



Augmented Reality & Virtual Reality Market for Entertainment Industry: By Type, By Application - Forecast (2018-2023)

AR, VR will be the main drivers of the global AR and VR (Virtual Reality) market as they are hottest technological developments in the smartphones industry.

HYDERABAD, TELANGANA, INDIA, September 12, 2018 /EINPresswire.com/ -- [Augmented Reality](#) (AR) and VR ([Virtual Reality](#)) is an “enhanced” version of reality created using technology. AR, VR will be the main drivers of the global AR and VR (Virtual Reality) market as they are hottest technological developments in the smartphones industry.

AR is a technology that allows virtual objects to be placed in the real world in real time, enhancing the information about the world around and the uses for these technology will open up brand new ways to purchase and experience entertainment.

AR and VR technology are applicable to various sector of entertainment industries such as Film, Sports Games, Theme/Amusement Park, Live Events, Music Concert, Comedy Club, Drama, Circus, Opera, and Fashion Shows etc.

Entertainment industries are getting a lot of attention due to continuous improvement in technology and faster processing powers in smartphone with advance features like graphic sets for 3D, soundcards, the accelerometer, MEMS (Micro-Electro-Mechanical Systems) sensors, dual cameras, GPS etc.

VR devices are blamed for causing motion sickness and Queasy because of constant contact with the device that constantly emits the carcinogenic radiation making an important issue to resolve.

To access / purchase the full report browse the link below

<https://industryarc.com/Report/16348/augmented-reality-virtual-reality-market-for-entertainment-industry.html>

The most popular use of AR and VR technology is in the gaming field, but VR is sure to be more widely used in other fields as well, as it is an excellent tool for practicing medicine, surgery, flying, driving etc. and aiming to hit the mainstream in near future.

High cost, complex software which needs more power than average computer is stopping average buyer in adopting this technology. If these challenges are overcome and create value for users then VR and AR technology will become part of mass adoption.

Virtual reality and augmented reality technologies hold strong potential, particularly in attracting investment.

Virtual reality makes a major impact on all sorts of industries, Cisco has integrated the gap between virtual and the physical space by Cisco Spark in VR apps where users can meet, discuss, and interact in a virtual, three-dimensional environment view in real-time.

The Smithsonian American Art Museum (SAAM) is exploring a VR experience and will allow visitors to interact in unique and immersive ways with three exhibits—a painting, a sculpture and a three-panel video installation with advance VA/AR feature.

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AR and VR technology has very large growth potential. America has delivered more AR/VR revenue than China. But Chinese growth in next five years will dominate America. AR/VR aren't just for entertainment but can be used in the fields of design, education, tourism and many other fields. With the advent of AR and VR it is for sure that entertainment industry will be transformed and revolutionized.

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

1. AR & VR In The Entertainment Industry – By Type

1.1. Introduction

1.2. Augmented Reality

1.2.1. Software

1.2.2. Service

1.3. Virtual Reality

1.3.1. Software

1.3.2. Service

2. AR & VR In The Entertainment Industry – By Application

2.1. Introduction

2.2. Film

2.3. Sports

2.4. Games

2.5. Theme/Amusement Park

2.6. Live Events

2.6.1. Music Concert

2.6.2. Comedy Club

2.6.3. Drama

2.6.4. Circus

2.6.5. Opera

2.6.6. Fashion Shows

2.7. Others

3. AR & VR in the Entertainment Industry – By Market Entropy

4. AR & VR in the Entertainment Industry – By Geography

Companies Cited/Interviewed/Referenced

NextVR

Magic Leap

Disney

IMAX

Company 10+

Related Reports:

A. Augmented reality and Virtual reality market for Gaming Industry

<https://industryarc.com/Report/16349/augmented-reality-virtual-reality-market-for-gaming-industry.html>

B. Augmented and Virtual Reality market for Healthcare industry

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

What can you expect from the report?

The Augmented & Virtual Reality Market in Entertainment Industry 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 & Virtual Reality Market in Entertainment Industry?

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

1. North America Augmented & Virtual Reality Market in Entertainment Industry (2018-2023)
2. South America Augmented & Virtual Reality Market in Entertainment Industry (2018-2023)
3. Europe Augmented & Virtual Reality Market in Entertainment Industry (2018-2023)
4. Asia Pacific Augmented & Virtual Reality Market in Entertainment Industry (2018-2023)
5. Middle East and Africa Augmented & Virtual Reality Market in Entertainment Industry (2018-2023)
6. Software Augmented & Virtual Reality Market in Entertainment Industry (2018-2023)
7. Games Augmented & Virtual Reality Market in Entertainment Industry (2018-2023)

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

Response: Yes, we can customize the report by extracting data from our database of reports and annual subscription databases. We can provide the following free customization

1. Increase the level of data in application or end user industry.
2. Increase the number of countries in geography or product chapter.
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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