

# Mobile Augmented Reality (MAR): Market Research Report

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## Abstracts

This report analyzes the worldwide markets for Mobile Augmented Reality (MAR) in US\$ Million. The Global market is further analyzed by the following Applications: Education, Marketing, Gaming, and Others.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, and Rest of World. Annual estimates and forecasts are provided for the period 2015 through 2024. Market data and analytics are derived from primary and secondary research.

Company profiles are primarily based on public domain information including company URLs. The report profiles 103 companies including many key and niche players such as -

Apple, Inc.

Augmentsys GmbH

Augment

Augmented Pixels Inc.

Aurasma

Blippar

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Zappar Launches Zappar Studio Tool  
Inglobe Technologies Introduces Hyperspaces Augmented Reality Platform  
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Magic Leap Launches Development Platform for Creating AR Apps  
Polaris Slingshot Rolls Out Augmented Reality App  
WSI Unveils Max Reality  
Snipp Interactive Introduces AR Campaign for Honda  
Meme Streak Introduces Artifact MAR Browser App on Google Play and APP Store  
Tesco Launches AR App for Google Glass  
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Apple Takes Over Vrvana  
OCCIPITAL Takes Over Paracosm  
Snapchat Acquires Cimagine, an Israeli Startup  
Starbreeze Takes Over ePawn, French Toys to Life, VR & Augmented Reality Tech  
Company  
GAME Digital Acquires Ads Reality to Open up Retail, Marketing and Customer  
Experience  
StayinFront Partners with Augment for Retail Execution Solution  
Apple Takes Over Flyby Media, an AR Startup  
Apple Acquires Metaio  
Oculus Takes Over Surreal Vision  
Epson Partners with Ngrain for 3D Augmented Reality Technology  
Singtel Inks Partnership with Infinite Studios  
Struan Moore Signs Agreement with Blippar  
Strata Inks Partnership with Augment for AR App  
Inglobe Technologies Partners with VTT for ARmedia 3D SDK  
Blue Star Partners with Toys “R” Us to Develop an Interactive Easter Egg Hunt AR App  
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Augmentsys GmbH (Austria)  
Augment (France)  
Augmented Pixels Inc. (USA)  
Aurasma (UK)  
Blippar (UK)  
Catchoom Technologies (Spain)

### **DAQRI (USA)**

Google Inc. (USA)

Gravity Jack (USA)  
Hunter Research and Technology, LLC (USA)  
LM3LABS Corporation (Japan)  
Marxent Labs LLC (USA)  
Mollejuo Software, Inc. (Canada)  
Mybrana Network S. L. (Spain)  
Niantic, Inc. (USA)  
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Seabery Augmented Technology (Spain)  
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The United States (39)

Canada (9)

Japan (2)

Europe (37)

France (5)

Germany (2)

The United Kingdom (10)

Italy (3)  
Spain (5)  
Rest of Europe (12)  
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