



## Mark Your Calendar for May 17: AREA Webinar on AR and IoT

Imagine an aircraft service facility where the maintenance crew has the actual performance data of each plane's engine components right at their fingertips as soon as it arrives – including identification of faulty parts and step-by-step instructions on how to replace them.

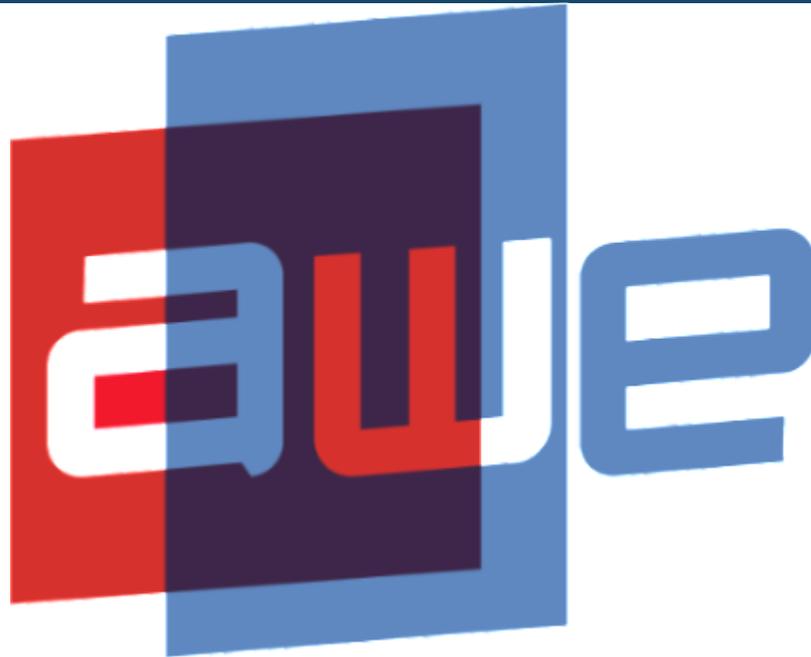
That combination of IoT data and AR visualization is incredibly powerful. It promises to reduce downtime, ensure timely and appropriate maintenance, and prevent more costly repairs. And because these technologies can guide service technicians instantly to only the areas in need of repair – and provide hard data on when to replace a worn part before it fails – they can make service technicians significantly more productive and assets more reliable.

But how close is that scenario to reality? What technologies are essential to making it happen? What obstacles stand in the way? To get the answers to these and other questions, you don't want to miss the AREA's upcoming webinar, ***Friends or Enemies – The Relationship Between Augmented Reality and IoT***. The event will be held May 17, 2017 at 8 AM Pacific/11 AM Eastern/4 PM UK/5 PM CET.

Speakers on the program include: Marc Schuetz, Director of ThingWorx Studio Product Management at PTC; Pontus Blomberg, Founder & VP, Business Development at 3D Studio Blomberg Ltd.; Carl Byers, Chief Strategy Officer of Contextere; and Beppe Scavo, AREA Researcher. AREA Executive Director Mark Sage will host.

What other use cases will benefit from the intersection of IoT and AR? What types of organizations and industries are best positioned to derive value from such solutions? Find out at the free webinar.

[REGISTER NOW](#)



## Are You Ready for the AREA at AWE?

In just a few weeks, Augmented World Expo (AWE) 2017 – “the largest AR and VR event in the world” – will kick off in Santa Clara, California. This year’s theme is “Superpowers to Change the World,” and the event’s 5,000 attendees will be looking to the 250 scheduled presenters to show them how to unleash those superpowers.

AWE is also a major opportunity to find out more about the many benefits of joining the AREA and a chance to meet our growing membership base. Come to our booth – #122 – and be sure to introduce yourself!

And while you’re there, be sure to check out the videos and demos from AREA member companies.

AREA member companies currently planning to attend AWE include: 3DS Bloomberg, Apperation, Atheer, Augmate, Boeing, Contextere, DAQRI, EPRI, Flatirons Solutions, Huawei, RealWear, ScopeAR, and Upskill.

See you in Santa Clara!

[LEARN MORE](#)



## How AR and IoT Combine to Boost Human Performance

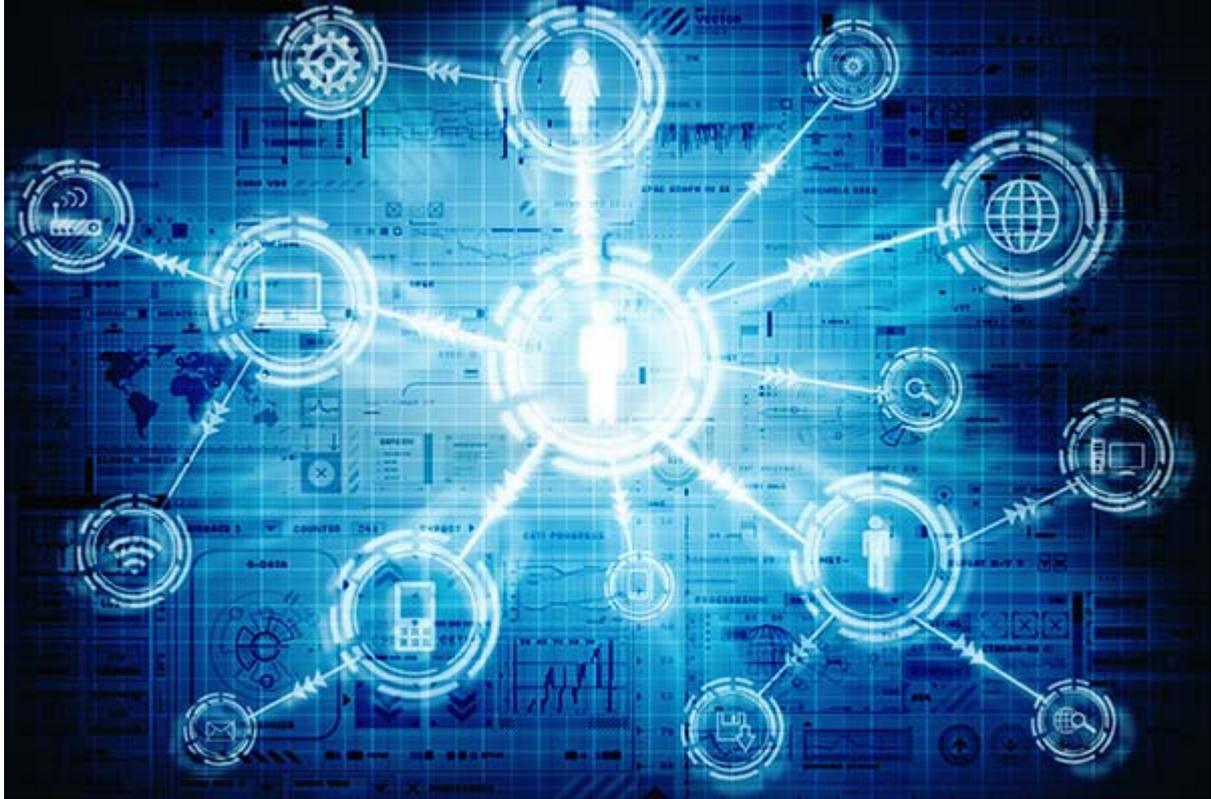
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The Internet of Things is a key enabling technology for the Industry 4.0 vision. Smart connected objects allow extensive optimizations and accurate predictions in the production line. However, this is not the only benefit that IoT can generate in industrial settings.

The AREA's Beppe Scavo explains how AR can provide additional value to IoT data serving as a visualization tool on the shop floor.

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## Check Out the AREA's Enterprise AR Functional Requirements Web Page

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A new – and soon to be expanding – resource is now available at the AREA for both enterprises and AR solutions providers. It's the new **Augmented Reality Hardware and Software Functional Requirements web page**—and your feedback is requested.

Created through a collaboration between UI LABS and the AREA and delivered through a project led by Lockheed Martin, Caterpillar and Procter & Gamble, the Functional Requirements provide enterprises with a baseline for launching AR projects, and give AR solutions providers information vital to product planning and R&D. They specify such features as: battery life; connectivity; field of view; on-board storage; on-board operating system; environmental; inputs/outputs; safety; authoring; AR content; creating 3D content; and deployment of AR content and the Internet of Things.

The AREA intends for the Functional Requirements to evolve and grow over time. To that end, the web page includes a feedback form for visitors, giving the AR ecosystem an opportunity to help shape the Functional Requirements and ensure that they continue to meet everyone's needs.

Please visit the Functional Requirements web page, download the documents, and tell us how the AREA can make this resource as useful as possible for you.

[CHECK IT OUT](#)

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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\*\*](#).

## 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.

## 11th

Thursday, June 2017

### ARVR Innovate

The fourth International ARVR Innovate is one of Europe's top Augmented Reality and Virtual Reality conferences and expos.

## 16th

Tuesday, May 2017

### VR World 2017

VR World 2017 is a two-day conference and exhibition focused on Augmented, Mixed and Virtual Reality and their impact beyond gaming.

## 17th

Wednesday, May 2017

### AREA Webinar: Friends or Enemies? The Relationship Between AR and IoT

The combination of IoT data and AR visualization promises to reduce downtime, save costs, and maximize productivity. But how close is that scenario to reality? Don't miss the webinar.

## 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

### Web3D 2017 Conference

Web3D 2017 is the 22nd international conference addressing an extensive range of research, development, and practices related to Web-based 3D.

## 7th

Wednesday, June 2017

### CES Asia 2017

CES Asia 2017 is the event for companies worldwide to launch new products and create partnerships in the Asian marketplace. It features four new product categories, including AR, VR, the Internet of Things and Drones.

## 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.

## 13th

Tuesday, June 2017

### Internet of Things Europe 2017

Internet of Things Europe is part of TechXLR8 during London Tech Week with over 200 expert speakers, 150+ exhibitors and 4000 IoT professionals attending.

## 22nd

Thursday, June 2017

### Wave Congress

WAVE (Wearables, AR & VR in Enterprise) Congress is a new one-day conference aimed at delivering enterprise technology solutions at the prestigious Manufacturing Technology Centre in Coventry.

## 23rd

Friday, June 2017

### Global AI Hackathon

Global AI Hackathon 2017 is a weekend of concurrent events, each of which offers a technical challenge for teams to tackle, prototype and find solutions to real world problems.

## 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

business across the wearable, smart device and IoT landscape.

## 3rd

Tuesday, October 2017

### IoT Solutions World Congress

IoT Solutions World Congress 2017 is the leading global event for all aspects of the Internet of Things in enterprise. Over 10,000 visitors are expected at the three-day conference.

## 9th

Monday, October 2017

### ISMAR 2017

ISMAR 2017 is the 16th annual research conference focusing on the topics of Mixed and Augmented Reality. The conference spans many domains, including real world applications and explorations by media professionals, social scientists, humanity scholars and designers.

## 17th

Tuesday, October 2017

### Enterprise Wearable Technology Summit Fall 2017

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



## BrainXChange Webinar Prepares Enterprises for Wearables

AREA Member BrainXChange hosted a webinar, "What's Next: Preparing Your Organization for Enterprise Wearables." Three takeaways from the webinar: Know where you're coming from to get to where you're going; Start with structured information within your current systems of record; and take a layered approach to security.

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**Bosch Makes Strides in**



## Industrial AR "About to Take Off"?

An article by BizTech magazine makes the case that AR for industrial workers is gaining traction, particularly in energy and utilities, manufacturing and other industrial use cases.

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## AR Supports Remote Surgical Consultation

London-based surgeon Nadine Haram's

## Automotive AR

An article in *Augmented Reality News* explores AREA member Bosch Automotive Service's new interface, the Common Augmented Reality Platform (CAP), and how it enables automakers to write, edit and publish AR content on iOS, Android and Windows.

startup, Proximie, has developed Augmented Reality tools that will "democratize access to surgery."

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[READ MORE](#)



## Now's the Time to Join the AREA

The momentum behind Enterprise AR is growing – and the AREA is at the forefront. We're bringing together enterprises and AR solutions providers, shaping the conversation on emerging trends, leading the way in defining Enterprise AR functional requirements and security best practices, and much more. As an AREA member, you can take an active role in all of these initiatives – and receive a host of additional benefits. Join today!

[LEARN MORE ABOUT MEMBERSHIP](#)



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