



## New Executive Director Reports on AWE '16 and Members Meeting

Incoming AREA Executive Director Mark Sage was at [Augmented World Expo](#) in Santa Clara, California, to meet members and view the technologies and services on offer in the enterprise AR space.

Mark describes his impressions of the conference and growth opportunities for the AR ecosystem, and reports on the June 3 [Member Meeting](#) in Palo Alto, California.

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## Advanced Manufacturing Research Centre



# Interview with the AMRC: Augmented Reality in Advanced Manufacturing

This month the AREA interviews Chris Freeman of AREA member the **Advanced Manufacturing Centre (AMRC)** of the University of Sheffield, to learn how the AMRC is incorporating AR in high-value manufacturing.

Together with **Boeing**, the AMRC develops and tests new manufacturing processes in its world-class facility. Technologies include 3D printing, IoT, human-machine interfaces and of course Augmented Reality. Read the article to learn about the latest initiatives of the AMRC.

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# Smart Glasses Adoption in Enterprise

The AREA together with member [Vital Enterprises](#) have published a white paper summarizing the results of a survey that explores drivers of smart glasses adoption in enterprise environments.

The survey finds that smart glasses adoption in enterprises is steadily building, and reveals a number of industries that are early adopters.

[DOWNLOAD REPORT](#)

## 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](#).

### 8th

Wednesday, June 2016

#### TU Automotive

TU-Automotive Detroit is the world's largest conference and exhibition dedicated to automotive technology innovation.

Speakers and attendees discuss how connectivity, mobility and autonomous systems are converging in the automotive industry...

[Read More](#)

### 16th

Thursday, June 2016

#### EWTS East

The Enterprise Wearable Technology Summit East features opportunities and challenges of implementing wearables in the workplace.

[Group discounts](#) of 20% are available for the conference...

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### 22nd

Wednesday, June 2016

#### Industrial Technologies

Industrial Technologies is a three-day networking event for new production applications, materials, nanotechnology, biotechnologies and information technologies in Europe.

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### 4th

Tuesday, October 2016

#### Wearable Technology Show

WTS2016 is a two-day conference and exhibition dedicated to forming partnerships within the supply chain across the wearable, smart device and IOT landscape.

It is the largest dedicated smart

### 18th

Tuesday, October 2016

#### VR & AR World

VR & AR World is a three-day conference and exhibition focused on exploring the potential of new technologies. Over 8000 visitors are expected to attend.

It is held in tandem with two other large expos: Broadband World Forum and Apps World...

### 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...

technology forum under one roof...

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## Enterprise Conference Focuses on Wearables

Wearables are leading the next industrial revolution and will become a key component in delivering Augmented Reality experiences while enabling users to have all the information then need while working with both their hands.

To showcase the achievements, explore developments and future strategies in this exciting domain, AREA member BrainXchange is organizing the **Enterprise Wearable Technology Summit East** in Atlanta, Georgia, on June 16 and 17.

**Group discounts** are available.

[READ MORE](#)



## 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 Barcelona on October 25-27.

Use discount code **2CF6A52C** for a 50% discount on **Congress Passes** until June 20.

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## Augmented Reality Defined

We find increasing usage of the term Augmented Reality in a variety of consumer and enterprise contexts. Yet it's one of the most widely misunderstood concepts.

The AREA has published a glossary of selected terms to help clarify AR and its associated meanings.



## SAE 2016 Call for Papers

The SAE AR/VR Symposium will be taking place in Philadelphia, PA, from November 14-16, 2016. A call for presentations is open until **July 1**. You can submit proposals on a range of topics, including enterprise AR.

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## Welcome Appearance

Please join us in welcoming our newest Contributor member **Appearance**, an Augmented Reality solution provider hailing from Australia.

The company offers the **GreenSpot** framework for using AR and incorporating its benefits in the context of IoT, cloud and other technologies in enterprise. The Appearance Platform includes **floAR**, a maintenance workflow system enabling operators to configure tasks, schedule jobs, and use AR to display instructions and asset information in a mobile device.

[VIEW ALL MEMBERS](#)

## Laval Virtual Round Table on AR

This year's **Laval Virtual** conference showcased innovations in Augmented Reality and introduced wide-ranging discussions. Guest blogger Olivier Larroque of Capgemini summarizes the round table on enterprise AR that hosted exchanges on topics from smart glasses to initiating AR projects.

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## The First AR Standards Hackathon

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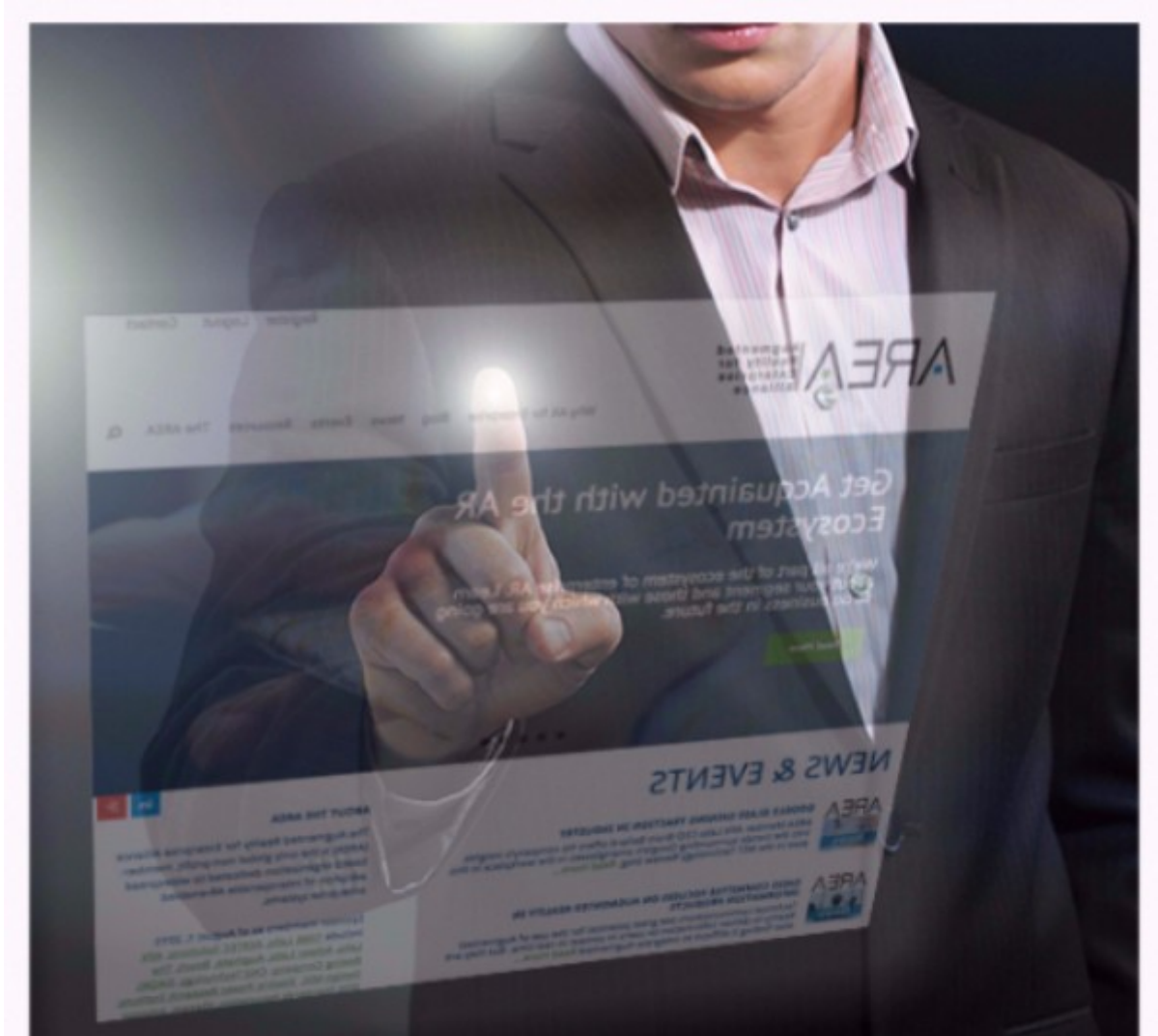
The **AR Standards Hackathon** took place on April 15-17 at Aachen University in Germany. It explored the AR standards landscape and attracted international participation. For three days, designers and engineers collaborated on projects ranging from AR-enhanced social interaction to architectural demos.

AREA researcher Beppe Scavo participated in the hackathon summarizes his findings in this special report.

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## Join the AR for Enterprise Alliance

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.

[JOIN THE AREA TODAY](#)



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