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Global Affective Computing Market Insights, Opportunity Analysis, Market Shares and Forecast 2016 – 2022

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Abstracts

Affective computing is projected to find its application in area such as artificial intelligence where it can help in strengthening machine-human relationship. The demand for affective computing is expected to increase in forecasted period due to increasing adoption of wearable devices and internet.

Factors that are driving the market are: Continuous research and development in body gesture, facial expression and blood pressure etc. Increasing tech savvy population and adoption of wearable devices and internet, arrival of large corporations in the market and the good processing speed of affective computing to record and analyse a human being response in real time are expected to result in the faster adoption of this technology in projected period. There are lot more factors driving the market such as applications in wide no of sectors such as government, healthcare etc. Due to the increase in the use of internet also the use and demand of affective computing market is increasing people have started using it in to day to day life such as in hands free computing, distance education, internet banking etc. application of affective computing is also widely spread across fields such as security sector, medical sector, neurology, psychiatry, Dialog/automatic call centre environment and robotics. Although several factors such as the application of affective computing differs from business to business and also depends on the product or service, Privacy concerns; devices can recognize interpret, process, and simulate human, Privacy concerns; devices can recognize interpret, process and simulate human are restraining factors for the growth of the market.

The market of affective computing is segmented by industrial sector, industrial application, and technological application and by application area. Geographically the

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market is segmented into North America (US, Canada), Europe (UK, Italy, Spain, France, Germany, RoE), Asia-Pacific (India, Japan, Australia, China, Korea, RoAPAC) and Rest of World (Latin America, MENA and Africa). The key providers of affective computing in the market include: Intel Corporation, Gestsure, Apple Inc, Qualcomm Inc, Microsoft Corporation, Texas Advanced Computing Center (TACC),Tacc (The Affective Computing Company) and IBM.

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