



Message from the Executive Director

It's an exciting time to be part of the growing market for AR products and services. In this [blog post](#), Executive Director Mark Sage shares his experiences during his first two months at the AREA, and describes the next steps for realizing the organization's goals and commitments.

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JOINPAD
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Interview with JoinPad

This month we sit down with [AREA member JoinPad](#), a software provider that simplifies business processes with cloud and Augmented Reality technologies.

Global Sales and Business Development Director Nicolas Pezzarossa describes JoinPad's unique approach to business process optimization with Augmented Reality, and relates his experiences in introducing AR to customers.

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3D Studio Blomberg at AWE 2016

Among the AREA members present at this year's [Augmented World Expo](#) in Santa Clara, California, was [3D Studio Blomberg \(3DS\)](#), a pioneer in AR content and visual communication.

[In this blog article](#), 3DS Business Development Director Bengt Lillvik describes his experiences of the expo and presents his views on the evolving ecosystem for AR products and services.

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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](#).

27th

Tuesday, September 2016

Bosch ConnectedWorld

Bosch ConnectedWorld is a two-day, annual event organized by AREA member Bosch on the Internet of Things (IoT) and connected solutions.

Expert speakers share their best practices and case studies around IoT-empowered products and services...

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4th

Tuesday, October 2016

Wearable Technology Show

WTS2016 is a two-day event dedicated to developing new business across the wearable, smart device and IOT landscape. It is the largest dedicated smart technology forum under one roof.

AREA member Atheer labs will be exhibiting...

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18th

Tuesday, October 2016

VR & AR World

VR & AR World is focused on exploring the potential of new technologies and includes several enterprise AR tracks. It is held in tandem with two other large expos: Broadband World Forum and Apps World.

The event will also feature a Start-Up Innovation Zone, an Interactive Exhibition and structured networking opportunities...

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18th

Tuesday, October 2016

AWE Europe 2016

AWE Europe 2016 is a two-day event for professionals focused on making the world more interactive—featuring technologies such as Augmented Reality, wearable computing, smart glasses, gesture and sensor devices and IoT...

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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.

Participants will see the latest innovations in IoT while considering their practical applications...

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8th

Tuesday, November 2016

tcworld Conference

The tcworld Conference is the largest event and marketplace for the technical communication industry in Europe, and consists of both the conference and the tekomp fair (tradeshow).

The event draws over 4000 visitors and 180 exhibitors from over thirty countries...

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IoT Solutions World Congress

IoT Solutions World Congress is the leading global event for all aspects of Internet of Things in enterprise, and takes place in



Research Predicts Upsurge

Barcelona on October 25-27.

Use discount code **DA818272** for a 30% discount on Congress Passes.

[GET YOUR DISCOUNT](#)



Tech Startups Are the Game Changers of AR

An [opinion piece on IPWatchdog.com](#) summarizes the key developments that have been taking place over the past three years in both AR and VR. According to the article, the combined estimated market size of AR and VR could reach between \$80 and \$182B by 2025.

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AWE Europe 2016

The [world's largest conference and expo](#) for AR is launching in Europe. Join over 1500 AR professionals for the two-day conference in Berlin on October 18 and 19.

Early bird tickets for 40% off regular price are available until July 31.

[REGISTER](#)

in Enterprise Wearables

Research firm Research and Markets published a new report entitled, "Wearable Devices for Enterprise and Industrial Markets."

They predict worldwide shipments for enterprise and industrial wearables to increase from 2.3 million in 2015 to 66.4 million units by 2021.

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Automotive AR Industry Forecast to 2021

A [new study](#) on the current state of Augmented Reality in the automotive industry has been published by QY Research.

The report includes a competitive landscape analysis and covers the profiles of major industry players such as BMW, Continental, Garmin, Audi and more

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Newsletter Archives

If you've missed any previous newsletter you can access the [newsletter archives](#) to view all past newsletters in PDF format. Feel free to browse and download or share past issues.

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AREA Webinar: Research & Reports

In this exclusive webinar on **July 28**, Christine Perey of PEREY Research & Consulting, Beppe Scavo of the AREA and Paul Davies of Boeing will introduce you to the AREA's research committees, studies, technical reports and content to provide the best possible insights into the landscape of enterprise Augmented Reality solutions.

Sign up today to learn about AREA content and how it helps stakeholders make informed decisions on deploying AR solutions in the workplace.

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Join the AREA Today

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.

Your organization can contribute to the expansion of the ecosystem for AR providers and customers by taking part in cutting-edge research committees, forging commercial ventures and increasing the overall knowledge and experience of a growing industry.

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Augmented Reality for Enterprise Alliance (AREA)

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