



November Newsletter



Meet the AREA President

The AR for Enterprise Alliance is the only global, member-driven organization focusing on accelerating AR adoption in enterprise. Carl Byers, AREA President, explains why it's an exciting time to participate in the AR ecosystem.

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The Augmented Reality Technology Provider Landscape Shifts, Again

PTC recently announced that it plans to acquire Vuforia from Qualcomm. This is the latest in a series of changes that are causing shockwaves through the developer ecosystem. There are alternate enterprise Augmented Reality technology providers with solutions and services worthy of evaluation.

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Augmented Reality's Expanding Role in the Automotive Value Chain

With successful conclusions of pilots and trials, Augmented Reality continues to move into areas where the overlay of digital information promotes vehicle quality and helps employees work faster and better...

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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](#).

5th

Thursday, November 2015

SAE Tech Symposium | Birmingham, UK

The SAE 2015 Augmented and Virtual Reality (AR/VR) Technologies Symposium is a two-day conference about the introduction and integration of Virtual and Augmented Reality products into the design, development and manufacturing systems of organizations...

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10th

Tuesday, November 2015

tcworld conference 2015 | Stuttgart, Germany

The tekcom annual conference, the largest global event and marketplace for the technical communication industry, consists of the tcworld conference and tekcom fair. Technical communicators employed in industrial, software and...

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18th

Wednesday, November 2015

AR for Enterprise Alliance Webinar

Selecting the best use cases for enterprise Augmented Reality introduction is arguably one of the most important steps that project managers will perform when exploring the technology's potential to impact workplace performance. Finding a use case that is sufficiently...

[Register for Webinar](#)

30th

Monday, November 2015

I/ITSEC | Orlando, Florida

The Interservice/Industry Training, Simulation and Education Conference (I/ITSEC) is the world's largest modeling, simulation, and training conference. It is always held near the beginning of December in Orlando, Florida, USA, and it consists of peer-reviewed paper presentations, tutorials, special events...

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5th

Tuesday, January 2016

CES | Las Vegas, NV

CES is an internationally renowned electronic and technology tradeshow, attracting major companies and 170,000 industry professionals from 153 countries. The annual show is held each January at the Las Vegas Convention Center in Las Vegas, Nevada. New products and new product announcements are regularly featured on the 2.2 million...

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9th

Tuesday, February 2016

DistribuTECH | Orlando, FL

DistribuTECH is the largest annual energy transmission and distribution (T&D) event in North America, and covers the utility industry from end to end with nearly 12,000 attendees and more than 480 exhibitors. The three-day event includes both a conference and an exhibition. In addition, DistribuTech is co-located with the...

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AREA Webinar: Selecting Use Cases for Enterprise Augmented Reality Introduction | November 18

On November 18 this [AREA webinar](#) will focus on selection of use cases for Augmented Reality introduction. Register today to attend the upcoming AREA webinar.

[REGISTER FOR WEBINAR](#)



Technical Communicators Must Evolve to Support Augmented Reality

In a guest post, Farhad Patel of Huawei shares his views on changes that will be necessary for technical communicators to prepare content for use in AR experiences.

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Augmented Reality for Enterprise Alliance (AREA)

[LIST:DESCRIPTION]

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