



February Newsletter



THE GLOBAL STAGE FOR INNOVATION



Enterprise AR Makes a Splash at CES

CES is the largest event of its kind in the world, and both Augmented and Virtual Reality-enabled devices figure ever more prominently among the products on display. Not only were new capabilities exhibited (for example, the launch of AREA member DAQRI's Smart Helmet), but the entire discourse on enterprise AR has visibly matured.

In this two-part series, AREA executive director Christine Perey reports on the

companies and offerings for enterprise AR she encountered at last month's CES.

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5 Smart Glasses Challenges

Today smart glasses are lighter, more comfortable and more powerful than ever, but a number of barriers stand in the way to getting them into full productive use in the workplace.

This post explores five major challenges that remain to be overcome before smart glasses can be more widely adopted. As smart glasses evolve in 2016, providers are sure to tackle these barriers.

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Managing Enterprise Augmented Reality Risks

Incorporating novel technologies means confronting risk, and introducing Augmented Reality in enterprise is no exception. This post encourages managers to take a holistic view of potential risks and to consider the needs of a variety of stakeholders.

Enterprise AR risks should be grouped into four interconnected categories or classes, with a back-to-basics approach to risk modeling.

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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**.

18th

22nd

15th

Thursday, February 2016

AREA Webinar: AR in the Aerospace Industry

Many companies in the aerospace industry are studying how their counterparts in the military and automotive industries have used Augmented Reality. Some are leading with projects...

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Monday, February 2016

Mobile World Congress 2016

Mobile World Congress (MWC) 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...

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Tuesday, March 2016

AR & VR Show 2016

This year's Augmented Reality & VR Show is the largest AR conference in the UK, with over 50 companies in attendance at the expo. The two-day event provides delegates with opportunities ...

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21st

Monday, March 2016

Laval Virtual 2016

Laval Virtual is a non-profit regional business development group that promotes innovation and entrepreneurship in the region of the Loire Valley. The group is producing a seven-day conference and ...

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1st

Wednesday, June 2016

Augmented World Expo 2016

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...

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16th

Thursday, June 2016

EWTS East 2016

The Enterprise Wearable Technology Summit East examines the opportunities and challenges of implementing wearables in the workplace. Some of the most forward-thinking companies from...

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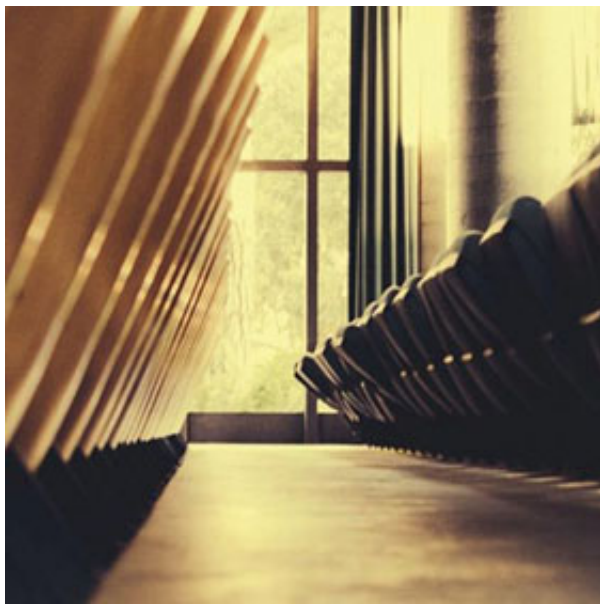


BARCELONA 22-25 FEB 2016

Meet our members at MWC 2016

Plan to attend our **next member meeting** on Friday, February 26, 2016, in Barcelona—right on the heels of **Mobile World Congress**. Meeting goals include committees work, planning for AWE 2016 and of course networking!

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Newsletter Archives

Want to catch up on what you've missed? Browse past AREA newsletters on our website —registered visitors can access them in PDF format.

[BROWSE ARCHIVES](#)



AREA Webinar: Managing Risk in AR Projects

In the AREA's January 20 webinar, Christine Perey presented an overview and members Pete Wassell of Augmate, Barry Po of NGRain and US Navy Principle Investigator Josh Kvavle explored risk factors of Augmented Reality projects.

Topics included classification and assessment of frequently encountered risks, and how to manage them before they have a detrimental impact on your project.

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Customers in Focus at AWE 2016

Successfully introducing new technologies in established businesses is never easy. Change management stories about failed or forgotten projects abound, whether due to resistance from unexpected quarters, lack of true ownership, insufficient communication and many other reasons.

That's why success stories are so compelling—and this year's Enterprise AR track at **Augmented World Expo 2016** will focus on inspiring stories from customer organizations in the enterprise AR ecosystem. Ketan Joshi of Atheer Labs and Christine Perey have penned an article calling for submissions from project managers.

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AWE 2016 Call for Submissions

The AREA is responsible for all aspects of this year's Enterprise AR track at **Augmented World Expo 2016**. We will be sharing the hard-won lessons from the AR project trenches. The best and brightest AR customer ecosystem organizations are invited to present their achievements. **Please get involved and nominate** your customers and partners (or yourself) to speak on June 2.

[SUBMISSION FORM](#)

AREA | Augmented
Reality for
Enterprise
Alliance

Augmented Reality for Enterprise
Alliance (AREA)

|LIST:DESCRIPTION|

Contact the AREA
AR for Enterprise Alliance (AREA)
401 Edgewater Place, Suite 600
Wakefield, MA 01880 USA