

32MAugmented and Mixed Reality
device shipments by 2022**\$117B USD**

total market value by 2022

ABI Research's Augmented Reality (AR) and Mixed Reality (MR) market intelligence examines applications, services, and platforms to identify, understand, and quantify the technologies, business models, and ecosystem components driving adoption. Our extensive coverage, which includes data, trends, and forecast reports, extends beyond AR/MR hardware to capture software and service opportunities for a cohesive view of the market. We aim to provide technology implementers with authoritative insight to help define distinct ROI pathways for key vertical markets, such as manufacturing, field services, warehousing and logistics, and healthcare.

TOP QUESTIONS WE RECEIVE FROM INDUSTRY INNOVATORS

- What impact will AR/MR have on my industry over the next 5 years?
- How are my competitors integrating AR into their business models?
- How can AR help me to better showcase my products to consumers still in the decision-making process?
- How can using multiple MR devices open up new collaboration options for my company?
- What are the partnership opportunities my companies should look at in the AR/MR space?
- What does the AR rollout timeline look like?
- What are the potential AR/MR regulations to watch for?
- What is the effect of device certifications? How do these certifications affect rollouts? How does this differ between device types, uses cases, and verticals?
- What security risks are unique to AR/MR?
- What does a mobile to glasses shift look like in terms of time and investment?
- What will the effects be of products like Apple ARKit and Google ARCore?
- Which companies represent promising acquisition targets?
- What associated markets should my company be monitoring and investing in?
- How do smart glasses devices differ? What are the strengths and weaknesses of monocular versus binocular?
- What does the end-to-end AR value chain look like?
- How can AR help me to better engage remote employees?
- How do mobile devices compare to head-worn AR/MR devices?
- How does the connectivity landscape with 5G and LPWA impact the AR/MR market?

COVERAGE AREAS

- AR HMDs and devices
- MR HMDs and devices
- Monocular versus binocular device analyses
- Device shipments by device type, region, and vertical
- AR/MR software types, distribution, and development
- Use cases and target verticals for AR/MR devices
- Mobile device AR/MR hardware and content

KEYWORDS

- Augmented reality
- Mixed reality
- Head-mounted displays
- Smart glasses
- Spatial awareness
- SLAM processing
- AR-enabled sensor arrays
- M2D interaction
- Inside-out tracking
- Waveguide
- See-what-I-see
- Field maintenance
- Data visualization
- Apple ARKit
- Google ARCore
- Monocular smart glasses
- Binocular smart glasses
- Six degrees of freedom
- Gesture control
- Voice control
- Sensor fusion