



# Global Medical Holography Market: Global Industry Analysis and Opportunity Assessment, 2019 – 2023

*New Study On “2019-2023 Medical Holography Market Global Key Player, Demand, Growth, Opportunities and Analysis Forecast” Added to Wise Guy Reports Database*

PUNE , MAHARASHTRA, INDIA, March 13, 2019 /EINPresswire.com/ -- [Global Medical Holography Industry](#)

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A physical structure diffracting light into an image is a hologram. A hologram can be the encoded material or the resulting image. A holographic image can be seen by looking into an illuminated holographic print. A 3D image of the object is produced by holographic imaging devices by recording a split light beam from the laser. Holographic imaging enables healthcare professionals, keeping their diagnosis infection free. The data from the Magnetic resonance imaging (MRI) and computed tomography (CT) scans are collected by holographic systems and converted into 3D visualization, and a virtual object in 3D space. In addition, heart conditions and colon cancer can be examined with holographic imaging without the need of cutting the skin.

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Factors affecting market growth are the application of holographic imaging in drug discovery and the increasing prevalence of chronic diseases. In addition, the rise of holography as a promising innovation in speaking to complex 3D structures is driving the development in the market. Furthermore, the rising demand for non-invasive measurements inside human organs is contributing to the growth of the market as this technique can be used to examine heart conditions without cutting the skin. However, there are certain factors such as high cost and lack of accessibility that are hampering the growth of the market.

Global medical holography market is segmented on the basis of product and services, application, and end-user. On the basis of product and services, the market is further diversified as a holographic display, holographic software, holographic print, and holographic microscope. Further, on the basis of application, the market is further sub-divided into medical imaging, medical education, and biomedical research. Furthermore, on the basis of end-user, the market is sub-divided into hospitals and clinics, research centers, and pharmaceutical and biotechnology companies.

Geographically, the market is further analyzed into North America, Europe, Asia-Pacific, and Rest of the World. North America dominates the global holographic imaging market owing to the adoption of holographic technology by research academic centers and laboratories in North America. APAC region is anticipated to be an emerging holographic imaging market due to the adoption of holographic imaging techniques in medical training and surgeries, especially in

Japan.

The key players competing in the global medical holography market include Econ Reality, EcoPixel Inc., Holoxica Ltd., Mach7 Technologies Ltd., Ovizio Imaging systems, Zebra Imaging, and zSpace, Inc. Majority of key players adopt strategies such as acquisition and mergers, collaborations, and product launch with technological advancement to gain a competitive edge over others and enhance their presence in the global market. For instance, in November 2016, a 3D digital atlas prototype of human anatomy has been launched by Holoxica Limited. This gives neuroscience medical experts an insight into detection, diagnosis, and treatment of neurological disorders.

#### Research methodology

The market study of medical holography market is incorporated by extensive primary and secondary research conducted by the research team at OMR. Secondary research has been conducted to refine the available data to break down the market in various segments, derive total market size, market forecast, and growth rate. Different approaches have been worked on to derive the market value and market growth rate. Our team collects facts and data related to the market from different geography to provide a better regional outlook. In the report, a country-level analysis is provided by analyzing various regional players, regional tax laws and policies, consumer behavior, and macroeconomic factors. Numbers extracted from Secondary research have been authenticated by conducting proper primary research. It includes tracking down key people from the industry and interviewing them to validate the data. This enables our analyst to derive the closest possible figures without any major deviations in the actual number. Our analysts try to contact as many executives, managers, key opinion leaders, and industry experts. Primary research brings the authenticity of our reports.

Secondary sources include

- Financial reports of companies involved in the market
- Whitepapers, research-papers and news blogs
- Company websites and their product catalog.
- Authenticate databases such as National Institute of Health and Association for Medical Imaging Management.

The report is intended for medical holographic systems manufacturers, hospitals, research centers, Investing companies, and government organizations for overall market analysis and competitive analysis. The report will serve as a source for 360-degree analysis of the market thoroughly delivering insights into the market for better business decisions.

#### Market segmentation

Global medical holography market is segmented on the basis of regional outlook and following segments:

1. Global Medical Holography Market Research and Analysis, By Product and Services
2. Global Medical Holography Market Research and Analysis, By Application
3. Global Medical Holography Market Research and Analysis, By End-User
4. Global Medical Holography Market Research and Analysis, By Region

#### THE REPORT COVERS

- Comprehensive research methodology of global medical holography market.
- This report also includes a detailed and extensive market overview with key analyst insights.
- An exhaustive analysis of macro and micro factors influencing the market guided by key recommendations.
- Analysis of regional regulations and other government policies impacting the global medical holography market.
- Insights about market determinants which are stimulating the global medical holography market.
- Detailed and extensive market segments with regional distribution of forecasted revenues.
- Extensive profiles and recent developments of market players.

#### Companies Mentioned

1. ARHT Media Inc.
2. CAE Healthcare, Inc.
3. Core Medical Imaging Inc.
4. EchoPixel, Inc.

5. Eon Reality
6. Holoxica Limited
7. INTEGRAF LLC
8. IVIR Inc.
9. Koninklijke Philips N.V.
10. Lyncee Tec SA
11. Mach7 Technologies
12. NanoLive SA
13. Novarad Corporation
14. Ovizio Imaging Systems NV/SA
15. Phase Holographic Imaging AB
16. RealView Imaging Ltd.
17. SentiAR, Inc.
18. Trice Imaging, Inc.
19. Zebra Imaging, Inc
20. zSpace Inc.

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