

Mind Commerce identifies Mixed Reality Market Opportunities in latest Immersive Technology Research

Industrial Segments hold great promise for Mixed Reality, particularly in Manufacturing

SEATTLE, WASHINGTON, UNITED STATES, September 26, 2018 /EINPresswire.com/ -- The term Mixed Reality (MR) pertains to a form of hybrid reality in which physical and digital objects co-exist and interact in real-time. With MR, either virtual objects are digitally mixed into reality or real-world objects are merged into virtual worlds. The latter case is sometimes referred to as Augmented Virtuality (AV), and is one step closer to Virtual Reality (VR), as real-world objects in a virtual world take on a sense of permanency with real objects, appearing to actually exist within the virtual world.

Adding to this sense of permanency, real-world objects in a virtual world may be digitally controlled. Conversely, MR may also support manipulation of virtual objects permanently placed in the real-world. In either scenario, MR will be an important aspect of [Teleoperation](#) and Telerobotics.

Mind Commerce sees Mixed Reality acting as a bridge to more robust and engaging fully virtual worlds including Augmented, Virtual, and Mixed environments. The global market for AR/MR hardware, software, and Services will reach \$65.8 billion USD by 2023. MR will also be a boon for the device market. For example, head mounted display growth will be at 69% CAGR from 2018 to 2023.

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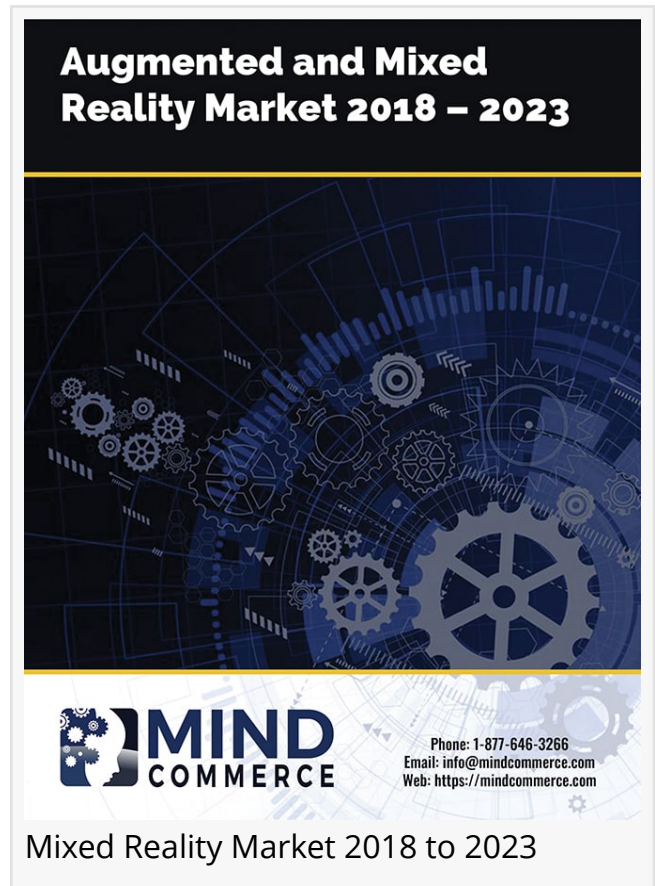
Mixed Reality is a bridge to a more Robust and Engaging Alternative Reality Environment that leverages the Best of Augmented and Virtual Realities”

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Augmented Reality and [Mixed Reality Market](#) Outlook and Forecasts 2018 – 2023 assesses AR, MR, and other immersive technology components, the AR/MR ecosystem, and competitive landscape. The report evaluates market opportunities for hardware, software, and services. Analysis takes into consideration market drivers and constraints such as potential regulatory implications.

The report provides detailed qualitative and quantitative analysis including forecasts for AR/MR by major hardware

components, software, services, semiconductor components, and more. All purchases of Mind Commerce reports includes time with an expert analyst who will help you link key findings in the



Augmented and Mixed Reality Market 2018 – 2023

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Mixed Reality Market 2018 to 2023

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The report also provides specific insights and recommendations for major ecosystem constituents including Advertisers and Media Companies, Artificial Intelligence Providers, Automotive Companies, Broadband Infrastructure Providers, Communication Service Providers, Computing Companies, Data Analytics Providers, Equipment Providers, IoT Suppliers and Service Providers, Semiconductor Companies, Smart City Systems Integrators, Social Media Companies, and Software Developers.

About Mind Commerce

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