

# Screenless Display Market by Type (Visual Image, Retinal Display and Synaptic Interface) and Application (Holographic Projections, Head-mounted Display and Head-up Display) - Global Opportunity Analysis and Industry Forecast, 2015 - 2020

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## Abstracts

As technology continues to evolve, a world which is globally connected is fast becoming a reality. The number of devices used and owned by us is constantly rising and our desire to control and keep track of our ever increasing number of activities keeps growing. This culminates in one glaring question that perturbs both consumers and the display industry: Where will this desired information be exhibited? The obvious answer would be screen display. Overall, screen display technologies continue to grow at a rapid rate. One such interesting technology is Screen less Display. It is a system where data/information is transmitted through a video source without using a projector or screen. Screen less display manufacturers are developing computer-enhanced technology that can act as major game changer in the technology industry in years to come. Low power requirement, low cost, wider view, high portability and enhanced privacy are some of the factors which drive this technology. The lack of space which constitutes a flaw for screen-based displays acts as a growth opportunity for screenless displays. The screen less display market has witnessed substantial growth in 2013 and various companies have developed various devices in this field, such as mobile phones for elderly and blind people, bionic contact lenses, virtual reality headsets and holograms. Technological advancements based on consumer preferences is a key strategy utilized by Google. The Google glass developed by Google is in high demand across the US. The key players in the global market are Google, Displair, Kapsys, Microsoft Company and Avegant.

To enable an in-depth analysis, the global market is segmented into technology and applications. The technology segment comprises visual image, retinal display and

synaptic interface. The applications segment includes mobile phones, screenless laptops, screenless televisions, touchless interfaces, virtual reality and augmented reality. Analysis is conducted in various regions such as North America, Europe, Asia-pacific and LAMEA (Latin America, Middle East and Africa).

## **KEY BENEFITS**

The report showcases current and future trends in the global screenless display market to elucidate the imminent investment pockets in the market

Segmentation of the global market provides an in-depth analysis of the technologies used, their applications and end users in different regions

Drivers & opportunities are examined to identify the current factors which are responsible for market growth and upcoming technologies that would boost market growth in the future

Current and future trends are charted to determine the overall attractiveness of the market

Quantitative analysis of the current market and estimations through 2013-2020 would determine the financial caliber of the market

Value chain analysis is conducted to gauge the roles of intermediaries involved

## **KEY MARKET SEGMENTS**

The global market is segmented based on technology, application and geography.

### **MARKET BY TECHNOLOGY**

Visual Image

Retinal Display

Synaptic Interface

### **MARKET BY APPLICATION**

Mobile Phones

Screenless Laptops

Screenless Televisions

Touchless Interfaces

Virtual Reality

Augmented Reality

## MARKET BY GEOGRAPHY

North America

Europe

Asia-Pacific

LAMEA

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