

Augmented Reality: Not Quite Real...Yet

Market Brief
Fourth Quarter, 2012





Augmented Reality: Not Quite Real...Yet

A Market Brief

Published Fourth Quarter, 4012
Version 1.0
Report Number: 4Q2012-01

IGR
12400 W. Hwy 71
Suite 350 PMB 341
Austin TX 78738

Table of Contents

Abstract	1
Executive Summary	2
Figure A: Augmented Reality Strengths & Weaknesses.....	2
Methodology	3
Augmented Reality	4
What is Augmented Reality?	4
Figure 1: Visualizing Where Augmented Reality Fits	5
What is the Current State of Standards Related to AR?	5
What is the Status of AR in the Market?	5
Who are the Players in AR?	6
Table 1: Key AR Players.....	6
Augmented Reality SWOT Analysis	7
Figure 2: Augmented Reality SWOT Analysis	7
How AR May Impact Current Technology	8
What is the Outlook for AR?	9
The Next Four Years	9
Table 2: Outlook for Augmented Reality – 1 to 2 Years.....	9
Table 3: Outlook for Augmented Reality – 2 to 4 Years.....	10
Conclusion	11
Definitions	12
General	12
Device Types	12
Services	13
Network Technology	14
About IGR	18
Disclaimer	18

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2012 iGillottResearch, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

Abstract

This report provides a brief overview of augmented reality (AR), some of the key players and its potential impact on the wireless market. AR technology promises to revolutionize merchandizing, education, military, health care, entertainment, gaming and travel experiences in the years ahead. The potential for AR is unlimited as it transforms the manner in which we view, access and present data. This capability, with the addition of new LTE network technology, will be revolutionary.

Key questions addressed:

- What is augmented reality (AR)?
- How did AR originate? How is it developing?
- Why should mobile operators be interested in AR?
- What are the benefits of AR?
- What are some of the challenges surrounding the implementation of AR?
- Who are the major AR players?
- What is the prognosis for AR adoption?

Who should read this report?

- Mobile operators
- Device OEMs
- Mobile applications and software developers
- Content providers and distributors
- Financial analysts and investors.

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2012 iGillottResearch, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.