

29M

Augmented and Mixed Reality
device shipments by 2023

\$120B USD

total market value by 2023

ABI Research's Augmented Reality (AR) and Mixed Reality (MR) market intelligence examines devices, applications, services, and platforms within the AR/MR markets to identify and quantify the technologies, business models, and ecosystem components driving adoption. Our extensive coverage, which includes data, trend, and forecast reports, focuses on the enterprise AR market as it continues to scale, as well as the transition towards wider market adoption through the consumer ecosystem. This extends beyond just 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, whether they be enterprise or consumer targeted, along with offensive and defensive recommendations to capitalize on current and future market opportunities.

TOP QUESTIONS WE RECEIVE FROM INDUSTRY INNOVATORS

- What are the basic principles of Augmented and Mixed Reality?
- What are the primary differences between mobile device AR and head-worn AR?
- 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 customers still in the decision-making process?
- How can using multiple MR devices open new collaboration options for my company?
- What are the partnership opportunities my company should look for in the AR/MR space?
- What does the competitive landscape look like for specific verticals and use cases?
- Which companies represent promising acquisition targets?
- What is the current state of the AR/MR market?
- What does the future AR rollout timeline look like?
- What are the potential AR/MR regulations to watch for?
- How is the market approaching device certifications? How do these certifications affect implementation? How does this differ between device types, uses cases, and verticals?
- What security risks are unique to AR/MR?
- What does a mobile device to head-worn AR shift look like in terms of time and investment?
- What will the effects be of mobile AR SDKs, like Apple ARKit and Google ARCore?
- 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

- Head-mounted displays (HMDs)
- Mobile Device AR/MR
- End market applications
- Consumer and Enterprise markets
- Monocular versus binocular device analyses
- Applications, Use Cases, and Verticals
- Device shipments by device type, region, and vertical
- Software types, development, and distribution
- Device usage support platforms
- Systems integration

KEYWORDS

- ARCore
- AR-enabled sensor arrays
- ARKit
- Augmented Reality
- Binocular smart glasses
- Data visualization
- Field maintenance
- Gaze tracking
- Gesture input
- Head-Mounted Displays
- Inside-out tracking
- M2D interaction
- Machine vision
- Mixed Reality
- Monocular smart glasses
- Remote expertise
- ROI
- Scaling implementations
- See-what-I-see
- Sensor fusion
- Six degrees of freedom
- SLAM processing
- Smart Glasses
- Spatial awareness
- Step-by-step instruction
- Voice input
- Waveguide display