November 2016 Newsletter

Enterprise Augmented Reality Revenues to Surpass Consumer Industry

Enterprise Augmented Reality revenues are set to reach US$5.7 billion by the year 2021, as stated in an article on itwire.com. Analytical specialists Juniper Research have declared that consumer AR apps "will remain below that of the enterprise AR sector" right through until 2021. This research found that improvements in field of vision latency on HMDs has fuelled the growing interest in enterprise AR technologies. Future releases of HMDs, including that of Microsoft HoloLens, are also tipped to push AR revenues in the enterprise sector, with businesses choosing Head Mounted Displays over tablets and smartphones.

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Welcome Lockheed Martin to the AREA

The newest member of the AREA is one of the largest companies in the aerospace, defense, security, and technologies industry -- and an Augmented Reality pioneer.

It's Lockheed Martin. The Bethesda, Maryland-based company, which employs 98,000 people worldwide, joined the AREA as a Sponsor member in October. Lockheed Martin will be represented on the AREA board by Christi Fiorentini, a senior manufacturing applications engineer in Lockheed's Marietta, Georgia Aeronautics organization.

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When a Developer Needs to Author AR Experiences

AREA board member Christine Perey of PEREY Research and Consulting provides guidance on the many options for authoring AR experiences. Following the process from requirements to the choice of development environment or language, Perey notes that the choice of tool and approach depends on the project requirements, skills of the developer and the resources available.

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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**.

21st
Monday, November 2016
Internet of Things World Europe

Internet of Things World Europe 2016 is a two-day conference and expo featuring keynotes, case studies, panel discussions, networking opportunities, a startup zone and an IoT hackathon.

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28th
Monday, November 2016
I/ITSEC

The Interservice/Industry Training, Simulation and Education Conference (I/ITSEC) is the largest modeling, simulation, and training conference in the world.

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28th
Monday, November 2016
Augmented Reality in the Industry

The two-day Augmented Reality in the Industry 2016 conference focuses on the challenges of AR for the driving experience, workshop repair, and general use in the automotive industry.

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4th
Sunday, November 2016
International Conference on Pattern Recognition

The 23rd International Conference on Pattern Recognition (ICPR) is a four-day conference for researchers in pattern recognition, machine learning, and computer vision to discuss recent advances in those fields.

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5th
Thursday, January 2016
Consumer Electronics Show (CES)

CES is an internationally renowned electronic and technology tradeshow, attracting major companies and 170,000 industry professionals from 153 countries.

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10th
Wednesday, May 2017
Enterprise Wearable Technology Summit

The Enterprise Wearable Technology Summit 2017 is the 3rd annual conference of experts and professionals focused on real-world case studies and best-practice user examples of wearable technology.

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Digitally Assisted Assembly at Factory 2050

The AMRC with Boeing collaborates with a variety of research partners in areas such as informatics, automation, robotics and Augmented and Virtual Reality. Earlier this year, the AMRC opened the doors of its newest manufacturing facility, Factory 2050, a glass-walled reconfigurable factory that investigates and showcases new technologies and processes relating to Industry 4.0.

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Hyper Training and Future AR Workplace

A recent article in Forbes discusses future opportunities for Augmented Reality in the workplace, and mentions how AR will be a key advantage for organisations in term of competition. The technology brings a potential high level of efficiency and creativity that would greatly benefit companies.

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Calculating ROI for AR Investments: One Approach

In a field as young as AR, organizations seeking to justify investments have had little historical data available to help calculate ROI. The team at AREA member Catchoom have addressed this challenge by putting together a white paper that provides a step-by-step means of calculating ROI for its CraftAR image recognition software based on an actual Catchoom customer in the healthcare industry.

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AR is Building a Better Future in Construction

An article in the Guardian sets out how Augmented Reality is building a better future

in construction and reinventing the industry. Construction projects can come along with a variety of problems. Research by McKinsey & Company found that construction was one of the least digitized industries, until now.

AREA Member BrainXChange Interviews GE Wearables Expert

AREA member BrainXChange recently interviewed Sam Murley, Digital Acceleration Designer at General Electric (GE).

Join the AREA

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.

REGISTER YOUR ORGANIZATION