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Global and China Augmented Reality Market Research by Company, Type & Application 2013-2025

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Abstracts

SUMMARY

Augmented reality (AR) is a live direct or indirect view of a physical, real-world environment whose elements are augmented (or supplemented) by computer-generated sensory input such as sound, video, graphics or GPS data. It is related to a more general concept called mediated reality, in which a view of reality is modified (possibly even diminished rather than augmented) by a computer.

Market Segment as follows:

By Type

Head Mounted Display

Head up Display

Handheld Device

By Application

Retail

Consumer Electronics

Automotive

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By Company

Google Inc. (U.S.)

Microsoft Corporation (U.S.)

PTC (U.S.)

Wikitude GmbH (Austria)

Daqri (U.S.)

Zugara Inc. (U.S.)

Blippar (Austria)

Upskill (Vienna)

Magic Leap (U.S.)

Osterhout Design Group (U.S.)

Infinity Augmented Reality Inc. (Israel)

Samsung Electronics Co. Ltd. (South Korea)

Atheer Inc. (U.S.)

Apple (U.S.)

Facebook Inc. (U.S.)

Scope AR (U.S.)

Inglobe Technologies (Latina)

Embitel Technologies (India)

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Seiko Epson Corporation (Japan)

Marxent Labs LLC (U.S.)

Catchoom Technologies (Spain)

HTC corporation (Taiwan)

Qualcomm (U.S.)

Rockwell Collins Inc. (U.S.)

The main contents of the report including:

Section 1:
Product definition, type and application, global and China market overview;
Section 2:
Global and China Market competition by company;
Section 3:
Global and China sales revenue, volume and price by type;
Section 4:
Global and China sales revenue, volume and price by application;
Section 5:
China export and import;
Section 6:
Company information, business overview, sales data and product specifications;
Section 7:
Industry chain and raw materials;
Section 8:
SWOT and Porter's Five Forces;
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Conclusion.

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