Inside 3D Capture with VanGogh Imaging

Two of the biggest challenges in Augmented Reality are creating 3D content and tracking objects in real time in dynamic environments. One of the leading companies innovating in this space is VanGogh Imaging, a Contributor Member of the AREA. Recently, we spoke with VanGogh founder and CEO Ken Lee to learn more about his company's approach to 3D capture and what it means for organizations planning and developing AR projects.

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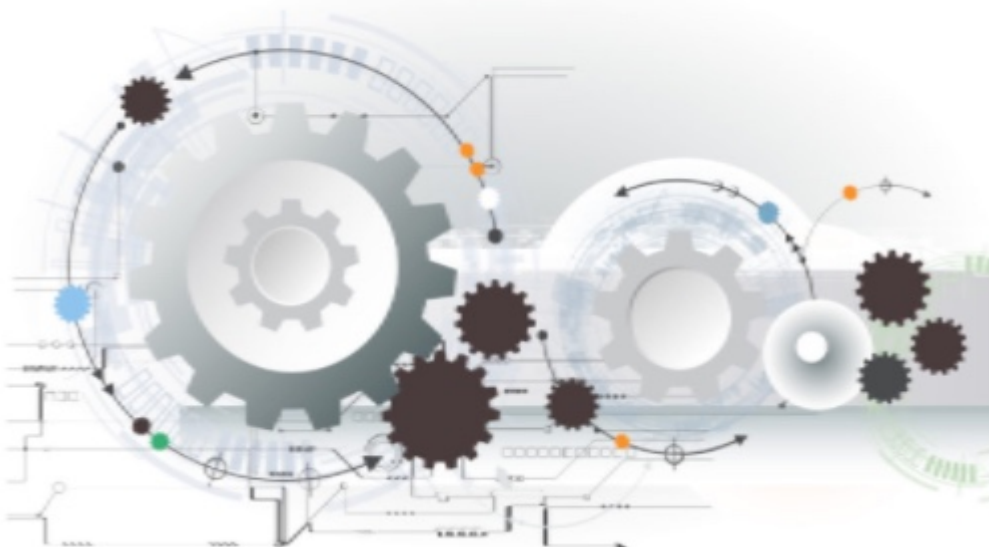
Mixed Reality is Just One Click Away

Many industries work almost entirely in a 3D digital environment. And yet, we still consume digital content the same way we have for the last 50 years: behind a 2D screen. For people working in a 3D world, the display technology has become a limiting factor. Most users of 3D content have been unable to visualize the content their jobs depend on in full 3D in the real world.

However, mixed reality promises to change that. Mixed reality brings digital content into the real world and supports "real 3D" visualization.

This guest blog post by Trimble's Aviad Almagor discusses how Trimble is delivering mixed reality solutions to its customers.

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The Shifting AR Software Landscape

While AR hardware gets more attention, AR software is essential to capturing real-world objects, authoring interactions, and presenting and managing user interactions. In the third installment of her four-part series on AR in 2017, AREA board member Christine Perey of PEREY Research and Consulting gives her assessment of the near-term future of AR software.

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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**.

1st
Wednesday, March 2017

DMDII & AREA Requirements Workshop

Members of DMDII and AREA and other augmented reality (AR) industry providers are invited to engage in a workshop to review and discuss industrial functional requirements for Augmented Reality (AR) developed by a multi-industry team.

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.

10th
Wednesday, May 2017

Enterprise Wearable Technology Summit

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

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.

5th
Monday, June 2017

Web 3D 2017 Conference

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13th
Tuesday, June 2017

VR & AR World 2017

VR & AR World is a three-day conference/exhibition exploring the potential of new technologies in enterprise with three major tracks dedicated to Industrial, Service Sector, and Commercial VR & AR.

3rd
Tuesday, October 2017

Wearable Technology Show 2017

WTS2017 is a two-day conference and exhibition dedicated to forming partnerships within the supply chain and developing new

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technology market intelligence

2018 "An Inflection Point" for AR

In a new report, ABI Research forecasts that Augmented Reality Enterprise applications will hit an inflection point in 2018. Smart glasses shipments are increasing to 20 million in 2021 with a compound annual growth rate of 227%.
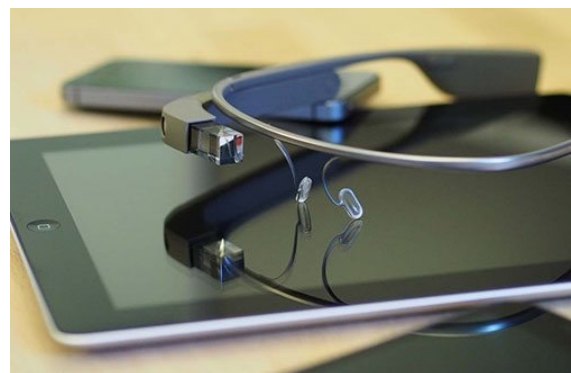
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The Economist

Overcoming Barriers to AR

An opinion article in *The Economist* discusses the hurdles AR must overcome to gain acceptance and adoption – and how business will lead the way.

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AR Comes to the Operating Room

Royal Philips is developing a fully-automatic Augmented Reality surgical navigation system. This new technology is designed to help surgeons perform image guided open and minimally invasive surgeries for spine, cranial and trauma procedures. The new system will allow surgeons to check the procedural result in 3D.

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GE's Wearables Challenge

A recent article on IT World Canada discussed General Electric (GE) Corp.'s Wearables Challenge which was launched last year, and led to pilots being made for three use-case scenarios for AR headsets: assembly instructions and metrics, field service applications for calling an expert, and packing.

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AREA | Augmented Reality for Enterprise Alliance

Augmented Reality for Enterprise Alliance (AREA)

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AR for Enterprise Alliance (AREA)

401 Edgewater Place, Suite 600

Wakefield, MA 01880 USA