



Microsoft's new digital customer experience at Schiphol

Microsoft launched a completely new experience together with four partners in the Customer Experience Center in its office at Schiphol: the HoloSuite. This space is the basis for a groundbreaking new way of storytelling, where digital transformation is truly brought to life in a 360° experience. Does that sound like a pie in the sky? Nothing could be further from the truth.

HoloSuite offers immersive experience

The so-called "immersive technology" offers many possibilities. With immersive technology, smart technologies are used to connect the physical world with new digital developments. By using advanced, interactive 360° projections and Mixed Reality experiences, the HoloSuite offers the opportunity to show specific industry scenarios in practice. This fully immersive experience completely surrounds visitors in their own environment, in their own story.

Cooperation with four partners

Through the collaboration with strategic partners InSpark, Plain Concepts, Recreate and Wortell, Microsoft offers HoloSuite visitors this completely new experience. Together they operate in the HoloSuite and are working on new industry scenarios. Besides, the five parties also launched a Digital Transformation Experience initiative, deliver each all scenarios to customers and help customers on their way through Mixed Reality- and Digital Transformation Workshops.

Real customer and industry cases

Finally, the HoloSuite presents a wide range of industry scenarios based on real customer cases, including those from the Johan Cruijff Arena, Oasen Water, the Vechtdal College, Tata Steel, Bilfinger, Nedap, the Royal BAM and a collaborative project of the Center for Innovation of the LUMC and Leiden University.

Microsoft is proud of the collaboration with the involved partners and customers. More information about the possibilities? Contact your Microsoft Account Manager.