

Augmented Reality & Virtual Reality Market - By Technology (Mobile & Spatial AR, Semi & Fully Immersive VR); By Sensors & Components (Accelerometer, Data Glove, HMD, ICs); By Applications (Medical, Military, Gaming), By Geography (2013 – 2018)

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Abstracts

The augmented reality (AR) and virtual reality (VR) is experiencing heavy penetration in the training and infotainment market. The major reason behind heavy penetration is the wide spectrum of application areas for these technologies. Early in 1960's virtual reality based machines started to be patented and were considered as the beginning of virtual reality. Virtual reality is the three dimensional interactive world produced by a computer. The term "augmented reality" was introduced as a variation of virtual reality; it is a form of technology used to enhance real time object by imposing virtual image over it. Augmented reality application was first used for the development of virtual advertisement on television then it expanded its applications in gaming and entertainment.

Augmented reality is still under progressive stage and focuses on wearable technology like goggles, contact lens and so on which will be commonly used in future. Many research and development are taking place in application areas like healthcare, education, military, enterprise, and so on. The increase of demand in virtual reality application in healthcare industry shows a tremendous growth and it act as a major driver for the market. The market growth has resulted in exponential increase in the number of companies operating in the augmented reality /virtual reality domain. The companies which provide virtual reality and augmented reality tools to the developers are reinforcing their position due to the increase in the competition.

The total market is also segmented according to various technologies, components, application and, geography. The report includes quantitative data analysis for various technologies used in virtual reality and augmented reality. The types of virtual reality used are immersive VR, non immersive VR, projected VR and CAVE (Chicago automatic virtual environment). The technologies used in augmented reality are marker based augmented reality and mark-less based augmented reality. The components used in virtual reality system are tracker, sensor, auditory interface, haptic interface, and 2D & 3D simulation software. Tracking system, sensor and a display are the components used in augmented reality system. The virtual reality and augmented reality offers good opportunities in application areas like healthcare, education, military, enterprise, and so on. The report includes segmentation and analysis of the market by types, components and, application which gives an in-depth understanding of emerging AR and VR market.

In addition to quantitative analysis, the report also includes: value chain analysis, porter five force analysis of augmented and virtual reality market, and price trend analysis. Market leaders such as: Total Immersion(France) , Eon Reality Inc. (U.S.), Qualcomm Inc(U.S.) , Metaio GmbH (Germany), Vrtalis Ltd. (U.K.) and, Layar (The Netherlands) are few of the companies profiled in the report.

Scope of the report

Company profiles chapter analyze a company's strategy to grow in the market, new products launches taking place, acquisition & merger news, and partnerships and contracts signed from 2008 onwards. It covers the revenue forecast from 2013 to 2018 for all the listed categories. The entire report is broadly divided in to augmented reality and virtual reality market segments. The market data point for each of the segment is categorized under the following verticals: technology, sensors & components, applications, and geography.

By Technology:

The technology segment is divided by augmented reality and virtual reality technologies. For augmented reality, it is classified in to three types: mobile device based, wearable type, and video spatial display type of technology is covered. On the other hand, for the virtual reality, the segmentation is done based on the level of immersion. The virtual reality technology is classified into three types: non immersive, semi immersive and fully immersive micro segments are covered in the report.

By Components and Sensors:

The component and sensor market for augmented reality and virtual reality are also covered in the report. Components such as: displays, gloves, head gears, processors, engines, and so on are taken in to account. Sensors are required at the input side of the system. They are usually used to detect the position, location, and orientation of user. Thus, mostly position related sensors such as accelerometer, gyroscope, and magnetometer are used. Image sensor is also required to capture the real world in the device.

By Application:

The application chapter includes various applications such as: automotive, e-commerce and retail, marketing, medical, military & defence, and education. Among the mentioned applications, e-commerce and military are the one's seeing maximum penetration currently. However, other applications are expected to emerge rapidly by the year 2015.

By Geography:

The global report is split by four major regions. It includes North America, Europe, APAC, and ROW. The split gives an insight about the regional untapped potential and preference.

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