**AREA** | Augmented Reality for Enterprise Alliance

**December 2016 Newsletter**



# What's Ahead for Augmented Reality in 2017?

In the first of a four-part analysis of expected developments in AR in 2017, AREA board member Christine Perey of PEREY Research and Consulting offers advice for organizations planning their AR strategies in the year ahead.

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# AR and Smart Glasses Market Roundup

Recently, three organizations – Zion Market Research, Future Market Insights, and 360 Market Updates – have released new market reports on the Augmented Reality and Smart Glasses markets. All three project robust growth in the near future.

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# AR Delivers ROI in Agricultural Manufacturing

According to the *Wall Street Journal*, AGCO Corporation, a manufacturer of agricultural equipment, has equipped its factory workers with AR glasses to improve logging of quality checks. AR has enabled the employees to perform their quality checks 20% faster. With that measurable ROI, the company is now planning to use AR technology headsets to guide workers through welding 30-foot booms to chemical sprayers.

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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**.

## 5th

Thursday, January 2017

### Consumer Electronics Show (CES)

CES is an internationally renowned electronic and technology tradeshow, attracting major companies and 170,000 industry professionals from 153 countries.

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## 17th

Tuesday, January 2017

### AR in Action

Join more than 100 thought leaders from the AR ecosystem at the MIT Media Lab for two days of sharing insights and networking. Speakers will explore the challenges and opportunities that face inventors, innovators, integrators, investors, and other executives working to bring the benefits of AR to the world.

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## 7th

Tuesday, March 2017

### Wearable Technology Show

The Wearable Technology Show is a two-day conference and exhibition focused on wearables, AR and VR, IoT and connected technology for the business and prosumer audiences. Among the six conference tracks is a panel on AR hosted by the AREA.

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## 10th

Wednesday, May 2017

### Enterprise Wearable Technology Summit

The Enterprise Wearable 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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## 31st

Wednesday, May 2017

### Augmented World Expo 2017

Augmented World Expo (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.
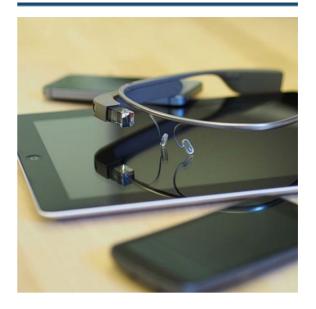
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## Enterprises Remain Cautious About AR

If more than two-thirds of companies see the value of AR, but 38% have no near-term AR plans, what does that mean? A TechVibes article explores a new study from global business technology and cybersecurity association ISACA.

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## Inside GE's "Digital Twins"

What if you could ask a malfunctioning steam turbine what's ailing it – and it could answer you in natural language? Discover General Electric's latest HoloLens demonstration.

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## Apple's AR Plans

We delve into the latest buzz about Apple's plans for smart glasses and AR in the iPhone.

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## Are Security Concerns the #1 Barrier to AR Adoption?

An article in *Infosecurity* parses the responses from businesses and consumers in a new global survey.

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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.

Become an AREA member today to benefit fully from all the AREA can offer to support your business in the introduction and implementation of Augmented Reality. Membership is open to organizations regardless of size, location, industry and purpose.

**REGISTER YOUR ORGANIZATION**

Augmented Reality for Enterprise Alliance (AREA)

*|LIST:DESCRIPTION|*

Contact the AREA

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