December Newsletter

Open and Interoperable Augmented Reality

People are increasingly thinking about open and interoperable Augmented Reality. What if Augmented Reality didn't require implementation of proprietary technology silos? How would this impact ROI and risk?

AREA Executive Director Christine Perey explains the issues and progress made during the recent meeting of the **AR Community**, a grassroots organization dedicated to reducing barriers to open and interoperable Augmented Reality.

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Projection Augmented Reality

Projection Augmented Reality, sometimes referred to as "spatial Augmented Reality," is a method of delivering digital information via projection technology to users within a stationary context.

Read the latest AREA technology briefing to understand how it works and the ways it could bring value to your organization.

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Augmented Reality Lowers Errors in Automotive Manufacturing

Projection Augmented Reality is being used in manufacturing environments, both at stationary workstations and along assembly lines.

Read our new post about a study with automobile manufacturer Fiat Chrysler Automobiles in which workplace improvements were measured.

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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**.

11th
Friday, December 2016
Augmented Reality in Lisbon (RALI)
IT People Innovation, a technology consulting company based in Portugal, is hosting its second annual meeting about Augmented Reality (or RALI: Augmented Reality in Lisbon) on December 11. As with the first RALI event...

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5th
Tuesday, January 2016
CES 2016
The Consumer Electronic Show is an internationally renowned electronic and technology tradeshow, attracting major companies and 170,000 industry professionals from 153 countries. The annual show is held each January at the Las Vegas Convention Center in Las Vegas...

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6th
Wednesday, January 2016
AREA Networking Meeting at CES
The AREA will host a casual networking event at CES 2016 beginning at 6 pm on Wednesday, January 6, 2016. We invite those who share our interest in enterprise AR to join us...

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9th
Tuesday, February 2016
DistribuTECH 2016
DistribuTECH is the largest annual energy transmission and

11th
Thursday, February 2016
Vision Summit
Those who are passionate about creating games, films,

22nd
Monday, February 2016
Mobile World Congress 2016
Mobile World Congress (MWC)

distribution (T&D) event in North America, and covers the utility industry from end to end with nearly 12,000 attendees and more than 480 exhibitors...

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ads, art and journalism with Virtual and Augmented Reality technologies should attend the Vision 2016 Virtual and Augmented Reality Summit. Vision VR/AR Summit 2016, hosted by Unity Technologies, is an all-new cross industry event...

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is the world's largest annual gathering for the mobile industry. The mobile communications revolution is driving the world's major technology breakthroughs. From wearable devices to connected cars and homes, mobile technology is at the heart of worldwide innovation...

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AREA Networking Meeting at CES

AREA members are gathering at industry events to promote collaboration and engage with ecosystem stakeholders.

We look forward to sharing our current status and future plans with you at the AREA Networking Meeting on Wednesday, January 6 at 6 pm.

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Consumer Technology Association Alliance Community Reception at CES

We will participate in a networking event for technology associations. If you will be at CES, you're invited to attend the free event from 4 to 6 pm on Thursday, January 7, 2016.

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AREA Webinar Series

In September, we kicked off the AREA webinar series. On November 18, Jay Kim, CTO of APX Labs, introduced the important topic of enterprise use case selection and chaired a panel discussion.

We'd like to thank the panelists: Nathan Greiner, President of Design Mill; Mary Claire McLaughlin, AR engineer at Newport News Shipbuilding; Aaron Tate, Vice President of Customer Solutions at APX Labs.

PLAY BACK WEBINARS

AWE 2016

Augmented World Expo will be held in Santa Clara on June 1-2, 2016. Building upon the successful AWARE sessions in 2015, the AREA is responsible for all aspects of two full days of enterprise AR-focused presentations in 2016. You can already access the **AWE 2016 form for submissions**.

SUBMIT A TALK

Provide Valuable Data about AR Projects

Your response to a short survey could have dividends for research about enterprise AR projects. Renata Moori, a Masters student in Cyber Manufacturing and Mechanical Engineering at Northeastern University (Boston, MA), has created a **short survey** to generate data about the relationship between cost of enterprise Augmented Reality projects and their complexity and size. This is a serious business issue. Please take two minutes to answer six questions and **let us know** if you would like to participate in an in-depth interview.

COMPLETE THE SURVEY

AREA | Augmented Reality for Enterprise Alliance

Augmented Reality for Enterprise Alliance (AREA)

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