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

Augmented Reality (AR) and Virtual Reality (VR) Market are said to be the future of visual technology.

HYDERABAD, TELANGANA, INDIA, September 12, 2018 /EINPresswire.com/ -- Augmented Reality (AR) and Virtual Reality (VR) are said to be the future of visual technology. AR and VR, based on their applications will be used in the healthcare, manufacturing and entertainment industries. Augmented Reality (AR) and Virtual Reality (VR) applications have created new ways of working and collaborating among different sectors. AR and VR are going to be used as revolutionized applications in several fields, such as gaming industry, live seminars or concerts, healthcare industry and so on. AR and VR technologies will be widely used for communicating, training and understanding complex tasks. The increase in smartphone penetration and use of internet connectivity are the driving factors for the growth of the AR and VR market.

AR and VR technologies still have many obstacles to overcome before the end-user can use them to their full extent. AR and VR have both technical and medical constrains. AR and VR applications require extraordinary levels of computing power in order to provide an immersive and interactive experience. The current mobile technology which is supporting AR and VR applications has constraints related to battery life and overheating. Mobile engineers are trying to use cloud computing to reduce the strain on end user. The device requires use of better network bandwidth for the application to run through cloud computing.

To access / purchase the full report browse the link below
https://industryarc.com/Report/17013/augmented-virtual-reality-content-application-market.html

The current VR applications require cables and other accessories to make users stationary for a long time. Headsets used for long periods of time can cause feelings of dizziness and sickness. These are the major challenges hindering the growth of the AR and VR market.

Magic Leap, a US based startup which designs and creates wearable devices, has raised a funding worth $ 2.3 billion. The company raised $ 461 million from the kingdom of Saudi Arabia's sovereign investment arm and also raised a Series D funding worth $502 million from Temasek, a Singaporean funding company. Magic Leap is trying to develop new sensor suites that can map the environment and is also focusing to develop new display technologies.

SmartVizX is an India based company that offers VR solutions, helping to improving the Architecture –Engineering Construction (ACE) industry. The company has secured Rs. 100 million in pre-series A funding from Indian Angel Network (IAN) and YourNest. Trezi is going to be India's first VR based platform for architecture and interior design.

Google will be soon coming up with its new VR product "Expedition". Google Expedition is an immersive education platform allowing teachers and students to explore the world. VR tours will help teachers and students virtually explore art gallery, swim underwater and navigate outer space using mobile devices and VR viewers. AR tours will help teachers in bringing virtual objects into their classroom so that students can see and virtually walk around 3D objects, using their

mobile devices.

Qualcomm, US, a leading provider of semiconductor and telecommunications has launched Snapdragon XR1 platform. XR1 platform chip has already caught interest of some manufacturer equipment companies like Meta, VIVE, Vuzix and so on. This chip is a convergence of AR, VR and Artificial technologies.

Talk to one of our sales representative about the full report by providing your details in the below link:
https://industryarc.com/support.php?id=17013

The AR and VR market is said to be the future of visual technology and people can expect a lot from companies like Google, Microsoft and other startups who will be coming up with various AR & VR applications and devices which will support in gaining augmented and virtual reality experience. The AR and VR market will have a high growth as these technologies will also be used in creating retail shopping experience and also in educational institutions.

Augmented Reality and Virtual Reality Content and Application market is segmented as indicated below:
1. AR & VR Content & Applications – By Type
1.1. Introduction
1.2. Software
1.2.1. Augmented Reality Software
1.2.2. Virtual Reality Software
1.3. Service
1.3.1. Augmented Reality Service
1.3.2. Virtual Reality Service

2. AR & VR Content & Applications – By Application
2.1. Introduction
2.2. Aerospace & Defense
2.2.1. Thermal Vision
2.2.2. Threat Detection
2.2.3. Situation Simulation
2.2.4. Navigation
2.3. Gaming
2.3.1. Simulation
2.3.2. Hybrid
2.4. Medicine
2.4.1. Disease Detection
2.4.2. Virtual Training
2.4.3. Remote Communication
2.5. E-Commerce
2.6. Education
2.7. Art & Entertainment
2.7.1. Sport
2.7.2. Film
2.7.3. Concert & Event
2.7.4. Literature
2.7.5. Visual Art
2.8. Business
2.9. Emergency Services
2.10. Others

3. AR & VR Content and Application Market – By Market entropy
4. AR & VR Content and Application Market – By Geography

Companies Cited/Interviewed/Referenced
Samsung
Sony
Microsoft
Emacula
Medella Health
Inwith Corp. (Previously "EPGL Med")
Sotheby
Niantic
Apple
Augment
Google
Company 20+

Related Reports:

A. Augmented Reality and Virtual Reality for Gaming Industry
https://industryarc.com/Report/16349/augmented-reality-virtual-reality-market-for-gaming-industry.html

B. Augmented Reality and Virtual Reality for Entertainment Industry
https://industryarc.com/Report/16348/augmented-reality-virtual-reality-market-for-entertainment-industry.html

What can you expect from the report?
The Augmented and Virtual Reality Content & Applications 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 Content & Applications Market?
Response: Yes, we do have separate reports and database as mentioned below:

1. North America Augmented and Virtual Reality Content & Applications Market (2018-2023)
2. South America Augmented and Virtual Reality Content & Applications Market (2018-2023)
3. Europe Augmented and Virtual Reality Content & Applications Market (2018-2023)
4. Asia Pacific Augmented and Virtual Reality Content & Applications Market (2018-2023)
5. Middle East and Africa Augmented and Virtual Reality Content & Applications Market (2018-2023)
6. Software Augmented and Virtual Reality Content & Applications Market (2018-2023)
7. Thermal Vision Augmented and Virtual Reality Content & Applications Market (2018-2023)
8. Art & Entertainment Augmented and Virtual Reality Content & Applications Market (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.

Any other custom requirements can be discussed with our team, drop an e-mail to sales@industryarc.com to discuss more about our consulting services.

To request for a proposal, provide your details in the below link:
https://industryarc.com/subscription.php

Media Contact:

Mr. Venkat Reddy
Sales Manager
Email: venkat@industryarc.com
Contact Sales: +1-614-588-8538 (Ext-101)

About IndustryARC:

IndustryARC is a Research and Consulting Firm that publishes more than 500 reports annually, in various industries such as Agriculture, Automotive, Automation & Instrumentation, Chemicals and Materials, Energy and Power, Electronics, Food & Beverages, Information Technology, Life sciences &Healthcare.

IndustryARC primarily focuses on Cutting Edge Technologies and Newer Applications in a Market. Our Custom Research Services are designed to provide insights on the constant flux in the global supply-demand gap of markets. Our strong team of analysts enables us to meet the client research needs at a rapid speed, with a variety of options for your business.

We look forward to support the client to be able to better address their customer needs, stay ahead in the market, become the top competitor and get real-time recommendations on business strategies and deals. Contact us to find out how we can help you today.

Venkat Reddy
IndustryARC
+1-614-588-8538