

# NX Immersive Engineering

Der nächste Schritt in der Industriellen AR/VR-Nutzung

Fully integrated engineering reality  
Siemens & Sony award winning partnership

Andreas Brandauer

**Meet me at:**  
**XR für den Mittelstand**

 16. April 2026  
13:00 - 17:30 Uhr



 IHK

# Transforming design & engineering with Siemens software & SONY hardware know-how

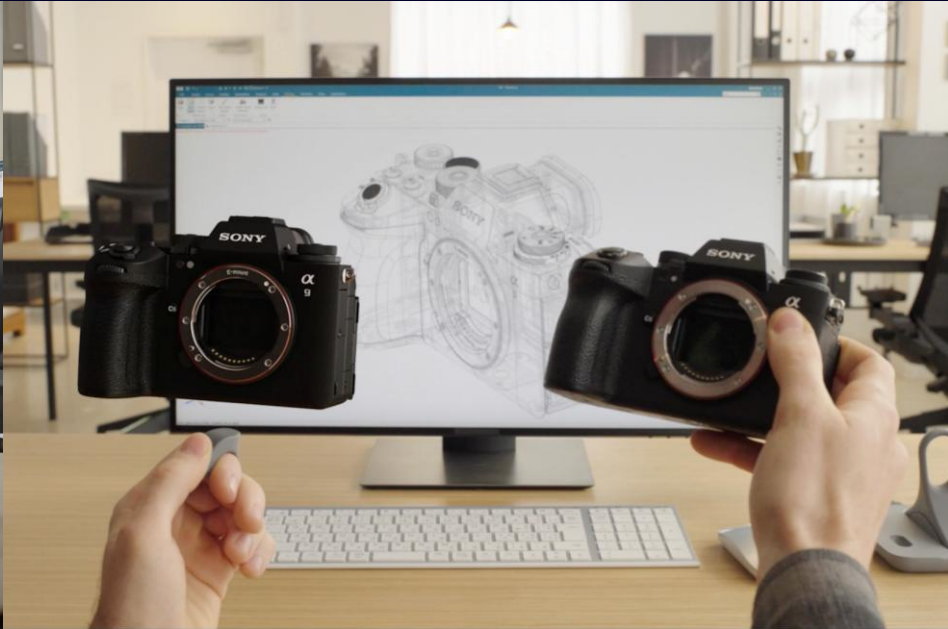
Extending user experience to virtual engineering reality

Increase  
**productivity 30%**



**Digital twin reality**

Reduce  
**prototypes**



**No data prep, go immersive**

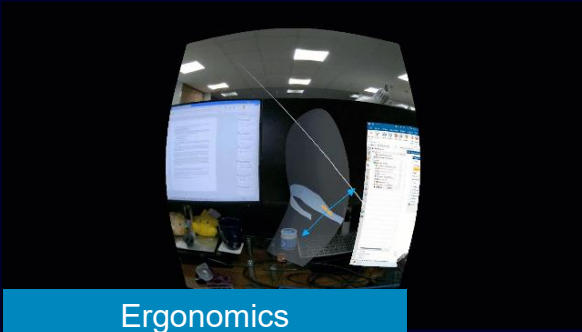
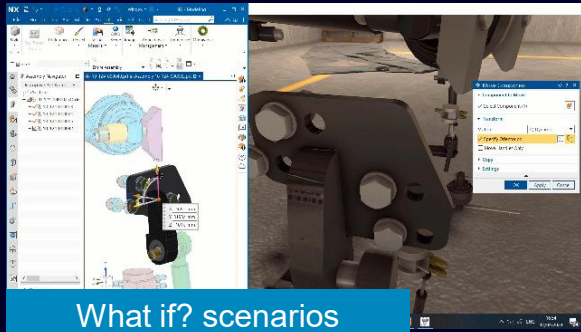
Enhance  
**collaboration**



**Design in immersive**

# Unlock innovation with fully integrated Immersive Engineering

For next generation design productivity

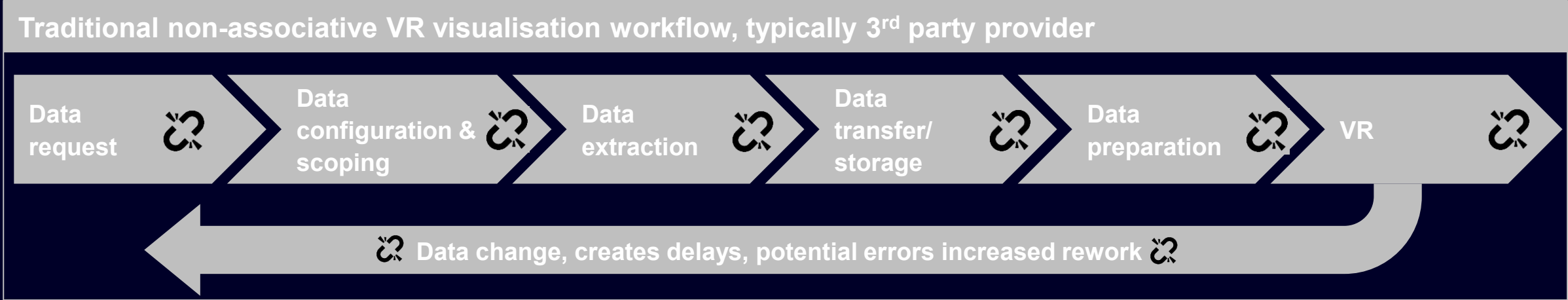


## What could you achieve with Immersive Engineering?

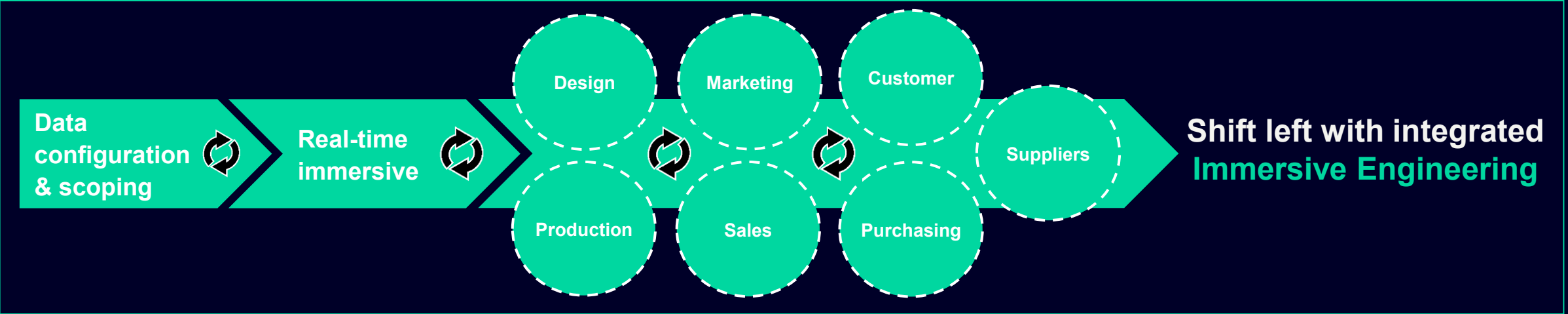


# Value of fully integrated Immersive Engineering

Integrated and part of the digital thread



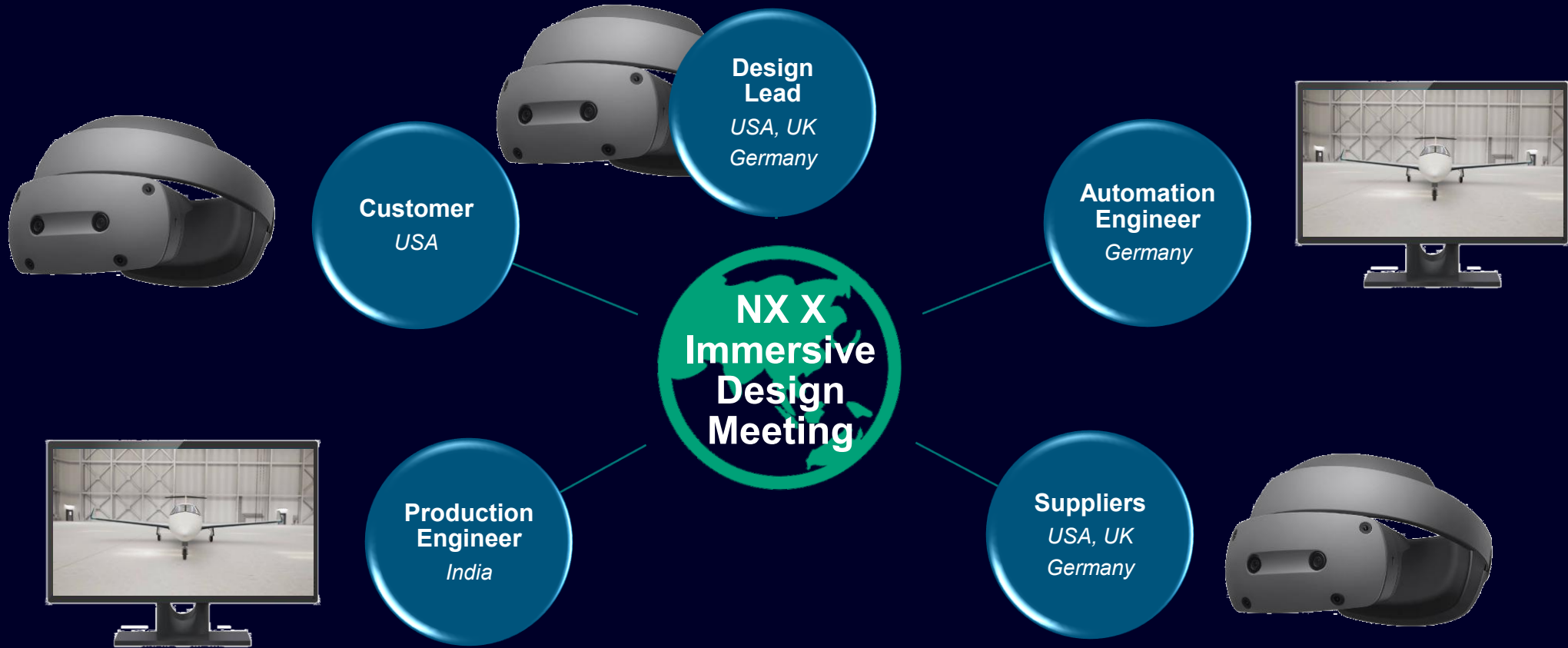
## Siemens 1-click Immersive Engineering fully integrated workflow with no delays, errors or rework





# Value of fully integrated Immersive Engineering

Connect people, departments and teams together to make instant decisions on a single source of truth



Globally connect, instantly collaborate, discover and make decisions without IT complexity

# Dedicated XR headset and controller design for engineering workflows

SONY CES Award winning hardware: Fully integrated into the NX design workflow



**4k resolution  
per eye**

for overall comfort  
and reduced stress



**Precision  
controllers**

for engineering and  
design workflows



**Comfortably  
balanced**

for extended use  
and open feeling



**Use with glasses  
+ flip-up visor**

for visual comfort,  
and flexible use



**Mobility Portable  
carry case**

for easy moving between  
rooms, sites

Designed by engineers for an engineer's environment. Workflow adoption without IT complexity

# Become competitive with Immersive Engineering

## Cambian

*Take engineering technology and methods into the world of architecture*



“With Immersive Engineering we are much more efficient. Saving time on the basics allows us to focus on the more demanding aspects of a commission and really demonstrate our value as a supplier.”

## Natilus

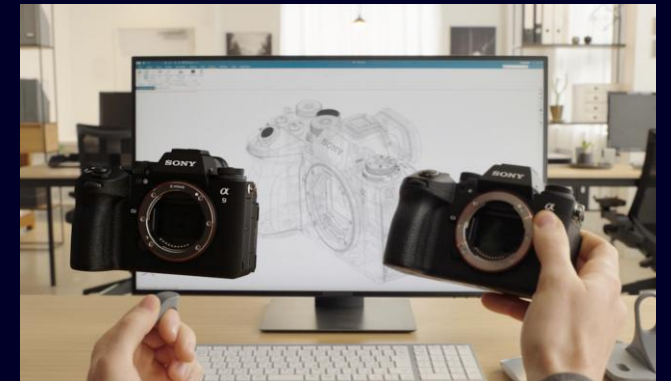
*Reducing the cost of airfreight with innovative designs*



“Immersive Engineering allows us to see our product at human-scale, in real-time, before we’ve built it.”

## SONY

*Create the future of entertainment through the power of technology together with creators*



“Tighten integration of software and hardware. Intuitive immersive interaction with digital twin. High-fidelity visuals combine together to enable Immersive Engineering”

# Unlock new business opportunities through fully associative Immersive Engineering

## Real-time Immersive Engineering

**Immersive Explorer**  
Validation, virtual  
commissioning and sign-off



Seamless connection from NX  
Markup, sections, snapshots  
Live updates from NX to VR

**Immersive Designer**  
Design 3D in 3D  
Next Gen Virtual Design



Precision editing in VR  
Controllers built for NX  
Pass through / Virtual monitor

**Immersive Collaborator**  
Iterate faster, more designs  
and more stakeholders



Create/Join meetings  
Services built into NX X  
Collaborate between 2D & VR

**Immersive Visualization**  
3D Rendering  
Extended Reality (XR)



Business design, sales and  
marketing communication  
XR Export: GLTF, GLB, USDZ

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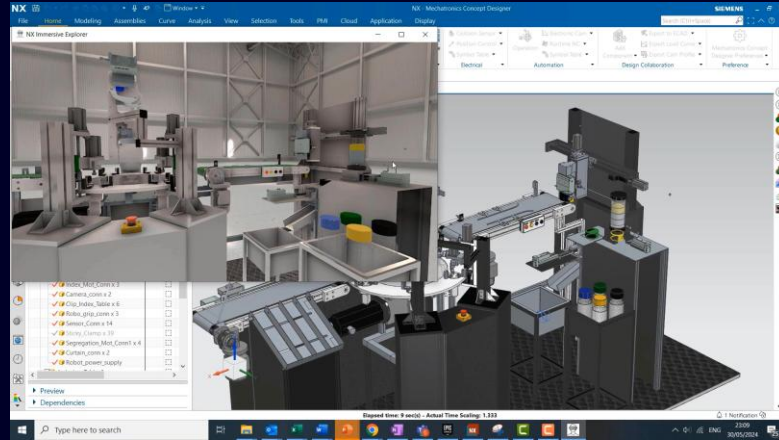
Create/Join meetings  
directly built into NX X  
Collaborate between 2D & VR

**Immersive Visualization**  
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# NX Immersive Explorer. One click instant design reviews

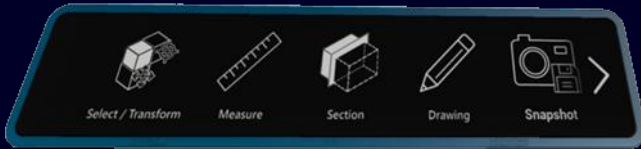


Iterate faster and reduce rework with  
**NX Immersive Explorer**

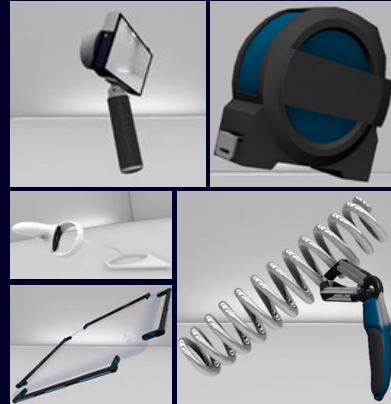
See real time design changes with  
**Live updates**

Connect the real and digital worlds with  
**Connected simulation**

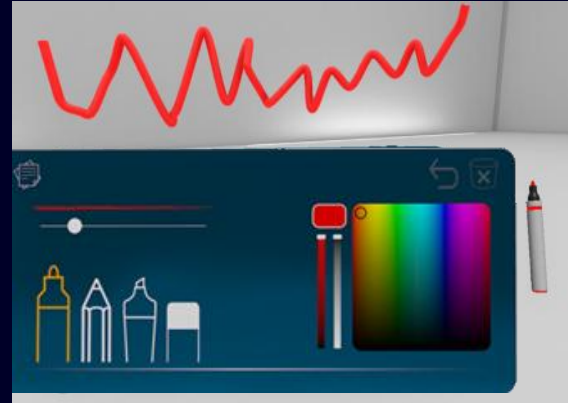
# NX Immersive Explorer. NX capabilities available within your immersive experience



No training navigation



Move components



Drawing notes



Measure



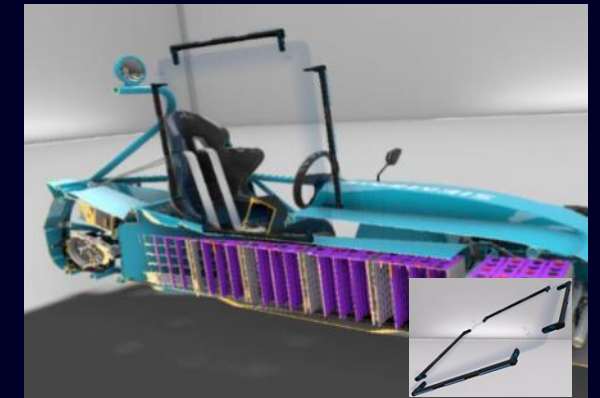
Metadata & assembly navigator



Sticky notes



Snapshot



Section



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**SIEMENS**

## **NX Immersive Designer**

Seamlessly connecting the real and digital worlds.

The next generation of product engineering is immersive. Move beyond today's limitations to collaborate, create and manipulate across teams in a borderless immersive workspace – from anywhere in the world.



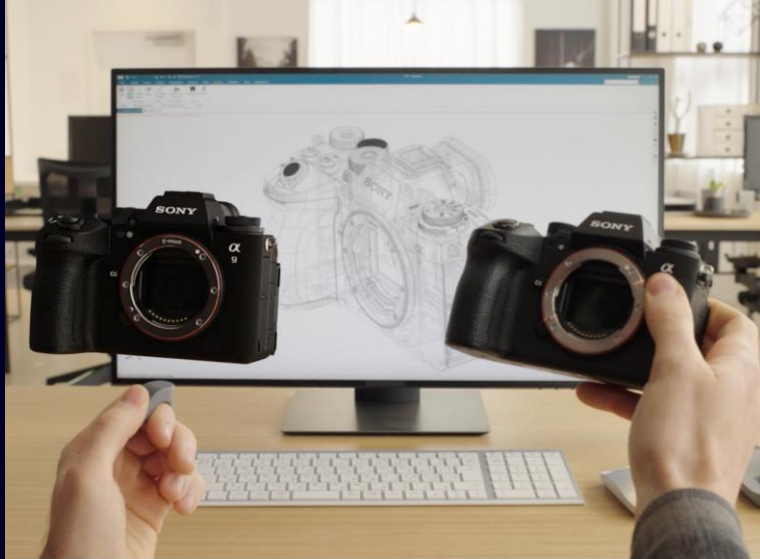
**SONY**

## **XR Head-mounted Display**

The most natural way to experience the Digital Twin.

A transformative head-mounted display with stunning visual fidelity, all-new input controllers and tight integration to Siemens software enables the smoothest most seamless engineering workflows.

# Transforming product engineering with fully integrated Immersive Engineering Siemens and SONY



**Easily  
combine**  
the real and digital



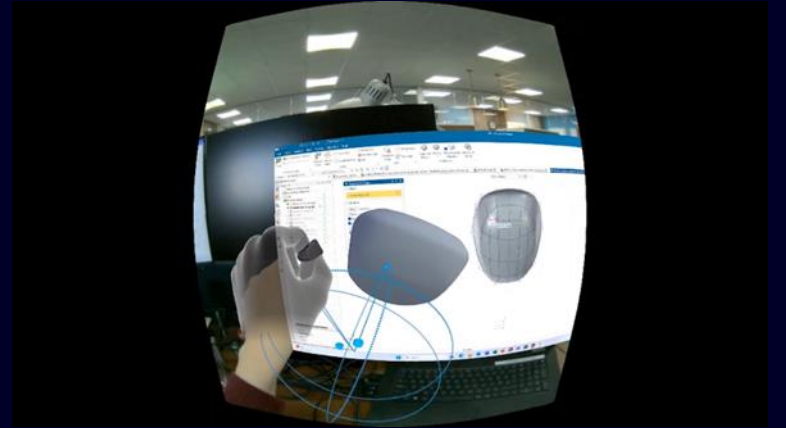
**Live  
connection**  
to NX



**Extended  
workspace**  
with the virtual monitor

# Enhance productivity with the NX Immersive Designer experience

Plug & play technology, remove 2nd screen dependency, see and design the possible

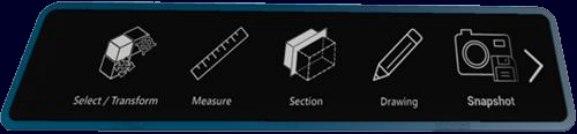


Connect the real and digital worlds with **integrated Immersive**

Extending NX into the immersive environment with **virtual monitor**

Augmented reality design space **Naturally extends NX to next level**

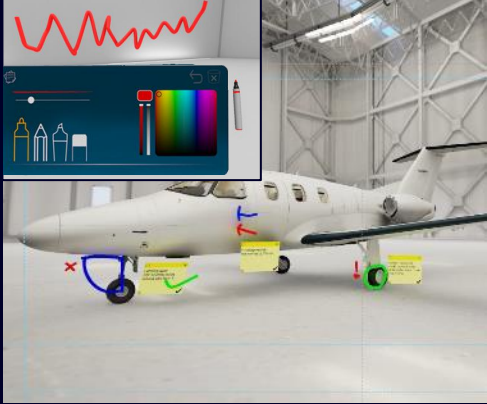
# Immersive Explorer. Design capabilities available within your immersive experience



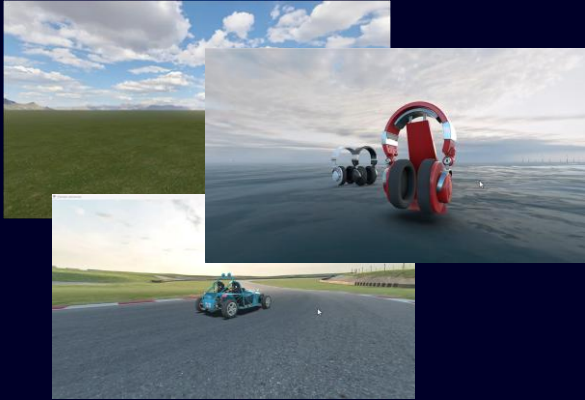
Easy onboarding tools



Gamepad navigation



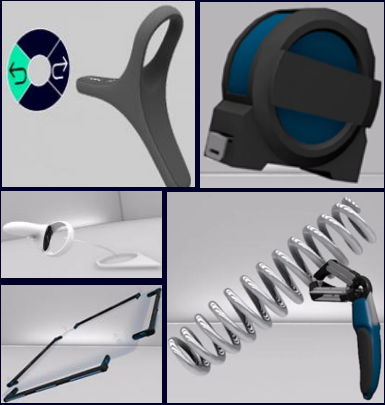
Drawing & sticky notes



Rich environments



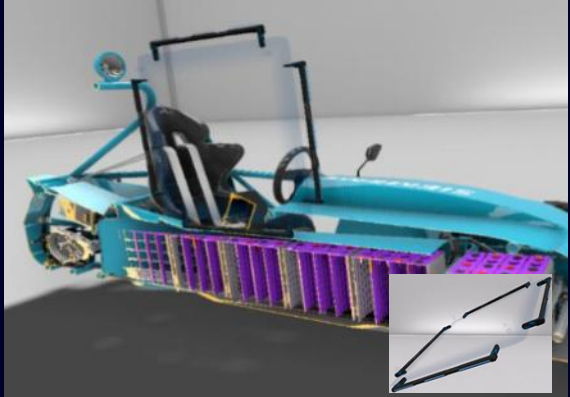
Metadata & assembly navigator



Immersive Tools



Snapshot



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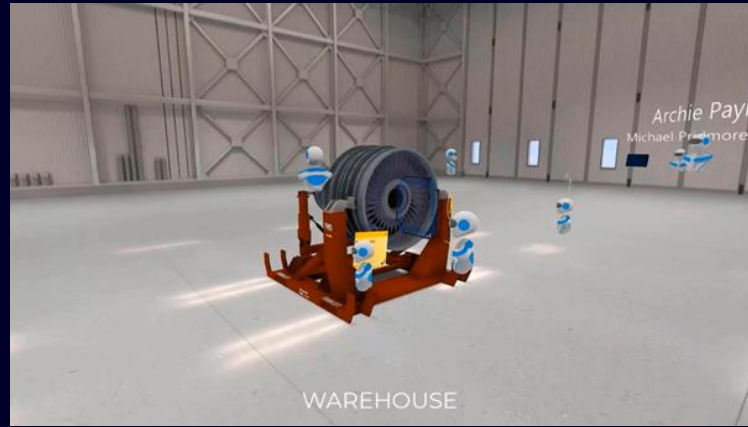
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# NX X Immersive Collaborator

Design together across teams, sites and regions in a virtual meeting room



Design together in context with Immersive collaboration in **NX X**

Discover new collaborative workflows **shared virtual meeting**

Stakeholders can watch colleagues working to **gain insights**

# NX Immersive Explorer

Desktop mode brings access for users without headset

NX Immersive Explorer offers a desktop mode where you can enter the virtual environment **without** a headset and navigate around in full screen immersive to gain additional insights into your designs.

- Available when joining collaborator meetings also.

Press 'H' for a handy view of the controls available

Desktop Controls			
Move Forward	W or Up	Switch to Next Available Scene	Enter or #
Move Backward	S or Down	Toggle Ambient Shadows	O
Move Left	A or Left	Rotate View Around User	MB1 + Drag
Move Right	D or Right	Rotate View Around Model	MB3 + Drag
Elevate Up	Q	Zoom In and Out	Scroll
Elevate Down	E	Pan View	MB2 + MB3 + Drag
Toggle Ground Shadow	L	Movement Speed Level	1 2 3 4 5 6
Toggle Model Clipping	C	Raise Ground Plane	0
Reset Camera Position	X	Lower Ground Plane	9





# Using integrated Immersive Engineering Design 3D in 3D, with Value Based Licensing

## Real-time Immersive Engineering

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NX & NX X VBL  
Most headsets supported

**Immersive Designer**  
Design 3D in 3D  
Next Gen Virtual Design



NX & NX X VBL  
SONY XR HMD required

**Immersive Collaborator**  
Iterate faster, more designs  
and more stakeholders



NX X VBL  
Only meeting leader pays  
NX X only

**Immersive Visualization**  
3D Rendering  
Extended Reality (XR)



NX & NX X VBL  
Rendering, Extended Reality,  
Appearance Management

# Summary. Transform Product Engineering with NX Immersive Engineering

## Gaming to engineering experience has started

- Available to all NX value-based licensing customers
- Instantly connect execs, manager and engineers
- Make faster decision making and better designs
- Shift left your design to manufacturing
- Improves sustainability across the entire process chain
- Enable right first-time engineering
- Unlock new business opportunities
- Leverage CES award winning partnership



# Hands On!



# Contact

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