

# Augmented Reality: Innovations and Lifecycle

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## Abstracts

Augmented reality (AR) has the great potential to revolutionize the way in which consumers interact with technology, each other, and the world around them. Some believe that AR devices could even replace smartphones and personal computers in the future. This report presents an overview of the current state of AR technologies and devices, with an emphasis on new innovations in the AR space that can help drive adoption. It includes a deep dive into the activities of major AR players, including Microsoft, Google, and Apple, as well as product lifecycle estimates.

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nReal.ai

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