

Global Holographic Imaging Market: Market Estimation, Dynamics, Regional Share, Trends, Competitor Analysis 2012-2016 and Forecast 2017-2023

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Abstracts

Holographic Imaging devices produce a 3D image of objects by recording the split beam of a light from laser. Holographic imaging helps the healthcare professionals to keep their diagnosis infection free and providing a healthy diagnosis. The recorded interference enables to view real 3D image. The existing 3D technologies like 3D rotational angiography, 3D-CT, and 3D-ultrasound revolutionized medicine allow the doctors to observe patient's anatomy without any incisions. Holographic systems collect the data from MRI and CT scans and convert into 3-D visualizations and finally creates a virtual object in the actual 3-dimensional space. Holographic imaging helps to examine the heart conditions and colon cancer without cutting the skin. Medical holography images are in high resolution to help to reveal complex, potential information which is unexplored in the alternative conventional imaging.

Increasing awareness about the holographic imaging in medical education, medical research, and medical imaging purposes and rise in holography techniques adoption by the academic medical centres, surgeons, and biomedical researchers expected to propel the holographic imaging market over the forecast period. Moreover, technology advancements in the hologram recording procedures, tools available for the interpretation of interferograms, and endoscopic holography for high resolution with non-invasive measurements inside human organs also drive the holographic imaging market. However, the high computational cost of processing, issues associated with projection under the sunlight, and the requirement for sophisticated and complicated recording methods might restrain the growth of holographic imaging market.

The holographic imaging market is segmented on the basis of product type, by application, and end users.

Based on product type, holographic imaging market has been segmented into the following:

Holographic Display

Laser

Touchable

Piston

Semi-transparent

Microscopes

Software

Holographic Prints

Others

Based on application, holographic imaging market has been segmented into the following:

Medical Imaging

Ophthalmology

Dentistry

Urology

Otology

Orthopaedics

Others

Medical Education

Biomedical Research

Based on end-user, holographic imaging market has been segmented into the following:

Biotechnology and Pharmaceutical Companies

Academic Medical Centres

Research Organizations

Hospitals and Clinics

Holographic imaging market is in growth stage with the innovation of newer technologies for the 3D imaging. The most commonly adopted strategies by industry players include new product launches with technological advancements, acquisitions & mergers, agreements, and collaborations to capture significant holographic imaging market share. For instance, in December 2015, Phase Holographic Imaging inked an agreement with the Boston Children's for the evaluation of HoloMonitor technology in the cancer research. Moreover, in 2015, Phase Holographic Imaging AB collaborated with the Florida International University to provide Holomonitor for the characterization of stem cells in breast cancer. Many companies have been developing holographic technologies for biomedical imaging to capture the holographic imaging market share. For instance, Zebra Imaging, a renowned Texas-based holographic imaging industry player, has developed the ZScape holographic motion display, a technology that is designed to produce true holograms. The company has partnered with the Zygote Media Group with an intention of getting this technology commercialized and deployed at major medical schools across the United States. Rise in clinical applications of the holography imaging in healthcare industry also boosting the holographic imaging market growth. For instance, in January 2014, real view imaging completed the clinical study using the 3D hologram of a beating heart to help surgeon operate the patient.

Geographically, holographic imaging market has been segmented into following regions

Viz. North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa. North America anticipated to holds the largest share in holographic imaging market followed by Europe and Asia-Pacific. Rise in biomedical research activities, adoption of holographic imaging by research academics centres and laboratories are expected to propel the market in North America region. Europe holds a significant share in holographic imaging market attributed to increase in research and development activities and new products launching in near future. Asia-Pacific is an emerging holographic imaging market due to increase in population, especially in India and China. Moreover, increase in demand for better healthcare infrastructure and changes in the population should increase the holographic imaging market growth in Japan. Brazil holds the considerable share in holographic imaging market share due to increase in preference for the use of holographic imaging technology for medical training and surgeries.

Some of the players in holographic imaging market are EchoPixel, Inc. (U.S.), Mach7 Technologies Ltd. (U.S.), Realview Imaging Ltd. (Israel), Ovizio Imaging systems (Belgium), zSpace, Inc. (U.S.), Holoxica Ltd. (U.K.), Lyncee Tec. (Switzerland), NanoLive SA (Switzerland) Zebra Imaging (U.S.), Eon Reality (U.S.), and Phase Holographic Imaging AB (Sweden) to name a few.

In November 2016, Holoxica Limited launched holographic 3-Dimensional digital atlas prototype of human anatomy for the neuroscience medical experts an insight into the detection, diagnosis, and treatment of neurological disorders

In July 2015, Phase Holographic Imaging entered into a collaboration agreement with University of California, San Francisco (USCF), to enhance the ongoing skin cancer research process by incorporating Holomonitor

In August 2014, Phase Holographic Imaging (PHI) entered into collaboration agreement with Northeastern University of Boston and provide its Holomonitor technology

REPORT OUTLINE:

The report provides granular level information about the market size, regional market share and forecast from 2017-2023

The report covers in-detail insights about the competitor's overview, key findings and their key strategies

The report outlines drivers, restraints, challenges, and trends that are currently faced by the industry

The report tracks recent innovations, key developments and startup's details that are working in the industry

The report provides plethora of information about market entry strategies, regulatory framework and reimbursement scenario

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