

Manufacturers In The Augmented Reality Devices Market Are Focusing On Making Digital Content Interactive

*The Business Research Company's
Augmented Reality Devices Global Market
Report 2021 - COVID-19 Growth And
Change*

LONDON, GREATER LONDON, UK,
October 27, 2021 /EINPresswire.com/ --
Augmented reality devices

manufacturers are increasingly
investing in the integration of

augmented Reality (AR) and virtual reality (VR) technologies. Combination of virtual and augmented reality enables users to both see and interact with digital content at the same time. For instance, Spatial, an augmented reality company has developed a platform to enable interactive conference call, where the users can interact with their surroundings without any physical presence. With the combination of AR and VR technology, the users of the application can also witness pin boards and whiteboards.

The increasing use of augmented reality (AR) devices in the medical field is driving growth in the AR devices market. AR devices are increasingly being used by surgeons for pre-surgical planning. Surgeons can create 2D or 3D images of patient anatomy and overlay them on to the patient's body for accurate surgical planning. For instance, the Opensight augmented reality system developed by Novarad allows surgeons to visualize into the patient while simultaneously looking at the patient in real time. This enables surgeons to accurately plan for a surgery. Augmented reality is also being used to find the accurate position of veins under a patient's skin during blood transfusion. For instance, AccuVein uses projection based augmented reality to view real time image of veins under the surface of the skin during blood transfusion.

The [global augmented reality devices market](#) is expected grow from \$2.39 billion in 2020 to \$3.74 billion in 2021 at a compound annual growth rate (CAGR) of 56.5%. The growth is mainly due to the companies resuming their operations and adapting to the new normal while recovering from the COVID-19 impact, which had earlier led to restrictive containment measures involving social distancing, remote working, and the closure of commercial activities that resulted in operational challenges. The market is expected to reach \$14.24 billion in 2025 at a CAGR of 40%.



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<https://www.thebusinessresearchcompany.com/report/augmented-reality-devices-market-global-report-2020-30-covid-19-growth-and-change>

Major players covered in the global augmented reality devices industry are Sony, Oculus, Samsung Electronics, HTC, Google, PTC, Microsoft, Wikitude, DAQRI, Blippar, Osterhout Design Group, Toshiba Corporation, Infinity Augmented Reality, Upskill, Apple, Intel, Continental, Visteon, Eon Reality, Vuzix, MAXST, Navdy, Cyberglove Systems, Sensics, Leap Motion, Sixsense Entertainment, Atheer, Marxent Labs, Meta, Infinity Augmented.

TBRC's global augmented reality devices market report is segmented by type into head-mounted display (HMD), head-up display (HUD), by application into consumer, commercial, enterprise, healthcare, aerospace & defense, energy, automotive, by component into hardware, software.

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