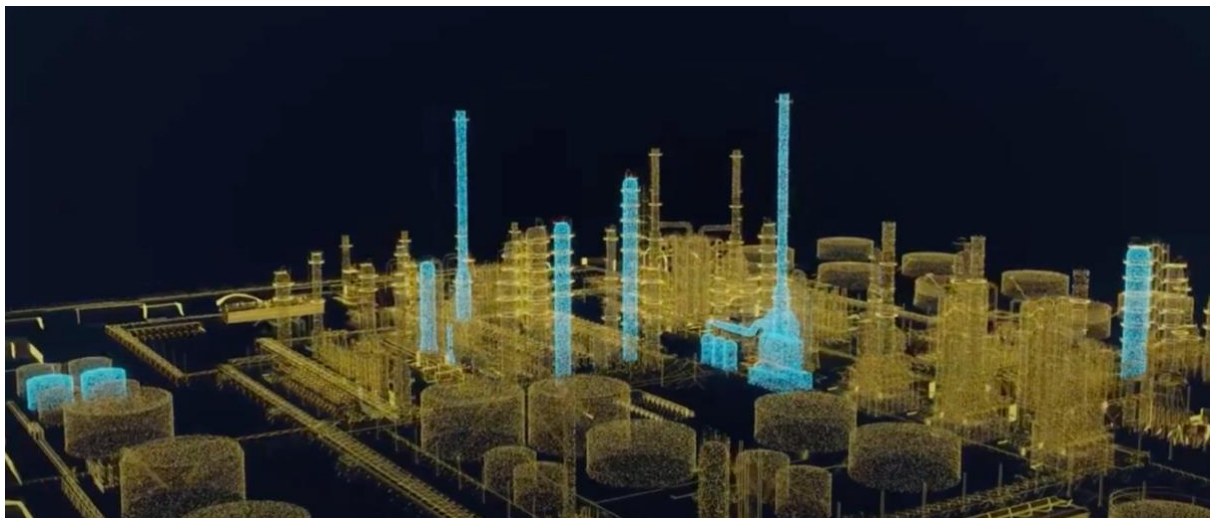


# Future of Visual Positioning Systems in Oil & Gas: Trends to Watch

A Visual Positioning System (VPS) is a technology that uses advanced algorithms and visual recognition to pinpoint exact locations in complex environments. Operational efficiency and safety are key in the oil and gas industry, which is where VPS is finding a prime place. Its ability to enhance situational awareness and streamline navigation has transformative impacts on operational workflows allow users to navigate to a point of interest using the fastest and safest path. VPS can reduce risks and enhance efficiency in the sector by providing real-time data and accurate device positioning and orientation.



Oil and gas operations are often located in remote and extreme locations where traditional positioning systems such as GPS might fail. The adaptability of VPS allows for deployment in these settings, offering reliable positioning services even in offshore facilities.

Several organizations are now applying visual positioning systems to make processes more efficient.

A study by Kimberlite, an oil and gas market research company, quantified the costs unplanned downtime have on the industry. According to the study, the cost of downtime is not cheap. On average, offshore organizations experience \$38 million annually in costs from unplanned downtime. Organizations with the worst measured performance saw financial impacts north of \$88 million annually.



Even short intervals of unplanned downtime can have significant financial impacts. The Kimberlite study found that just a 1% downtime rate, equivalent to 3.65 days, costs more than \$5 million per year. Offshore organizations average more than 27 days of unplanned downtime, or \$38 million yearly. According to a report from the National Safety Council, workplace injuries in the oil and gas sector cost employers over \$1 billion annually.

The integration of Immersal VPS significantly boosts productivity and enhances connectivity by delivering real-time visibility into asset locations and operational performance, Immersal VPS empowers companies to optimize workflows, reduce inefficiencies, and ensure effective resource utilization. This advanced asset tracking capability not only streamlines operations but also fosters collaboration among teams.

According to a study by PwC, organizations that embrace real-time analytics can achieve productivity gains of 8-12% through improved equipment utilization and process optimization, positioning them for greater success in a competitive market.

## **How can VPS help?**

**Real-time Location Tracking:** VPS provides high accuracy in the location tracking of personnel and equipment, thus enabling prompt identification of people in an emergency.

**Navigation:** VPS can be used to create 2D or 3D navigation in complex environments, including directions to Geolocated assets.

**Improved Situational Awareness:** Workers will be provided in real-time with all the data about their surroundings using augmented reality features to avoid hazardous areas or situations. At the same time, people in the control room have visibility of everyone on site and their safety zones.

**Improve safety:** Through VPS, robots with cameras can do autonomous inspections to decrease the number of workers that have to enter dangerous zones.

**Asset Tracking:** VPS can streamline operations by enabling more efficient asset tracking and maintenance planning.

**Efficient Resource Allocation:** Better visibility of equipment and resources allows for optimized usage and deployment, lowering operational costs.

As the oil and gas sector continues to change, visual positioning systems are among the most important technologies that may bring about fundamental changes in this industry. The trends mentioned above point toward a promising future wherein productivity and safety will be enhanced through innovative solutions. This is the time when industry stakeholders should think about how the adoption of these systems will drive their operational efficiency and safety initiatives.



In this fast-changing landscape of oil and gas, understand the huge potential of visual positioning systems. Book a meeting with the Business Development team at Immersal today to learn how our expertise can enhance your operational efficiency and discuss opportunities that drive innovation in your organization.

Join us at the forefront of making the future of oil and gas safer and more efficient.

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