

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.

Augmensys GmbH

Augment

Augmented Pixels Inc.

Aurasma

Blippar

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EyeTap
Virtual Retina Display
Handheld Smart Devices
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Blippar Unveils Halos AR Face Profiles
Augment Unveils First-Ever Augmented Reality SDK Solution
AR Devices Launches GogglePal
WSI Provides Ross Video's Camera Tracking Software and Hardware
QuestUpon Unveils Mobile Augmented Reality Platform
ZSPACE Introduces AR Application for Ferrari Dealers
Zappar Launches Zappar Studio Tool
Inglobe Technologies Introduces Hyperspaces Augmented Reality Platform
TimberTech Unveils AR iPad App
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
Disney Interactive and Lucasfilm Launches Star Wars AR App

ModiFace Unveils New Rejuvenation and Enhancement Mirror
Augmented Pixels Launches 4DCityscape National Geographic Ancient Civilizations
Puzzle App

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Williams-Sonoma to Acquire Outward
Apple Takes Over Vrvana
OCCIPITAL Takes Over Paracosm
Snapchat Acquires Cimage, 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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7. FOCUS ON SELECT GLOBAL PLAYERS

Apple, Inc. (USA)
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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Canada (9)

Japan (2)

Europe (37)

France (5)

Germany (2)

The United Kingdom (10)

Italy (3)
Spain (5)
Rest of Europe (12)
Asia-Pacific (Excluding Japan) (13)
Middle East (4)

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