AREA | Augmented
Reality for
Enterprise
Alliance

January 2017 Newsletter

The AREA Issues RFP for Security Research Project

The AREA has issued a request for proposals for a funded research project that its members will use to better understand relevant data security risks associated with wearable enterprise AR and mitigation approaches.

Organizations with expertise in the field of data security risks and mitigation and adjacent topics are invited to respond to the invitation.

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Take the AREA's First Annual AR Survey

What are the greatest barriers to growth in AR? How quickly are companies taking pilots into production? Where should the industry be focusing its efforts? To help us answer these and other questions and create a baseline to measure trends and momentum, please take our first annual ecosystem survey.
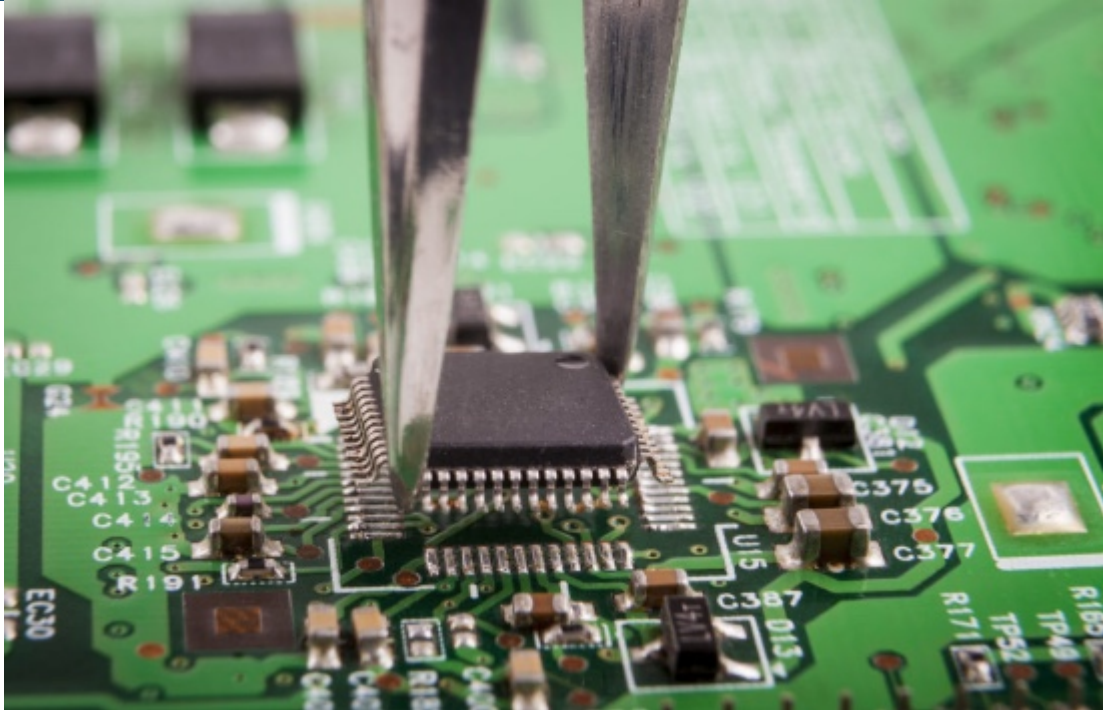
TAKE THE SURVEY NOW!

GE's Sam Murley On AR's "Tipping Point"

In his role leading Innovation and Digital Acceleration for Environmental Health & Safety at General Electric, Sam Murley is charged with "leading, generating and

executing digital innovation projects to disrupt and streamline operations across all of GE's business units." As the first in a series of interviews with AREA members and other ecosystem influencers, we recently spoke with Sam to get his thoughts on the state of AR, its adoption at GE, and his advice for AR novices.

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What To Expect from AR Hardware in 2017

In the second of a four-part analysis of expected developments in AR in 2017, AREA board member Christine Perey of PEREY Research and Consulting provides guidance on how to plan for success with AR hardware in the year ahead.

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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**.

7th	**10th**	**31st**
Tuesday, March 2017	Wednesday, May 2017	Wednesday, May 2017
Wearable Technology Show	**Enterprise Wearable Technology Summit**	**Augmented World Expo 2017**
The Wearable Technology Show is a two-day conference	The Enterprise Wearable	Augmented World Expo

and exhibition focused on wearables, AR and VR, IoT and connected technology for the business and prosumer audiences. This fourth annual event features over 300 exhibitors, 200 speakers, and six conference tracks, including a panel on AR hosted by the AREA.

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Technology Summit 2017 is the 3rd annual conference of experts and professionals focused on real-world case studies and best-practice user examples of wearable technology.

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(AWE) is the world's largest conference and vendor exhibition for professionals focused on making the world more interactive—featuring technologies such as Augmented Reality, Virtual Reality, wearable computing, smart glasses, gesture and sensor devices, and the Internet of Things.

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5th

Monday, June 2017

Web3D 2017

Web3D 2017 is the 22nd international conference addressing an extensive range of research, development, and practices related to Web-based 3D graphics.
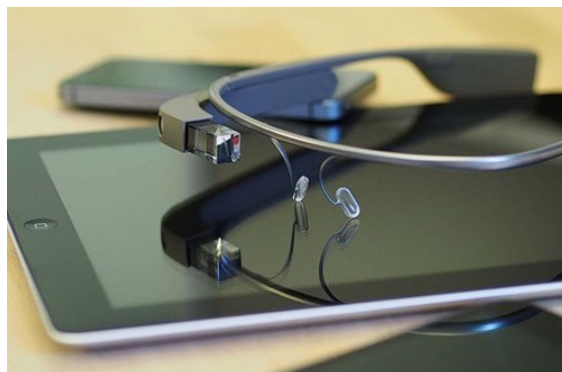
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13th

Tuesday, June 2017

VR & AR World 2017

VR & AR World is a three-day conference and exhibition focused on exploring the potential of these new technologies in enterprise with tracks dedicated to Industrial, Service Sector, and Commercial VR and AR. The AREA is hosting a special pre-conference day of exclusive round-table discussions with industry decision makers focused on AR in Enterprise.

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Smart Glasses Have Value in Healthcare

A report published in M Health Intelligence states that hospitals and health systems are finding value in smart glasses.

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AR and Holograms in Business

A perspective article on High Tech Forum discusses the use of holograms in AR, networked holograms, creating holographic content, and AR communications infrastructure.

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Themes and Challenges in Enterprise Wearables

Although the Augmented Reality Enterprise Wearables Market is growing, there are still challenges. An article by AREA member BrainXChange claims devices are still lacking.

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CES 2017 Highlights AR Smart Glasses

An article in *PC Magazine* explores the wide array of AR smart glasses introduced at CES 2017 in Las Vegas.

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