



# MOBILITY AND AUGMENTED REALITY SERVICES (MARS)

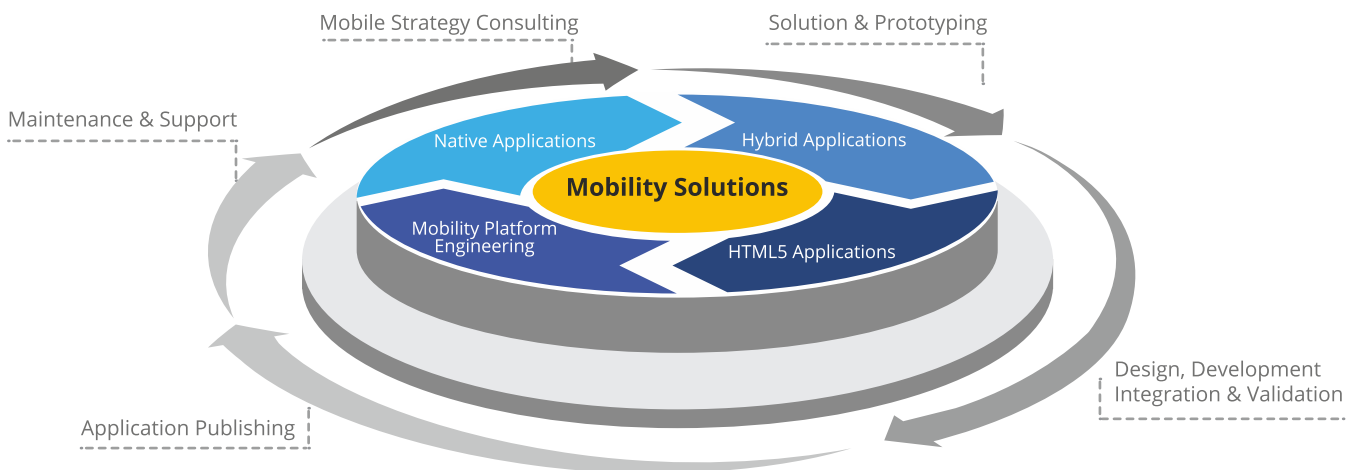


## STATE OF THE MARKET

We are witnessing the growing adoption of Augmented Reality (AR) technologies in mobile devices and smart wearables. This is well-illustrated by the ability of devices to access context-specific information online like user manuals, training details, asset information, and product catalogues. To deliver an enhanced user experience, accurate point-of-use information is required to supplement application data from the device. Enterprises worldwide are exploring the application possibilities of these technologies for cost savings and productivity improvement.

## SERVICE OVERVIEW

**MARS from L&T Technology Services** offers development of mobility strategies and AR solutions to enable anywhere, anytime access to OEM product data and enterprise information systems. The services include:



**MARS Process for Mobility Solutions Development and Testing**

## Strategy and Consulting

- Usability engineering for developing rich mobile UX. “Design for mobile-first” and “responsive design” concepts extendable to desktop apps.
- Evaluate mobile platform development tools and standardize the roadmap for apps, device management, and security compliance.

## App Development

- Architecture development for mobile solutions. User interface and performance requirements of the business, influence design for mobile web, native and hybrid apps.
- Mobile software development kit (SDK based) design to enable third-party app development.
- AR and wearable solutions for R&D, sales, manufacturing and field support.
- Interface with devices running customized Android platforms.
- Software enhancement and sustenance support.

## Mobile Platforms

- **Mobile OS:** iOS, Android, Windows 10 and Windows Embedded
- **Mobility frameworks:** Kony, IBM Worklight, CODENAME ONE, Xamarin, PhoneGap, Kendo UI, Sencha, jQuery, Bootstrap, HTML 5, CSS 3, and Qt
- **Mobile device management:** Symantec, airwatch and MobileIron
- **Enterprise integration:** Microsoft, Oracle, SAP, and IBM Maximo

## KEY DIFFERENTIATORS

Vast experience in multiple cross-platform mobile development and device management tools.

App qualification and go live ability across Apple Store, Google Play Store and Microsoft market places.

Use case driven decisions for web and hybrid mobile apps considering performance and user interface needs.

Scalable framework supports optimum design for compatibility with multiple mobile platforms.

- Continuous integration framework for frequent delivery of quality software to end-user.
- Regression tests automated to maximize code coverage.
- Specialized frameworks for marker and markerless AR solutions.

## BENEFITS

- Platform standardization for enterprise-wide roll-out and sustenance.
- Multiple form factor support and security for mobile devices.
- Development of OEM specific devices with customization of Android platforms.

## CASES



Flexibility to control room temperature from anywhere through a mobile app.



Android app launcher with a suite of custom apps for an automotive major.



Reduced mean time to repair (MTTR) in servicing a fuel dispenser through AR mobile app.



Remote feed and condition monitoring of an aquarium using a mobile app.

For more information visit us at [www.Inttechservices.com](http://www.Inttechservices.com)

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## About L&T Technology Services

L&T Technology Services Limited is a subsidiary of Larsen & Toubro Limited with a focus in the engineering services space, partnering with over 50 Fortune 500 companies. A leading pure-play Engineering, Research and Development services company, we offer design and development solutions through the entire product development chain, across various industries such as Industrial Products, Medical Devices, Transportation, Telecom & Hi-tech, and the Process Industry. We also offer solutions in the areas of Mechanical Engineering Services, Embedded Systems & Applications, Engineering Process Services, Product Lifecycle Management, Engineering Analytics, Power Electronics, Machine-to-Machine (M2M), and the Internet-of-Things (IoT).