AREA | Augmented Reality for Enterprise Alliance

October Newsletter

Meet the AREA Members

The AR for Enterprise Alliance is the only global, member-driven organization focusing on accelerating AR adoption in enterprise. Members of the AREA are committing themselves, their brands and their financial resources to a brighter future, and to a safer and more productive workplace. The 21 members represent the best and most visionary providers, customers and non-commercial entities.

LEARN ABOUT OUR MEMBERS

Starting the Enterprise AR Conversation

Have you encountered a blank stare when you bring up Augmented Reality in a business context? Do people immediately confuse Augmented Reality with Virtual Reality? In this blog post, AREA executive director Christine Perey offers some tips and shares strategies that AREA members use when starting a conversation about enterprise Augmented Reality.

READ MORE . . .

Newport News Shipbuilding Use Cases

At Newport News Shipbuilding, Augmented Reality is a part of over 40 projects. This didn't come about overnight. There's a strong NNS culture of beginning with sound foundations. Any project is evaluated in the context of a framework of use cases. The technologies and content selection then follow. In this post on the AREA blog, Patrick Ryan, Engineering Manager (Mgr 3), explains how this framework emerged and its principle characteristics.

READ MORE . . .

October Events

5th

Monday, October 2015

Augmented Reality in Automotive | Cologne, Germany | Oct 5-6, 2015

The Augmented Reality in

6th

Tuesday, October 2015

Smart Industry Conference & Expo | Chicago, IL | Oct 6 - 8, 2015

The Smart Industry Conference

8th

Thursday, October 2015

IEEE AR Head-Mounted Display Summit | Houston, TX | Oct 8, 2015

The IEEE Industrial Applications

Automotive conference is the first and only conference focusing on Augmented Reality in the automotive industry,
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& Expo is both an industry event and community dedicated to the emerging industrial internet. With three days of content, demonstrations, and networking opportunities...
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Society (IAS) and IEEE Standards Association (IEEE-SA) will conduct the Augmented Reality and Head-Mounted Display Summit , to gain insights into the opportunities for risk reduction and improving performance through...
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13th

Tuesday, October 2015

MRO Europe 2015 | London, UK | Oct 13-15, 2015

Manufacturing, Repair and Operations (MRO) Europe 2015 is a three-day conference and trade show for discovering crucial issues impacting the aviation MRO industry.
Read More

17th

Saturday, October 2015

Augmented World Expo Asia | Xi'an, China | Oct 17-18, 2015

Augmented World Expo (AWE) Asia 2015 is the largest Augmented Reality event in Asia. This two-day conference and tradeshow to introduce and to connect innovative Augmented Reality technology providers from...
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20th

Tuesday, October 2015

Enterprise Wearable Technology Summit | Houston, TX | Oct 20-21, 2015

Enterprise Wearable Technology Summit will examine the opportunities and challenges of implementing wearables in the workplace. Some of the most forward-thinking companies from across different industries will participate to learn and share how use...
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21st

Wednesday, October 2015

AREA Post-EWTS Networking Reception | Houston, TX | Oct 21, 2015

Members of the AR for Enterprise Alliance (the AREA) cordially invite the delegates of the Enterprise Wearable Technology Summit to a private networking function from 5:30 PM to 9:00 PM Central Time...
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22nd

Thursday, October 2015

AREA Members Meeting | Houston, TX | Oct 22, 2015

The members of the AR for Enterprise Alliance (the AREA) are cordially invited to attend the sixth in-person meeting from 10 AM to 6 PM UK on October 22, 2015, in Houston, TX.
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29th

Thursday, October 2015

AR for Enterprise Alliance Webinar | Oct 29, 2015

AREA customer members will talk about drivers to AR introduction, the steps they have followed, results and what convinces them and their companies' management that AR will have an impact...
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Selecting Initial Use Cases for Enterprise AR

As the experience at Newport News Shipbuilding demonstrates, there are many use cases for enterprise Augmented Reality. Careful selection of your use case is very important. In fact, the use case choice could result in the successful introduction of AR or lead to a long list of disappointments.

This post explores a range of factors that need to be weighed in the context of each company and concludes with our recommendations.

READ MORE . . .

Where to Find Our Members

AREA members are deeply engaged in educating their audiences about the importance of enterprise Augmented Reality. Plan to meet our members at one of these exciting industry conferences:

- **IEEE IAS AR Head-Mounted Display Summit**
- **Smart Industry Conference & Expo**
- **Augmented Reality in Automotive**
- **MRO Europe 2015**
- **Enterprise Wearable Technology Summit**

We're also hosting an informal **reception on the evening of Oct 21**. If you're in Houston, please join us!

AREA EVENTS PAGE

AREA Webinars: Watch

Submit Your Project to the Sikorsky Innovation Entrepreneurial Challange

Contests are an important way for companies to identify the best and most innovative potential partners. That's why Sikorsky Corporation, a leading supplier of helicopters, supports the Sikorsky Innovation Entrepreneurial Challenge.

September and Register for October

You don't need to travel further than your screen to learn about the AREA. On September 23, we introduced the organization's vision, approaches, committees and members in a webinar. Panelists included Ketan Joshi, VP of Atheer Labs, Pete Wassell, CEO of Augmate and John Simmins, Technical Executive at EPRI (Electric Power Research Institute). If you missed it, **playback the archive.**

On October 29 our next webinar will feature four large enterprise customers who are AREA members: The Boeing Company, Johnson & Johnson Vision Care, Newport News Shipbuilding and AERTEC Solutions.

OCTOBER 29 WEBINAR REGISTRATION

This year, its sixth, the company has identified Augmented Reality as one of the key technologies they want to include. To learn more about their program, **visit the information page**. To participate, **create an account** on this platform and submit your projects before October 15, 2015.

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