AREA | Augmented Reality for Enterprise Alliance

April Newsletter

Augmented Reality and 3D Studio Blomberg

Digital transformation involves deep changes to a company's organization and processes. It's a shift that's transforming the global economy, and one company at the forefront is AREA member **3D Studio Blomberg (3DS)**.

3DS provides visualization of data and enterprise solutions for Augmented Reality. The AREA asked founder and CEO of 3DS, Pontus Blomberg, about his company's history and current projects in the space.
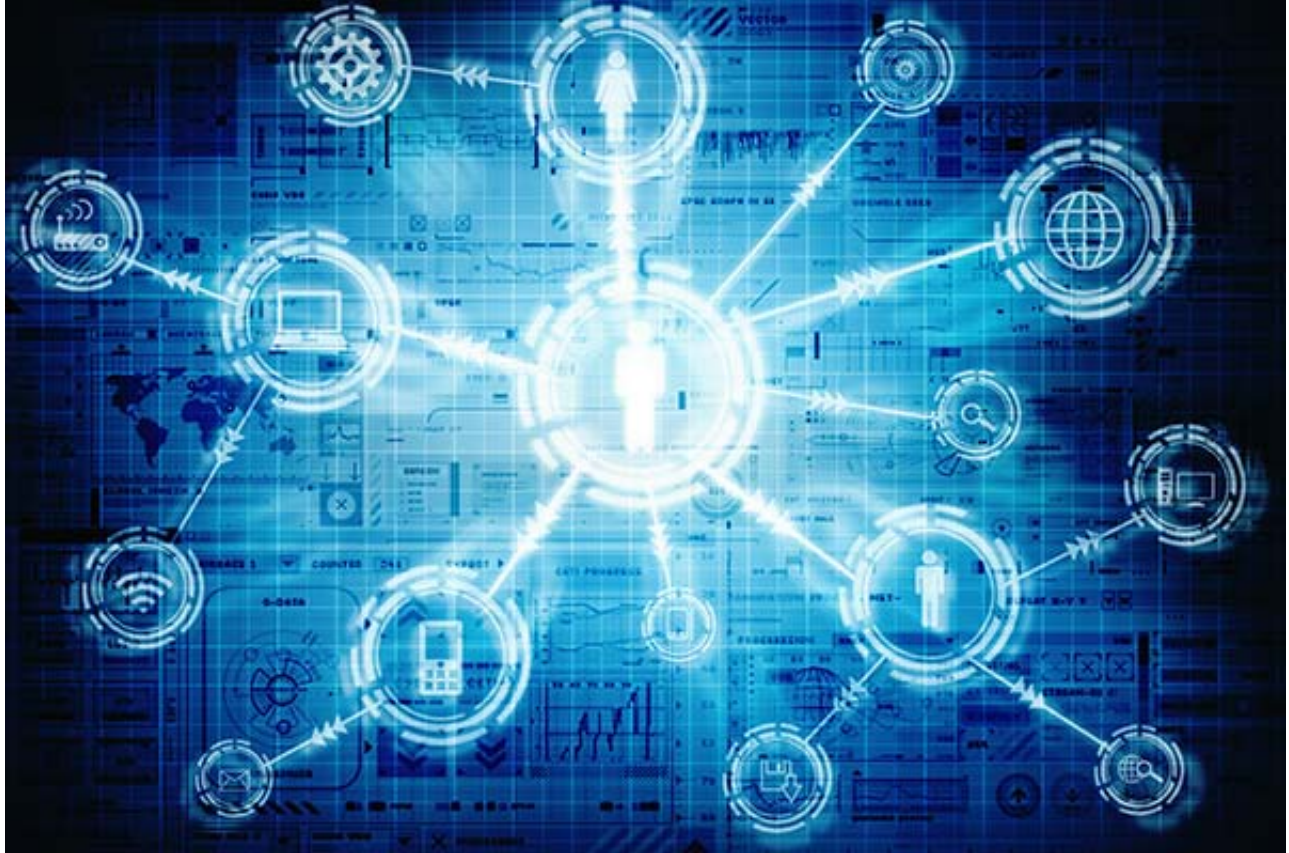
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AR Boosts Efficiency in Logistics

A recent study by Maastricht University in partnership with Realtime Solutions, Evolar and Flos brings to light the impact smart glasses can have on order fulfillment.

Read **this article** to discover how Augmented Reality can increase efficiency in logistics by instantly guiding warehouse employees in their tasks and providing timely information on processes.

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Unity Gives AR the Nod During Vision Summit 2016

Virtual Reality may have been the star at Unity's **Vision Summit**, but Augmented Reality for enterprise was a conspicuous trend evident in presentations by NASA and others.

In this guest post, Steve Richie of Float presents his impressions of the conference and how AR is poised to make big gains in the workplace.

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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**.

28th	**16th**	**1st**
Thursday, April 2016	Monday, May 2016	Wednesday, June 2016
ARVR Innovate	Getenergy Global	Augmented World

ARVR Innovate is a one-day conference and exposition focusing on the business aspects of Augmented and Virtual Reality.

Through case studies and evidence-based presentations, delegates will experience how these technologies can...

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Getenergy Global is a two-day annual conference and exhibition dedicated to training and knowledge delivery for oil and gas industry employees.

Through keynotes and collaborative workshops, the event provides a forum for developing partnerships...
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Expo

Augmented World Expo (AWE) is the world's largest conference and vendor exhibition dedicated to making the world more interactive.

The AREA will be sponsoring the AR for Enterprise track...

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8th

Wednesday, June 2016
TU-Automotive

TU-Automotive Detroit is the world's largest conference and exhibition dedicated to automotive technology innovation.

Speakers and attendees discuss how connectivity, mobility and autonomous systems are converging in the automotive industry...

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16th

Thursday, June 2016
EWTS East

The Enterprise Wearable Technology Summit East features opportunities and challenges of implementing wearables in the workplace. An Early Bird Full Access Pass is being offered if you register by **April 11**...

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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.

The AREA will be an event Ambassador and members will be present...

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ARVR Innovate Discounts

The **ARVR Innovate** conference and exhibition

Twitter Chat

Rachel Sutcliffe, the AREA's social media

is just around the corner! Register now and get your Early Bird discount until **April 14**.

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specialist, is organizing Twitter chats: Twitter-mediated mini-conferences on enterprise AR topics. Visit this **event page** to learn how to join on **April 25**.

This month the AREA's Twitter chat is hosted by Atheer Labs and will be about overcoming the biggest obstacles to widespread enterprise AR adoption.

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Enterprise Wearable Technology Summit East

Be sure to check out the **agenda** for EWTS East, to be held on June 16-17 in Atlanta, Georgia. Early Bird discounts are available until **April 11**.

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tcworld Call for Papers

tcworld is the largest technical communication conference of its kind in Europe, and takes place in Stuttgart, Germany, from November 8 to 10.

tekom Europe, the organizer of tcworld, invites AREA members to submit papers by **April 18**. Do you have insights and recommendations to share on real world object recognition and tracking, mobile content integration in the workplace and use of Augmented Reality in the context of technical communications?

SUBMIT YOUR PAPER

Auggie Awards at AWE

The AREA has partnered with Augmented World Expo (AWE) to sponsor the Best Enterprise AR Solution category of the 2016 Auggie Awards.

Customers and providers of AR solutions are highly encouraged to submit their entry prior

to the deadline of **April 21** 11:59 pm US Pacific Daylight Time.

Machine Learning in Oil & Gas

The **Machine Learning, Deep Learning and AI in Oil and Gas conference** takes place on April 19-20, 2016, in Houston, Texas. The event will explore how AI and machine learning are enabling human operators to augment human capabilities. AREA president Carl Byers of **Contextere** will present on "Using Machine Learning to Augment the Human Edge."

Registration discounts are available to customers and prospects of AREA members.

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Tell Us about Events

Do you know of any events relating to enterprise Augmented Reality that might interest the community? Send us your suggestions!

SUBMIT AN EVENT

Augmented Reality for Enterprise Alliance (AREA)

|LIST:DESCRIPTION|

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