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Light Field Market by Technology (Hardware (Imaging Solutions, Light Field Displays), Software), Vertical (Media & Entertainment, Healthcare, Architecture, Industrial, Defense), and Region(North America, APAC, Europe, and RoW) - Global Forecast to 2026

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Abstracts

The light field market size is expected to grow from USD 76 million in 2021 to USD 154 million by 2026; it is expected to grow at a CAGR of 15.1% from 2021 to 2026. The key factors driving the growth of the light field market are improved visual effects technology in movies and games, customized marketing, escalated need for prototyping and medical imaging.

“Market for hardware segment to account for larger market share during the forecast period”

The hardware segment is expected to continue to hold a larger market size during the forecast period. The increasing research for developing light field displays such as VR headsets and light field screens is expected to fuel the light field market. The software segment of the light field market has also seen rising demand from the animation and VFX sectors of the media and entertainment industry.

“Media & entertainment vertical to hold the largest size during the forecast period”

The media & entertainment vertical is expected to hold the largest market size during the forecast period. The light field market is expected to dominate the media and entertainment vertical, with an increased focus on auto stereoscopy. Auto stereoscopy can display stereoscopic pictures on screens without the viewer wearing any 3D glasses. This technology works by utilizing motion parallax and wide viewing angles and

provides viewers an illusion of 3D imaging. Presently, auto stereoscopy is used in AR and VR systems. AR technology is used to improve the perception of reality among viewers on screens or glasses. Similarly, VR technology also alters the real world with a simulated one on screens and glasses. The light field display development kit includes hardware, software, and support services, which enable businesses to create industry-leading mixed-reality products.

“North America is expected to capture largest market size during the forecast period”

Presently, the light field market in North America is the largest revenue contributor compared to other regions; organizations are extensively investing in light field and 3D imaging for technological advancements to fuel the market growth in North America. This region has been amenable toward adopting light field and 3D imaging in companies to enhance visualization and augmented customer experience.

The break-up of the profiles of primary participants for the report has been given below:

By Company Type: Tier 1 = 40%, Tier 2 = 35%, and Tier 3 = 25%

By Designation: C-Level Executives = 48%, Directors = 33%, and Others= 19%

By Region: North America = 35%, Europe = 18%, APAC = 40%, and RoW = 7%

Major players expected to operate in the light field market include Avegant (US), FoVI 3D (US), OTOY (US), Japan Display (Japan), Raytrix (Germany), Fathom Optics (US), NVIDIA (US), Light Field Lab (US), Holografika (Hungary), Leia (US), Quidient (US).

Research Coverage:

The research report on the global light field market covers the market based on technology, vertical, and region. Based on technology, the market has been segmented into hardware and software. Based on vertical, the light field market has been segmented into media & entertainment, healthcare, architecture, industrial, defense, and others. The report covers four major regions, namely, North America, Europe, Asia Pacific (APAC), and Rest of the World (RoW).

Key Benefits of Buying the Report:

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This report segments the light field market comprehensively and provides the closest approximations of the overall market size, as well as that of the subsegments across different technology, vertical, and regions.

The report helps stakeholders understand the pulse of the market, expected market scenario and provides information on key market drivers, restraints, challenges, and opportunities.

The report helps to understand the COVID-19 impact on the light field market

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About

The report "Light Field Market by Technology (Imaging Solution, Display), Vertical (Healthcare and Medical, Defense and Security, Media and Entertainment, Architecture and Engineering, Industrial), and Geography - Global Forecast to 2023", The light field market was valued at USD 924.7 Million in 2018 and is expected to reach USD 1,822.3 Million by 2023, at a CAGR of 14.5% between 2018 and 2023. The increasing demand for light field technology in visual effects technology in movies, just-in-time marketing, rising need of prototyping, and emerging 4D & 5D technologies are the key driving factors for the light field market.

Major players in the light field market include

Lytro (US)

Avegant (US)

FoVI 3D (US)

Japan Display Inc. (JDI) (Japan)

OTOY (US)

Light Field Lab (US)

Holografika (Hungary)

Lumii (US)

Raytrix (Germany)

Leia (US)

NVIDIA (US)

Toshiba (Japan)

Ricoh Innovations (US)

Rising demand of high-definition viewing experience and evolvement of virtual & artificial technologies offers enormous opportunities in the light field market

Light field imaging is one of the most researched 3D imaging technologies because of its potential to create a natural viewing environment. After the evolution of the 3D technology, developments can be witnessed in terms of enhancing the content quality and improving the user-viewing experience. The availability of 3D technology now has started providing high-definition (HD) content to enhance viewing experience through advanced 3D-enabled devices such as 3D display units and VR devices. Light field technology is used to capture real-world objects and scenes and digitizing them with realistic results. Virtual reality (VR) technology generates realistic images, sounds, and other perceptions that replicate a real environment or create an imaginary scenery. 3D animation using VR can simulate a users physical presence in the virtual environment. It mainly simulates the realistic and immersive replication of a 3D-360-degree virtual environment, which offers interactive and real-time simulation or experience controlled by body movements. VR in coordination with 3D animation is mainly used in video games, which have an ability to transmit vibrations and other sensations to a user through the game controller.

Media and entertainment is expected to drive the light field market during the forecast period

Light field is an emerging concept for representing rich 3D visual information, which is able to capture real-world phenomena with unparalleled image quality. The healthcare and medical vertical is likely to continue to hold the largest size of the light field market during 2018-2023. The light field market is expected to register the highest growth in media and entertainment vertical with high focus on auto stereoscopy.

North America is expected to hold the largest market share, whereas APAC is expected to witness the highest CAGR between 2017 and 2023

North America held the largest share in the global light field market in 2017; however, Asia-Pacific is the most promising region for the light field market and is expected to

grow at the highest CAGR during the forecast period. North America has been a predominately receptive market toward the adoption of light field-based 3D imaging. There has been an expansive usage of light field and 3D imaging technologies and solutions in this region. Moreover, in this region, organizations are mainly investing in light field and 3D imaging for technological advancements to fuel the market growth. This region has been amenable toward adopting light field and 3D imaging within the companies for enhancing visualization and augmented customer experience.

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