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Welcome!



I'm pleased to share with you the first AREA newsletter for those who seek to improve workplace performance with Augmented Reality. By introducing new visualization methods that bring information in context with the real world, you will bring about important changes to your organization. You are important to the AR for Enterprise Alliance.

Our mission is to support, encourage and inspire everyone—you and others like you—seeking to improve operational efficiencies with Augmented Reality. It will be a challenge to introduce it, but once the barriers decline, integration and adoption of AR-enabled enterprise IT systems will follow.

We publish this newsletter to keep you informed of exciting new developments in the AR for Enterprise Alliance. We have a great deal to share but we also need to hear from you. Provide us with your feedback and questions so we can address your specific interests.

A handwritten signature in black ink, reading "Christine Perey".

Christine Perey
Executive Director of the AR for Enterprise Alliance

Explore the AREA Website



The three sections of the AREA web site accessible to all visitors have different goals. The first section gets those new to the topic of Augmented Reality acquainted with the fundamentals in the domain. In the second, our blogs, events and news pages keep visitors up to date on happenings in the industry. Under the heading “The AREA” we make it easy for you to learn about our members, the thought leaders in the organization and how to join. Want a quick tour? [Read more...](#)

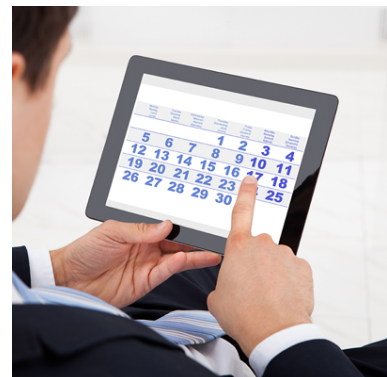
AREA Balances Vision and Pragmatism about Augmented Reality



One of the AREA’s strategic goals is to communicate consistently and clearly about enterprise Augmented Reality. We want to share our vision of a world that benefits from enterprise Augmented Reality daily while remaining pragmatic about the steps and time it will take. This post compares the introduction of Augmented Reality with other technologies that have changed the nature of work over the past 200 years. [Read more...](#)

Where and How to Find AREA Members

Want to meet AREA members or staff in person? We attend and contribute to important industry events where technology providers meet with solutions integrators and customers. [Our events calendar helps you to track us down...](#)



WEBINAR

Register Today for First AREA Webinar

Webinars offer an efficient way to gain knowledge from those on the front lines of enterprise Augmented Reality.

For the [inaugural AREA webinar](#) on September 23, 2015, the executive director, elected AREA officers and chairs of AREA committees will introduce the organization's goals and share their reasons for supporting its growth.

Register Today



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Website

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