

Mobile Augmented Reality Market Trends and Industry Forecast During 2015 - 2019

PUNE, INDIA, November 9, 2016 /EINPresswire.com/ -- [Mobile Augmented Reality Market](#)

Augmented reality is an emerging technology that permits the overlay of computer graphics on the real world. It includes scanning the physical, real-world environment and enhancing/augmenting it by adding virtual computer-generated information. End-users can make use of this technology through applications developed for mobile devices. It involves blending digital content with the physical world. Augmented reality is being extensively used for marketing and advertising by enterprises. Although the adoption of this technology is low in APAC, it is expected to increase during the forecast period.

Research analysts forecast the mobile augmented reality market for marketing and advertising in APAC to grow at a CAGR of 135.35% over the period 2014-2019.

Covered in this report

This report covers the present scenario and the growth prospects of the mobile augmented reality market for marketing and advertising in APAC for the period 2015-2019. It presents the vendor landscape and a corresponding detailed analysis of the major vendors in the market. The report covers the overall ecosystem of the market, including augmented reality engine, augmented reality software applications, and augmented reality hardware.

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Mobile Augmented Reality Market for Marketing and Advertising in APAC 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects in the coming years.

The report includes a discussion of the key vendors operating in this market.

Key vendors

- Augmented Pixels
- Aurasma
- Blippar
- Catchoom
- Metaio
- NGRAIN
- Qualcomm
- Total Immersion
- Wikitude
- Zappar

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Aurasma
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