



## What Pokémon Go Means for AR

Since its release on July 6th, Pokémon Go has become a global phenomenon—with downloads of the mobile app exceeding 75 million within the first three weeks.

In this feature blog article, AREA Executive Director Mark Sage looks at how the game will change the landscape for enterprise AR.

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## Augmented Reality in Aerospace

There are many use cases for Augmented Reality in the aerospace industry. In [this post](#) by AREA board member Christine Perey, she reviews the special relationship between this industry, the origins of the term "Augmented Reality" and the status of technology introduction in some of the leading aerospace companies.

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## AR is the Human Interface to IoT

After years of hype about Industry 4.0 and digital manufacturing, companies with industrial facilities are beginning to install Internet-connected sensors organized in networks of connected devices, also known as the Industrial Internet of Things (IIoT), in growing numbers.

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## Where to Find Our Members

AREA members are deeply engaged in educating their audiences about the importance of enterprise Augmented Reality. Look for our members at one of these [upcoming events](#).

### 19th

Monday, September 2016

#### ISMAR

ISMAR is the 15th annual conference focusing on the topics of Mixed and Augmented Reality.

The conference spans many domains from science and technology, including real world applications and explorations by media professionals, social scientists and designers...

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### 27th

Tuesday, September 2016

#### Bosch ConnectedWorld

Bosch ConnectedWorld is a two-day, annual event organized by AREA member Bosch on the Internet of Things (IoT) and connected solutions.

Expert speakers share their best practices and case studies around IoT-empowered products and services..

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### 4th

Tuesday, October 2016

#### Wearable Technology Show

WTS2016 is a two-day event dedicated to developing new business across the wearable, smart device and IOT landscape. It is the largest dedicated smart technology forum under one roof.

AREA member Atheer labs will be exhibiting...

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### 18th

Tuesday, October 2016

#### VR & AR World

VR & AR World is focused on exploring the potential of new technologies and includes several enterprise AR tracks. It is held in tandem with two other large expos: Broadband World Forum and Apps World.

The event will also feature a Start-Up Innovation Zone, an Interactive Exhibition and structured networking opportunities...

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### 18th

Tuesday, October 2016

#### AWE Europe 2016

AWE Europe 2016 is a two-day event for professionals focused on making the world more interactive—featuring technologies such as Augmented Reality, wearable computing, smart glasses, gesture and sensor devices and IoT...

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### 25th

Tuesday, October 2016

#### IoT Solutions World Congress

IoT Solutions World Congress 2016 is the leading global event for all aspects of Internet of Things in enterprise.

Participants will see the latest innovations in IoT while considering their practical applications...

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## IoT Solutions World Congress

**IoT Solutions World Congress** is the leading global event for all aspects of Internet of Things in enterprise, and takes place in Barcelona on October 25-27.

Use discount code **DA818272** for a 30% discount on Congress Passes.

[GET YOUR DISCOUNT](#)



## On CNBC: Microsoft and GE Talk about AR

CNBC aired a live **exclusive interview** with Microsoft CEO Satya Nadella and General Electric CEO Jeff Immelt. Industrial AR was the topic of the discussion, including the high efficiencies that AR-enabled processes can achieve.

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## AR in the Utility Industry

An **article** in Forbes by Aaron Tilley mentions a number of AREA members. Augmented Reality is expected to be a \$100 billion industry by 2020 (ABI Research), with much of the growth occurring in industry.

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## \$105 Billion Enterprise AR Market

**Research** done by Index AR Solutions forecasts that Augmented Reality in the enterprise will be a \$105 billion market for U.S. companies within 15 years.

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## Join the AREA

The Augmented Reality for Enterprise Alliance (AREA) is the only global non-profit, member-based organization dedicated to widespread adoption of interoperable AR-enabled enterprise systems.

Your organization can contribute to the expansion of the ecosystem for AR providers and customers by taking part in cutting-edge research committees, forging commercial ventures and increasing the overall knowledge and experience of a growing industry.

[REGISTER YOUR ORGANIZATION](#)



Augmented Reality for Enterprise Alliance (AREA)

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