SEISAN

WE REALIZED THE DATA RENAISSANCE FOR THOUGHTSPOT

ThoughtSpot.

LEVERAGED TECHNOLOGIES

- Unity
- 3D Asset Models
- Apple Vision Pro
- C#
- 3D UI

PLATFORM INTEGRATION

- Apple Vision OS

CORE CAPABILITIES

- Efficient Unity Development
- Standardized VR Development
- Emerging Technology
- Agile Process

EXTENSION OPPORTUNITIES

- Dynamic Data Visualization
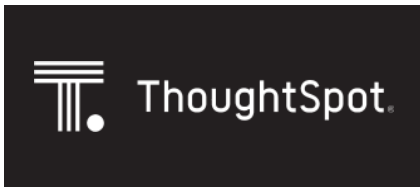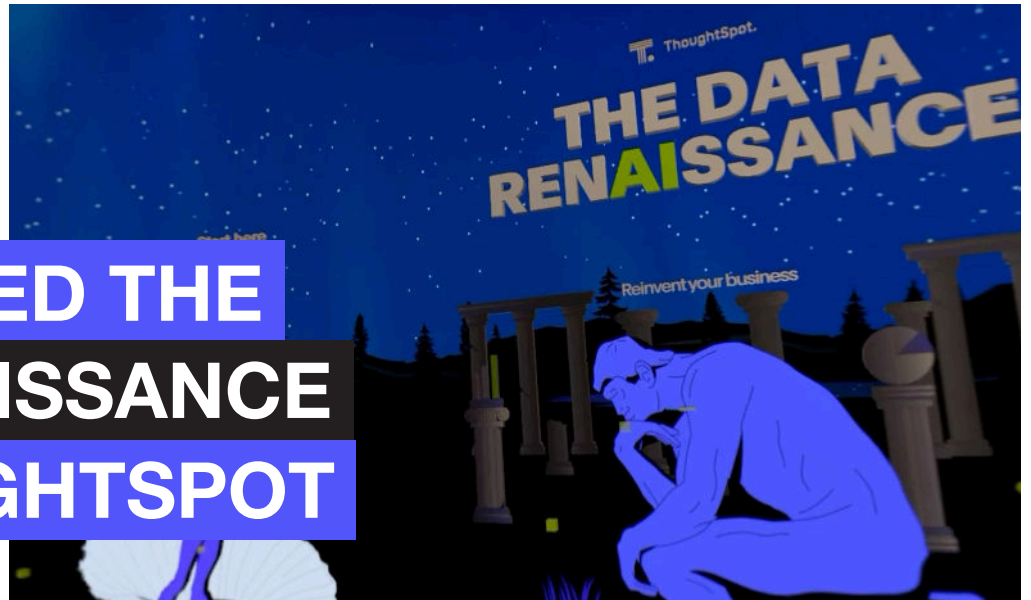
Objective

Develop a fully immersive VR experience to showcase the Data Renaissance experience through the Apple Vision Pro.

Solution

Seisan developed a Virtual Reality experience for the Apple Vision Pro to immerse potential clients into the world of ThoughtSpot's Data Renaissance through mixed reality alongside 2D and 3D custom artwork.

Seisan collaborated closely with ThoughtSpot to transform the company's Data Renaissance marketing campaign into an engaging, high-quality, and on-brand virtual reality experience.

ThoughtSpot's AI-Powered analytics platform makes it simple for organizations to ask and answer questions with data. Their Modern Analytics Cloud allows users to leverage natural language search and AI to discover personalized insights to make better business decisions

Seisan created a completely bespoke Virtual Reality experience for the Apple Vision Pro, transporting users into ThoughtSpot's Data Renaissance universe through a combination of mixed reality, along with custom 2D and 3D artwork and videos.

SEISAN'S APPROACH / VR APP DEVELOPMENT

PROJECT OVERVIEW

Seisan collaborated with ThoughtSpot to create an immersive virtual reality (VR) experience tailored for the Apple Vision Pro, bringing the company's Data Renaissance marketing campaign to life. This custom-built VR application allows users to explore ThoughtSpot's innovative analytics platform through mixed reality, combining custom 2D and 3D artwork with dynamic visuals. The experience showcases how ThoughtSpot's AI-powered analytics and natural language search capabilities empower organizations to make data-driven business decisions with confidence and ease.

Designed for use at trade shows and other events, the ThoughtSpot VR experience immerses potential clients in a visually stunning and engaging narrative of modern data exploration. By integrating cutting-edge technology with an interactive and intuitive design, the application positions ThoughtSpot as a leader in analytics

innovation, bridging the gap between technology and storytelling in a revolutionary way.

TECHNOLOGY DETAILS

The ThoughtSpot VR experience was developed exclusively for the Apple Vision Pro, leveraging the capabilities of visionOS to fully utilize the device's spatial computing environment. The application was built using Unity, a versatile platform for creating immersive VR environments, with C# programming ensuring high performance and smooth functionality. Custom 3D asset models, realistic texturing, and dynamic lighting were seamlessly integrated to deliver an engaging mixed reality environment that immerses users in ThoughtSpot's Data Renaissance narrative.

The user interface was designed to enhance interactivity and usability, dynamically adapting to user movements and interactions within the visionOS environment. Unity's advanced rendering capabilities were combined with visionOS-specific features, enabling a seamless blend of virtual and physical elements for a uniquely immersive experience.

This application highlights the power of Apple Vision Pro and visionOS when paired with innovative storytelling, setting a new benchmark for VR applications in the analytics industry.

RESULTS

Seisan achieved a rapid turnaround for the ThoughtSpot Data Renaissance application, positioning it among the first applications made available for this innovative new device.

The application received enthusiastic responses from both the ThoughtSpot team and its users for providing a high-quality, stylized VR experience that aligns with their brand. The combination of interactive product benefits and traditional feature showcases elevated the ThoughtSpot Data Renaissance experience. Currently, Seisan is developing the next version of this app, aiming to enhance their suite of applications and maintain their position at the forefront of technological innovation.

APPLE VISION PRO

The ThoughtSpot VR experience was specifically designed for the Apple Vision Pro, taking full advantage of visionOS to maximize the device's spatial computing features. Developed with Unity, a robust platform for crafting immersive VR experiences, the application guarantees exceptional performance and seamless operation.
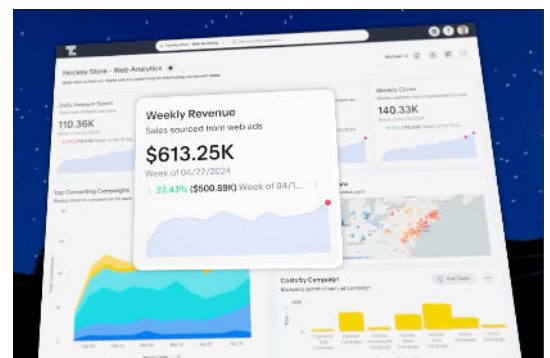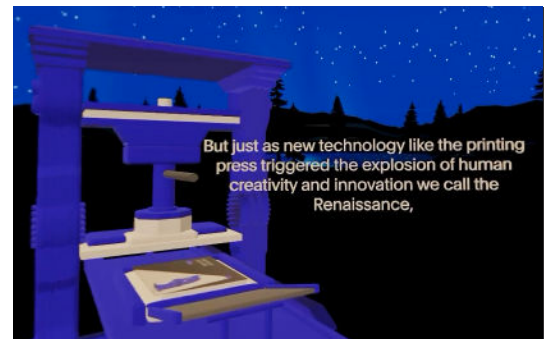
UNIQUE VISUAL IMPACT

Seisan integrated mixed reality with personalized 2D and 3D artwork to develop engaging visuals for the Data Renaissance VR experience. Featuring elements such as an animated 3D printing press (shown in the top image) alongside dynamic 2D charts and diagrams, users are immersed in an exceptionally captivating environment.

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