



Augmented Reality and Virtual Reality Market Report by Technology, Sensors & Components, Applications and Geography

Report Published on Augmented Reality and Virtual Reality Market comprises of 150 Pages, categorized under Software & Services with 10+ Company profile analysis

PUNE, MAHARASHTRA, INDIA, June 28, 2016 /EINPresswire.com/ -- Computing trends and technology have taken a new dimension over last decade. This has changed the way of thinking, interacting and decision making of every individual. The recent advancements such as IoT, cloud computing, 3D printing, automation, advanced communication systems, artificial intelligence, Big Data, AR and VR and many others are the driving factors influencing the change in dynamics from living to running a business. [Augmented Reality and Virtual Reality](#) are the new age technologies which will change the practices in various industries. AR technology blends the virtual and real world objects. With AR, users will be able to interact with virtual object and also will be able to distinguish between the real and virtual contents. AR has found more success within short period of time, this technology has been more adopted in consumer sector and is expected to surpass the VR market in near future.

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The major restraints to the this global market include high hardware and deployment cost, limited awareness in various end-user industries is another limiting factor for the global augmented reality and virtual reality market. AR and VR have limited applications and major ones include entertainment, education and gaming. The number of consumers being catered are minimum in number, as Augmented Reality and Virtual Reality are still in the emerging phase and have limited reach to different requirements of the customers or enterprises.

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The global AR and VR market has been broadly segmented by technology i.e., AR and VR technologies. The market is further segmented by components which includes sensors and other semiconductor components. In addition to this the AR and VR market is bifurcated into on end-user industry such as entertainment, education. Industrial, medical, aerospace & defense, and retail among others.

North America is one of the prominent regions in Augmented Reality and Virtual Reality market which will contribute highest to the revenues globally due to high technological developments and considerable usage of AR & VR technology and products. The region is expected to lose the market share to APAC over the forecast period. Rapidly growing economies in Asia-Pacific (APAC) with significant number of hardware and software developers will pave the path for increasing adoption and propel the market for AR and VR. Some of the key players of AR and VR market include DAQRI LLC, Augmented Pixels Co., EON Reality, Inc., Innovega, Inc., Total Immersion, Vuzix Corporation, Blippar, Oculus VR LLC, Microsoft Corporation and Google, Inc. among others.

Few Key Points from Table of Content

7 Global AR and VR Market Analysis

7.1 Global Sales Revenue and Forecasts to 2025

7.2 Global Augmented Reality and Virtual Reality Market, Competitive Landscape

7.2.1 Market Share or Market Positioning of Key Players, 2014

8 Global AR and VR Market Revenue and Forecasts to 2025 – Technology

8.1 Overview

8.1.1 Segment Share (%), 2014 & 2025

8.2 Augmented Reality (AR)

8.3 Virtual Reality (VR)

9 Global AR and VR Market Revenue and Forecasts to 2025 – Sensors & Components

9.1 Overview

9.1.1 Segment Share (%), 2014 & 2025

9.2 Sensors

9.3 Semiconductor Components

9.4 Virtual Reality Sensors & Components

9.5 Augmented Reality Sensors & Components

10 Global AR and VR Market Revenue and Forecasts to 2025 – Application

10.1 Overview

10.1.1 Segment Share (%), 2014 & 2025

10.2 Augmented Reality Applications

10.3 Virtual Reality Applications

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12 Global Augmented Reality and Virtual Reality Market, Key Company Profiles Included Key Facts, Business Description, Financial Overview, SWOT Analysis and Key Developments

12.1 Artoolworks, Inc.

12.2 Augmented Pixels Co.

12.3 EON Reality, Inc.

12.4.1 Key Facts

12.5 Kishino Limited

12.6 Laster Technologies

12.7 Layar B. V.

12.8 Total Immersion

12.9 Vuzix Corporation

12.10 Zugara, Inc.

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