

# 2018-2023 Global Augmented & Mixed Reality Market Report (Status and Outlook)

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Augmented & Mixed Reality market for 2018-2023.

Augmented Reality (AR) is an interactive experience of a real-world environment whose elements are "augmented" by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory, and olfactory.

With the advent of technological advancements in the field of audio-video technologies, augmented reality and mixed reality devices have significantly revolutionized the way several industries operate. With the help of enhanced visualization technologies, these devices have not only reduced the workload of industries but also enhanced the overall experience of the user. With the constantly evolving connected technologies such as 5G wireless broadband and Internet of Things (IoT), among others, these devices have the potential to disrupt a multibillion-dollar industry and can possibly be recognized as ground breaking as was the development of personal computers back in 1981.

Over the next five years, LPI(LP Information) projects that Augmented & Mixed Reality will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Augmented & Mixed Reality market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

Head Mounted Displays (HMDs)

Head Up Displays (HUDs)

Segmentation by application:

Healthcare

Industrial

Automotive

Aerospace and Defense

Education

Others

We can also provide the customized separate regional or country-level reports, for the following regions:

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United States

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Mexico

Brazil

APAC

China

Japan

Korea

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The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

Microsoft Corporation

Meta Company

Vuzix Corporation

ODG

Seiko Epson Corporation

DAQRI

Samsung Electronics Co., Ltd.

Acer Inc.

Dell Inc.

Magic Leap

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

#### Research objectives

To study and analyze the global Augmented & Mixed Reality market size by key regions/countries, product type and application.

To understand the structure of Augmented & Mixed Reality market by identifying its various subsegments.

Focuses on the key global Augmented & Mixed Reality players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Augmented & Mixed Reality with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Augmented & Mixed Reality submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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