

Augmented Reality & Virtual Reality Market is expected to disrupt the Gaming Industry

Augmented & virtual reality are emerging technologies with lots of potential and so tech companies are beginning to see the possibilities of these technologies.

HYDERABAD, TELANGANA, INDIA, August 31, 2018 /EINPresswire.com/ -- Augmented reality (AR) is a technology which superimposes virtual images onto the real world environment and provides the user with a composite view. Virtual reality (VR) is a technology which creates an accessible virtual environment. With the help of sensors integrated in headset or gloves, user can view and interact with the environment in a seemingly real way. The notable companies in the [augmented & virtual gaming](#) industry are Niantic, Six To Start, Sony, Ubisoft, Valve and so on. Augmented and virtual reality are emerging technologies with lots of potential and so tech companies are beginning to see the possibilities of these technologies.

However, any emerging technology does not just enter the market without a few pitfalls. A significant threat to the widespread implementation of augmented and virtual reality games is the safety factor. VR games are usually played at home, although most AR games are not. AR games may occasionally occlude objects onto roads and in dangerous locations, and users who are immersed in the game are in danger of serious injuries. New games should be able to identify locations these augmented objects should not appear and map them accordingly.

Aside from the possibility of serious injuries, there is another crucial issue which companies have to come to terms with: use of huge headsets. People don't like wearing huge headsets all the time. Headsets are the conduit for the games. Some people have reported of getting headaches and feeling nauseous after continuous exposure to virtual reality environments. Moreover, costs are currently considered too high for casual gamers. Contact lenses have been considered, although it is currently in the speculative stage, as there is no specific design. In time, with the rapid growth of technology, the size of headsets are expected to decrease.

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The use of AR and VR in gaming is driven by different factors despite the similarity in technology. AR does not require headsets and since majority of people already possess smartphones, they are free to test games in their surroundings. On the other hand, VR has gained popularity, particularly due to the use of headsets and gear, and feels more natural to gamers. For most gamers, their playing areas have always been closed environments and VR provides the same in a new unique way.

Gaming festivals or ESPORTS, take place in closed environment such as stadiums, will be one of the opportunities for market growth. In the last few years, competitive gaming has gained increasing popularity, with perks such as prize money and trophies. There is an increasing number of tournaments where people compete whether individually or as a team, to win the grand prize. These tournaments have further potential with the integration of augmented and virtual reality, although it may take a few more years for this to happen. AR & VR games may offer new modes of competition and people who wish to watch these tournaments but can't attend, could gain virtual tours.

It seems that with the improving technology, there will be improvement in the augmented reality games. Headsets may become smaller in size, and if big players such as Apple, Google and Samsung manufacture them, there will be demand for the product, which will improve demand for the games.

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Augmented and Virtual Reality in Gaming market report is segmented as indicated below:

1. AR & VR In The Gaming Industry – By Application Type

- 1.1. Introduction
- 1.2. Augmented Reality Game
- 1.3. Virtual Reality Game
- 1.4. Hybrid

2. AR & VR In The Gaming Industry – By Technology

- 2.1. Motion-tracking
- 2.2. Camera-tracking
- 2.3. RFID
- 2.4. GPS
- 2.5. Others

3. AR & VR In The Gaming Industry – By Platform

- 3.1. Introduction
- 3.2. Portable/Handheld Gaming System
- 3.3. Tablets
- 3.4. Mobile Phones
- 3.5. Head Mounted Displays

4. AR & VR In The Gaming Industry – By Payment Mode

- 4.1. Freeware
- 4.2. Freemium
- 4.3. One-time license
- 4.4. Subscription
- 4.5. Downloadable Content

5. AR & VR in the Gaming Industry By Market Entropy

6. AR & VR in the Gaming Industry By Geography

Companies Cited/Interviewed/Referenced

Niantic Ltd.
Next Games
Ludia Inc.
Six to Start
esDot
Rocksteady
Ubisoft
Valve
Owlchemy Labs
Google
Company 15+

Related Reports:

A. Augmented Reality and Virtual Reality in Healthcare Market

<https://industryarc.com/Report/78/augmented-reality-and-virtual-reality.html>

B. Mobile Augmented Reality Market

<https://industryarc.com/Report/16201/mobile-augmented-reality-market.html>

What can you expect from the report?

The Augmented and Virtual Reality in Gaming market Report is Prepared with the Main Agenda to Cover the following 20 points:

1. Market Size by Product Categories
2. Market trends
3. Manufacturer Landscape
4. Distributor Landscape
5. Pricing Analysis
6. Top 10 End user Analysis
7. Product Benchmarking
8. Product Developments
9. Mergers & Acquisition Analysis
10. Patent Analysis
11. Demand Analysis (By Revenue & Volume)
12. Country level Analysis (15+)
13. Competitor Analysis
14. Market Shares Analysis
15. Value Chain Analysis
16. Supply Chain Analysis
17. Strategic Analysis
18. Current & Future Market Landscape Analysis
19. Opportunity Analysis
20. Revenue and Volume Analysis

Frequently Asked Questions:

Q. Does IndustryARC publish country, or application based reports in Augmented and Virtual Reality in Gaming market?

Response: Yes, we do have separate reports and database as mentioned below:

1. North America Augmented and Virtual Reality in Gaming market (2018-2023)
2. South America Augmented and Virtual Reality in Gaming market (2018-2023)
3. Europe Augmented and Virtual Reality in Gaming market (2018-2023)
4. Asia Pacific Augmented and Virtual Reality in Gaming market (2018-2023)
5. Middle East and Africa Augmented and Virtual Reality in Gaming market (2018-2023)
6. Motion-tracking market for Augmented and Virtual Reality in Gaming market (2018-2023)
7. Mobile Phones Market for Augmented and Virtual Reality in Gaming market (2018-2023)

Q. Does IndustryARC provide customized reports and charge additionally for limited customization?

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3. Find out market shares for other smaller companies or companies which are of interest to you.
4. Company profiles can be requested based on your interest.
5. Patent analysis, pricing, product analysis, product benchmarking, value and supply chain

analysis can be requested for a country or end use segment.

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