in the app store within the device.

How we do a project with NAKA?

Discovery

We analyse all project dimensions before starting the ideation process: the **user, its context and business goals** we want to achieve with the experience.

The objective is to **empathize with the users** in order to get a deep understanding of them, their needs and their expectations.

During this phase a series of **requirements workshops and user interviews** are carried out to define the different personas who will be involved in the experience.

Ideation

We generate creative ideas in a collaborative way. This helps ensure the experience will meet users' needs. We use **co-creation techniques** with the project stakeholders and the users in order to define a better user experience.

This is done through focus groups, diary studies, experience mapping, brainstorming and other techniques guided by our **innovation experts** who lead and organise the co-creation sessions.

Design & 3D Modelling

We create a **design solution** which reflects the research effort previously done. An emotional design that connects the user and reinforces his level of satisfaction with the product.

This design is created as the production of a film: **Storyboarding, Art Direction, Interactions definition and 3D Modelling**

Implementation

Here is where the **experience is brought to life** and the elements in the scene and the interactions within them are developed and integrated.

Through a combination of technical and creative profiles the following elements are implemented in the immersive experience: **Scenes, Gadgets, Contents, Integrations and enhanced analytics**

Evaluate & Iterate

We **observe, report and evaluate** how the users are using the platform in order to optimize the experience and improve it based on facts and metrics.

Syntphony is NTTDATA's global product strategy. An ecosystem of end-to-end business solutions that, combined, deliver efficiency and improve time to market.

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