

# Augmented Reality and Virtual Reality Apps-North America Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/A0AB9003A5E8EN.html>

Date: May 2018

Pages: 133

Price: US\$ 3,480.00 (Single User License)

ID: A0AB9003A5E8EN

## Abstracts

### Report Summary

Augmented Reality and Virtual Reality Apps-North America Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Augmented Reality and Virtual Reality Apps industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provide useful data and information. Key questions answered by this report include:

Whole North America and Regional Market Size of Augmented Reality and Virtual Reality Apps 2013-2017, and development forecast 2018-2023

Main market players of Augmented Reality and Virtual Reality Apps in North America, with company and product introduction, position in the Augmented Reality and Virtual Reality Apps market

Market status and development trend of Augmented Reality and Virtual Reality Apps by types and applications

Cost and profit status of Augmented Reality and Virtual Reality Apps, and marketing status

Market growth drivers and challenges

The report segments the North America Augmented Reality and Virtual Reality Apps market as:

North America Augmented Reality and Virtual Reality Apps Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

United States

Canada

Mexico

North America Augmented Reality and Virtual Reality Apps Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

For Non-Immersive Systems

For Semi-Immersive Projection Systems

For Fully Immersive Head-Mounted Systems.

North America Augmented Reality and Virtual Reality Apps Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Education and training

Video Game

Media

Tourism

Social Media

Others

North America Augmented Reality and Virtual Reality Apps Market: Players Segment Analysis (Company and Product introduction, Augmented Reality and Virtual Reality Apps Sales Volume, Revenue, Price and Gross Margin):

Augmented Pixels

Aurasma

Blippar

Catchoom

DAQRI

Wikitude

AR Circuits

SkyView

Anatomy 4D

Blippar

BuildAR.com

Virtals

EON Reality Inc.

Google

Zappar

Wikitude  
Reza Mohammady  
Here

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

## Contents

### **CHAPTER 1 OVERVIEW OF AUGMENTED REALITY AND VIRTUAL REALITY APPS**

- 1.1 Definition of Augmented Reality and Virtual Reality Apps in This Report
- 1.2 Commercial Types of Augmented Reality and Virtual Reality Apps
  - 1.2.1 For Non-Immersive Systems
  - 1.2.2 For Semi-Immersive Projection Systems
  - 1.2.3 For Fully Immersive Head-Mounted Systems.
- 1.3 Downstream Application of Augmented Reality and Virtual Reality Apps
  - 1.3.1 Education and training
  - 1.3.2 Video Game
  - 1.3.3 Media
  - 1.3.4 Tourism
  - 1.3.5 Social Media
  - 1.3.6 Others
- 1.4 Development History of Augmented Reality and Virtual Reality Apps
- 1.5 Market Status and Trend of Augmented Reality and Virtual Reality Apps 2013-2023
  - 1.5.1 North America Augmented Reality and Virtual Reality Apps Market Status and Trend 2013-2023
  - 1.5.2 Regional Augmented Reality and Virtual Reality Apps Market Status and Trend 2013-2023

### **CHAPTER 2 NORTH AMERICA MARKET STATUS AND FORECAST BY REGIONS**

- 2.1 Market Status of Augmented Reality and Virtual Reality Apps in North America 2013-2017
- 2.2 Consumption Market of Augmented Reality and Virtual Reality Apps in North America by Regions
  - 2.2.1 Consumption Volume of Augmented Reality and Virtual Reality Apps in North America by Regions
  - 2.2.2 Revenue of Augmented Reality and Virtual Reality Apps in North America by Regions
- 2.3 Market Analysis of Augmented Reality and Virtual Reality Apps in North America by Regions
  - 2.3.1 Market Analysis of Augmented Reality and Virtual Reality Apps in United States 2013-2017
  - 2.3.2 Market Analysis of Augmented Reality and Virtual Reality Apps in Canada 2013-2017

2.3.3 Market Analysis of Augmented Reality and Virtual Reality Apps in Mexico  
2013-2017

2.4 Market Development Forecast of Augmented Reality and Virtual Reality Apps in  
North America 2018-2023

2.4.1 Market Development Forecast of Augmented Reality and Virtual Reality Apps in  
North America 2018-2023

2.4.2 Market Development Forecast of Augmented Reality and Virtual Reality Apps by  
Regions 2018-2023

## **CHAPTER 3 NORTH AMERICA MARKET STATUS AND FORECAST BY TYPES**

3.1 Whole North America Market Status by Types

3.1.1 Consumption Volume of Augmented Reality and Virtual Reality Apps in North  
America by Types

3.1.2 Revenue of Augmented Reality and Virtual Reality Apps in North America by  
Types

3.2 North America Market Status by Types in Major Countries

3.2.1 Market Status by Types in United States

3.2.2 Market Status by Types in Canada

3.2.3 Market Status by Types in Mexico

3.3 Market Forecast of Augmented Reality and Virtual Reality Apps in North America by  
Types

## **CHAPTER 4 NORTH AMERICA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

4.1 Demand Volume of Augmented Reality and Virtual Reality Apps in North America by  
Downstream Industry

4.2 Demand Volume of Augmented Reality and Virtual Reality Apps by Downstream  
Industry in Major Countries

4.2.1 Demand Volume of Augmented Reality and Virtual Reality Apps by Downstream  
Industry in United States

4.2.2 Demand Volume of Augmented Reality and Virtual Reality Apps by Downstream  
Industry in Canada

4.2.3 Demand Volume of Augmented Reality and Virtual Reality Apps by Downstream  
Industry in Mexico

4.3 Market Forecast of Augmented Reality and Virtual Reality Apps in North America by  
Downstream Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF AUGMENTED REALITY AND VIRTUAL REALITY APPS**

5.1 North America Economy Situation and Trend Overview

5.2 Augmented Reality and Virtual Reality Apps Downstream Industry Situation and Trend Overview

## **CHAPTER 6 AUGMENTED REALITY AND VIRTUAL REALITY APPS MARKET COMPETITION STATUS BY MAJOR PLAYERS IN NORTH AMERICA**

6.1 Sales Volume of Augmented Reality and Virtual Reality Apps in North America by Major Players

6.2 Revenue of Augmented Reality and Virtual Reality Apps in North America by Major Players

6.3 Basic Information of Augmented Reality and Virtual Reality Apps by Major Players  
6.3.1 Headquarters Location and Established Time of Augmented Reality and Virtual Reality Apps Major Players

6.3.2 Employees and Revenue Level of Augmented Reality and Virtual Reality Apps Major Players

6.4 Market Competition News and Trend

6.4.1 Merger, Consolidation or Acquisition News

6.4.2 Investment or Disinvestment News

6.4.3 New Product Development and Launch

## **CHAPTER 7 AUGMENTED REALITY AND VIRTUAL REALITY APPS MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

7.1 Augmented Pixels

7.1.1 Company profile

7.1.2 Representative Augmented Reality and Virtual Reality Apps Product

7.1.3 Augmented Reality and Virtual Reality Apps Sales, Revenue, Price and Gross Margin of Augmented Pixels

7.2 Aurasma

7.2.1 Company profile

7.2.2 Representative Augmented Reality and Virtual Reality Apps Product

7.2.3 Augmented Reality and Virtual Reality Apps Sales, Revenue, Price and Gross Margin of Aurasma

7.3 Blippar

7.3.1 Company profile

- 7.3.2 Representative Augmented Reality and Virtual Reality Apps Product
- 7.3.3 Augmented Reality and Virtual Reality Apps Sales, Revenue, Price and Gross Margin of Blippar
- 7.4 Catchoom
  - 7.4.1 Company profile
  - 7.4.2 Representative Augmented Reality and Virtual Reality Apps Product
  - 7.4.3 Augmented Reality and Virtual Reality Apps Sales, Revenue, Price and Gross Margin of Catchoom
- 7.5 DAQRI
  - 7.5.1 Company profile
  - 7.5.2 Representative Augmented Reality and Virtual Reality Apps Product
  - 7.5.3 Augmented Reality and Virtual Reality Apps Sales, Revenue, Price and Gross Margin of DAQRI
- 7.6 Wikitude
  - 7.6.1 Company profile
  - 7.6.2 Representative Augmented Reality and Virtual Reality Apps Product
  - 7.6.3 Augmented Reality and Virtual Reality Apps Sales, Revenue, Price and Gross Margin of Wikitude
- 7.7 AR Circuits
  - 7.7.1 Company profile
  - 7.7.2 Representative Augmented Reality and Virtual Reality Apps Product
  - 7.7.3 Augmented Reality and Virtual Reality Apps Sales, Revenue, Price and Gross Margin of AR Circuits
- 7.8 SkyView
  - 7.8.1 Company profile
  - 7.8.2 Representative Augmented Reality and Virtual Reality Apps Product
  - 7.8.3 Augmented Reality and Virtual Reality Apps Sales, Revenue, Price and Gross Margin of SkyView
- 7.9 Anatomy 4D
  - 7.9.1 Company profile
  - 7.9.2 Representative Augmented Reality and Virtual Reality Apps Product
  - 7.9.3 Augmented Reality and Virtual Reality Apps Sales, Revenue, Price and Gross Margin of Anatomy 4D
- 7.10 Blippar
  - 7.10.1 Company profile
  - 7.10.2 Representative Augmented Reality and Virtual Reality Apps Product
  - 7.10.3 Augmented Reality and Virtual Reality Apps Sales, Revenue, Price and Gross Margin of Blippar
- 7.11 BuildAR.com

- 7.11.1 Company profile
- 7.11.2 Representative Augmented Reality and Virtual Reality Apps Product
- 7.11.3 Augmented Reality and Virtual Reality Apps Sales, Revenue, Price and Gross Margin of BuildAR.com
- 7.12 Virtals
  - 7.12.1 Company profile
  - 7.12.2 Representative Augmented Reality and Virtual Reality Apps Product
  - 7.12.3 Augmented Reality and Virtual Reality Apps Sales, Revenue, Price and Gross Margin of Virtals
- 7.13 EON Reality Inc.
  - 7.13.1 Company profile
  - 7.13.2 Representative Augmented Reality and Virtual Reality Apps Product
  - 7.13.3 Augmented Reality and Virtual Reality Apps Sales, Revenue, Price and Gross Margin of EON Reality Inc.
- 7.14 Google
  - 7.14.1 Company profile
  - 7.14.2 Representative Augmented Reality and Virtual Reality Apps Product
  - 7.14.3 Augmented Reality and Virtual Reality Apps Sales, Revenue, Price and Gross Margin of Google
- 7.15 Zappar
  - 7.15.1 Company profile
  - 7.15.2 Representative Augmented Reality and Virtual Reality Apps Product
  - 7.15.3 Augmented Reality and Virtual Reality Apps Sales, Revenue, Price and Gross Margin of Zappar
- 7.16 Wikitude
- 7.17 Reza Mohammady
- 7.18 Here

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF AUGMENTED REALITY AND VIRTUAL REALITY APPS**

- 8.1 Industry Chain of Augmented Reality and Virtual Reality Apps
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF AUGMENTED REALITY AND VIRTUAL REALITY APPS**

- 9.1 Cost Structure Analysis of Augmented Reality and Virtual Reality Apps



9.2 Raw Materials Cost Analysis of Augmented Reality and Virtual Reality Apps

9.3 Labor Cost Analysis of Augmented Reality and Virtual Reality Apps

9.4 Manufacturing Expenses Analysis of Augmented Reality and Virtual Reality Apps

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF AUGMENTED REALITY AND VIRTUAL REALITY APPS**

10.1 Marketing Channel

10.1.1 Direct Marketing

10.1.2 Indirect Marketing

10.1.3 Marketing Channel Development Trend

10.2 Market Positioning

10.2.1 Pricing Strategy

10.2.2 Brand Strategy

10.2.3 Target Client

10.3 Distributors/Traders List

## **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

12.1 Methodology/Research Approach

12.1.1 Research Programs/Design

12.1.2 Market Size Estimation

12.1.3 Market Breakdown and Data Triangulation

12.2 Data Source

12.2.1 Secondary Sources

12.2.2 Primary Sources

12.3 Reference

## I would like to order

Product name: Augmented Reality and Virtual Reality Apps-North America Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/A0AB9003A5E8EN.html>

Price: US\$ 3,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A0AB9003A5E8EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

