



A Partnership Model for AR Deployments

When deploying Augmented Reality solutions in an enterprise context, it's essential to build strong partnerships with your customers, and in many cases to take on the role of a trusted advisor.

Vivek Aiyer of AREA member **Appearance** explores the questions and issues for building a partnership, and for going beyond proof of concept to a full-fledged enterprise AR solution.

[READ MORE](#)



Meeting and Managing Enterprise AR Risks

As with other new technology introductions, enterprise Augmented Reality projects are fraught with familiar and new risks. To move forward on reasonable budgets and schedules, it's important to acknowledge the existence of risks and to find ways to creatively manage them.

In this [article](#), AREA board member Christine Perey classifies and describes the four types of enterprise AR risks and what they mean for stakeholders.

[READ MORE](#)



How OCR Makes Augmented Reality Work Better

Although Optical Character Recognition (OCR) is in widespread use in many industries, its role in AR use cases is still evolving. OCR can provide crucial support to a device's recognition of its environment.

Alice Glawatsch of mobile OCR solution provider [Anyline](#) discusses the technology's potential in Augmented Reality applications, and how it can boost a user's efficiency in the workplace.

[READ MORE](#)

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](#).

19th

Monday, September 2016

ISMAR

ISMAR is the 15th annual conference focusing on the topics of Mixed and Augmented Reality.

The conference spans many domains from science and technology, including real world applications and explorations by media professionals, social scientists and designers...

[Read More](#)

21st

Wednesday, September 2016

VR World

VR World is an invite-only event focused on Augmented and Virtual Reality and its impact on the future of enterprise.

The one-day conference will provide a full overview of the enterprise AR and VR market, exploring the opportunities and threats they present...

[Read More](#)

27th

Tuesday, October 2016

Bosch ConnectedWorld

Bosch ConnectedWorld is a two-day, annual event organized by AREA member Bosch on the Internet of Things (IoT) and connected solutions.

Expert speakers share their best practices and case studies around IoT-empowered products and services...

[Read More](#)

4th

Tuesday, October 2016

Wearable Technology Show

WTS2016 is a two-day event dedicated to developing new business across the wearable, smart device and IOT landscape. It is the largest dedicated smart technology forum under one roof.

8th

Saturday, October 2016

European Conference on Computer Vision

The 14th European Conference on Computer Vision (ECCV) focuses on research in computer vision.

The event consists of workshops, tutorials, demonstrations and exhibits,

14th

Friday, October 2016

Intelligent Technology Experience World

Intelligent Technology Experience World is a two-day consumer technology conference and exhibition with a focus on wearables, wireless and AR/VR.

It will showcase the depth of

AREA member Atheer labs will be exhibiting...

[Read More](#)

and provides a forum for expert discussion on recent innovations and applications in these technologies...

[Read More](#)

worldwide innovation with a focus on the China market...

[Read More](#)



IoT Solutions World Congress

IoT Solutions World Congress is the leading global event for all aspects of Internet of Things in enterprise, and takes place in Barcelona on October 25-27.

Use discount code **DA818272** for a 30% discount on Congress Passes.

[READ MORE](#)



US Government Tech is Noticing AR

An article that recently appeared on the Gov Tech website argues that the popularity of Pokémon Go and the development of Internet of Things (IoT) technology means that government is also taking Augmented Reality seriously.



AR: Past, Present and Future

A recent article on wareable.com walks us through the past, present, and future of Augmented Reality. Featuring images from a variety of providers, the article starts by making a distinction among Augmented, Virtual and Mixed Reality.

[READ MORE](#)



AR Could Reshape Collaboration

An article in Biz Tech Magazine quotes the CTO of CISCO Systems' Collaboration

[READ MORE](#)

Technology Group, John Restricks, who was speaking **during a panel interview** about emerging technology at the Cisco Live 2016 conference.

[READ MORE](#)



5 Challenges that Smart Glasses Must Overcome

In the near future, light and unobtrusive smart glasses will reliably support deskless workers and make them more efficient. The last few years have seen increased investment in smart glasses technology, with a number of high-profile acquisitions and direct investments by large companies, but challenges remain.

[READ MORE](#)



Tell Us about Events

Do you know of any events relating to enterprise Augmented Reality that might interest the community? Send us your suggestions!

[GO TO EVENTS](#)



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](#)



Augmented Reality for Enterprise Alliance (AREA)

|LIST:DESCRIPTION|

[Manage your preferences](#) | [Unsubscribe](#)

Contact the AREA

AR for Enterprise Alliance (AREA)
401 Edgewater Place, Suite 600
Wakefield, MA 01880 USA

