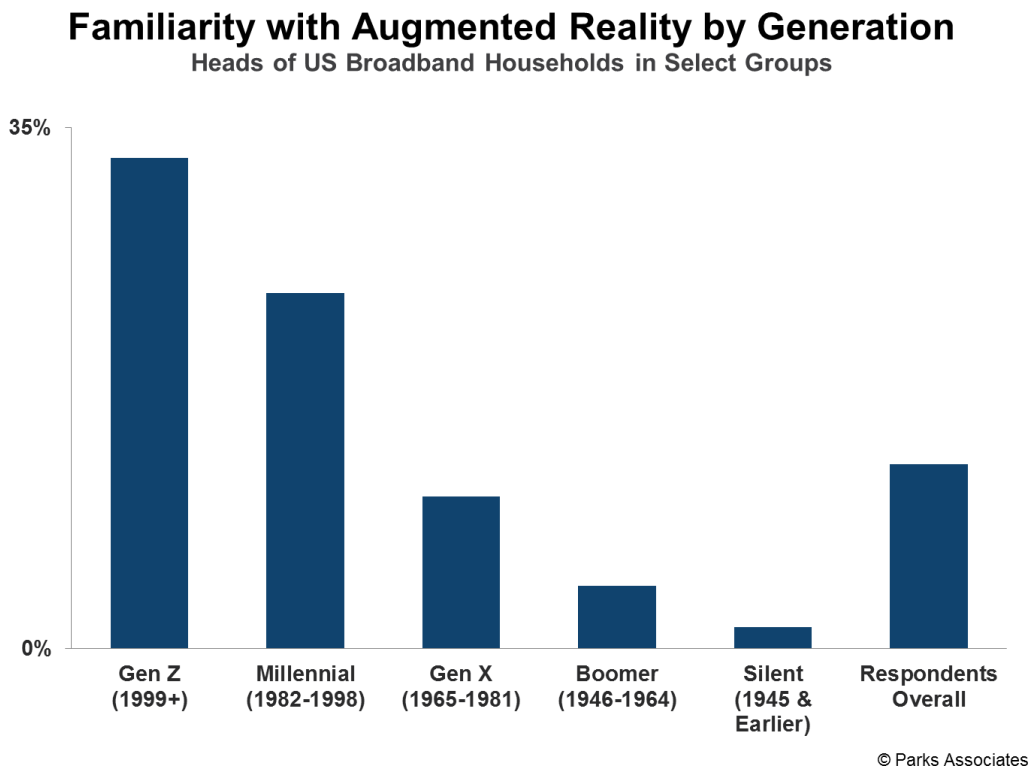
Augmented Reality: Innovations and Lifecycles

TABLE OF CONTENTS

By Kristen Hanich, Senior Analyst, Parks Associates

Synopsis	AR Familiarity
Augmented reality (AR) has the great potential to revolutionize the way in which consumers interact with technology, each other, and the world around them. Some believe that AR devices could even replace smartphones and personal computers in the future. This report presents an overview of the current state of AR technologies and devices, with an emphasis on new innovations in the AR space that can help drive adoption. It includes a deep dive into the activities of major AR players, including Microsoft, Google, and Apple, as well as product lifecycle estimates.	
Publish Date: 1Q 19	"In the consumer space, there is low familiarity with the term augmented reality, even though a higher percentage of consumers use augmented reality in some form than do virtual reality. None of the top consumer AR applications are AR-first but rather additive experiences to another core benefit or use case," said Kristen Hanich, Senior Analyst, Parks Associates.

Contents

1.0 Report Summary
- 1.1 Purpose of Report
- 1.2 Key Questions Addressed by this Research
- 1.3 Research Approach/Sources

2.0 Augmented Reality Market Overview
- 2.1 Augmented Reality Use Cases
  - 2.1.1 Business Use Cases
    - Enterprise Use Cases
    - Company Highlight: Microsoft
    - Company Highlight: LogistiVIEW
  - 2.1.2 Consumer Use Cases
    - Filters: Social Media and Chat

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Shopping: Virtual Try-Out
Mobile Gaming: Pokémon Go
Web AR and AR Browsers
2.2 Augmented Reality Ecosystem

3.0 Augmented Reality Devices: Assessment of Leading Players
3.1 Handheld AR
3.1.1 AR on iPhones
Unifying Hardware and Software with ARKit
3.1.2 AR on Android Phones
Designing for Google's ARCore
3.2 AR Head-Mounted Devices
3.2.1 2D AR HMDs
RealWear
Vuzix
Google Glass
Kopin Corporation
3.2.2 3D AR HMDs
Microsoft HoloLens
Magic Leap
Qualcomm XR Viewer Platform
nReal.ai
3.3 AR Platforms: Comparative Assessment

4.0 Consumer Perceptions of Augmented Reality
4.1 Consumer-Preferred Use Cases
4.2 Preferred Form-Factors
4.3 Rising Consumer Awareness

5.0 Telco's Augmented Reality Strategies

6.0 Market Forecast
6.1 Assessment of AR Market
6.2 Methodology and Assumptions
6.2.1 Continued Handheld Dominance in the Consumer Space
6.2.2 Enterprise HMD Growth Will Be Slower than Expected
6.2.3 More Players Will Exit the Market
6.3 Augmented Reality Evolution: Projected Timeline

7.0 Implications and Recommendations

8.0 Appendix
8.1 Glossary
8.2 Index
8.3 Image Sources

Figures

Companies Interviewed or Researched for Report
Augmented Reality Development Timeline
Dynamics 365 Mixed Reality Solutions
Monthly Active App Users for Top AR Applications
Augmented Reality Ecosystem
Use Cases for Augmented Reality HMDs

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	RealWear HMT Specs Vuzix Smart Glasses Specs Microsoft HoloLens Specs Magic Leap One Specs Comparison of Leading AR Headsets Consumer Familiarity with AR Consumer Preference for AR Information Appeal of AR Form Factors Familiarity with AR by Generation (2016-2018) Telco AR Initiatives Enterprise Augmented Reality HMDs: 2018-2025 Forecast

List of Companies

Accenture	Magic Leap
Acer	Microsoft
AGCO	NetEase-AR
AMA Medical	New York Times
Amazon	NextVR
ANZ	Niantic
Apple	nReal
Apple	OnePlus
Apprentice	Onshape
APX	Pico Interactive
ARToolkit	Pristine
ARToolKit	PTC
Arvizio	Qualcomm
AT&T	RealWear
Atheer	Rovio
Augmate	Samsung
Augmedix	Sennheiser
BlackShark	SenseTime
Blippar	Sephora
Boeing	Shopify
Booz Allen Hamilton	SK Telecom
Brainlab	Snapchat
Chevron	Sprint
Crowdoptic	State Grid
Deutsche Telekom	Streye
DHL	Sutter Health
Epic Games	Swisscom
Facebook	Telstra
Framestore	Thyssenkrupp
GE	TIM
Google	Toyota
GuidiGo	Trimble
Honeywell	Twilio
HTC	Ubimax
Iconic Engine	Unity
IKEA	Unreal
ILMxLAB	UpSkill
Imaginarium	Verizon

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	Insomniac Games	Vivo
	Instagram	Vuforia
	Interapt	Vuzix
	Intoware	Wacom
	KDDI	Wayfair
	Komatsu	Wearable Intelligence
	Kopin	Weta Workshop
	KT	Wikitude
	LG U+	Wingnut AR
	Librestream	Xiaomi
	LogisitVIEW	ZF

Attributes	
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