

Using augmented reality and artificial intelligence for process optimization

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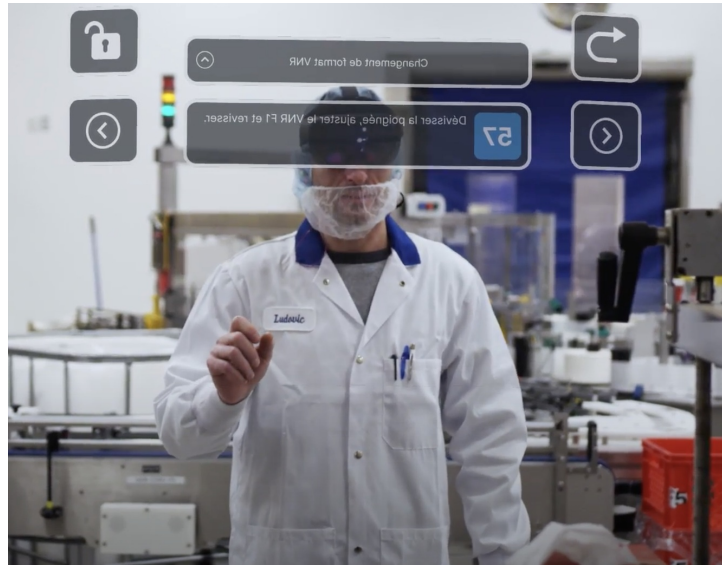


[St-Hubert Group](#), a Canadian company known for its rotisserie chickens, has also been offering a wide range of products in grocery stores across Canada for over 70 years. With a commitment to professional service and top-quality ingredients, the group has built a loyal customer base. To remain innovative and at the forefront, St-Hubert Group partnered with DeepSight Augmented Reality, a young technology company, to deploy a training solution based on augmented reality that improves the way employees learn while working. Gone are the days of outdated, lengthy manuals, replaced by a cutting-edge, immersive training experience that empowers employees to learn and grow in a more efficient and effective way.

The DeepSight software is installed on one of the main factory production lines at the Boisbriand plant, allowing employees to train on various aspects, including start-up and cleaning procedures, product quality, health and safety, and more. St-Hubert Group believes proper training and support for employees will not only enhance their experience but also their efficiency in carrying out tasks.



The DeepSight Augmented Reality solution has transformed the critical operational procedures into "enhanced" procedures, visible through smart glasses or tablet, allowing workers to follow step-by-step instructions. The solution allows the company to standardize and harmonize entry level training, facilitate expert knowledge transfer, and optimize every minute devoted to completing tasks.



Furthermore, DeepSight integrated IBM Watson Text-to-Speech. This technology enables real-time audio instructions in French, English, and Spanish, providing employees with the language support they need to succeed. With this capability, employees can quickly familiarize themselves with their work and master the tasks required. St-Hubert Group's diverse workforce can thus overcome language barriers. To accelerate its digital transformation, St-Hubert Group began using the DS Capture instant knowledge capture feature, which reduces the time it takes to create work instructions and facilitates knowledge transfer across the organisation. This visionary approach and excellent collaboration between DeepSight and St-Hubert Group highlights the immense potential of augmented reality –based solutions in driving a successful digital transformation. The collaboration was recently awarded a grant from the Canadian Food Innovation Network (CFIN) program and was recognized as an innovative project at the Gala des Octas, led by the Réseau Action TI.

By implementing the DeepSight AR solution, St-Hubert Group intends to improve employee training, standardize the processes and reduce losses due to non-compliance. As the Group continues to evolve and adapt to the changing landscape, it is clear that the potential benefits of augmented reality will only continue to grow.

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