

RESEARCH AND MARKETS REPORT REVEALS KEY AUGMENTED REALITY TRENDS IN TRANSPORTATION

Research and Markets, one of the world's largest market research stores, has released a 13-page report titled '[Heads Up – 5 Key Augmented Reality Trends in Transportation](#)'.

Here is a brief note on the report by Research and Markets team: *“Transporting things and people from one place to another is getting a reality makeover. This new reality is formed by augmenting a transportation vehicle operator’s physical view of the world with contextually relevant digital images and information. This insight paper takes a close look at key AR trends in the transportation industry”*.

This report covers the following:

1. Introduction
2. What is Augmented Reality?
3. The Architecture of Augmented Reality
4. The Benefits of Augmented Reality Transportation
5. Key Trends in Augmented Reality – Transportation
6. Key Concerns of the Transportation Industry
7. The Last Word
8. Legal Disclaimer.

Details:

The report presents a close look at key Augmented Reality trends in the transportation industry, mainly motor vehicle transportation. It offers a glimpse on the key benefits of Augmented Reality based transportation systems.

Here are the key benefits of Augmented Reality Transportation listed by Market and Research:

Optimized Transportation: According to the report, the Augmented Reality Transportation can allow continuous optimization of routes with real-time intelligence. The users can stay up to date with the weather and traffic conditions with the integration of Google Maps or Apple Maps. It can also help people in deciding their commuting types and simplify the parking issues.

Reduced Costs: The use of Augmented Reality can also save fuel and other operating costs by providing complete, accurate data in real time in the case of marine or vehicle shipments, precious cargo delivery times – which can directly result into cost reduction.

Improved Safety: Augmented Reality combined with real-time updates from network communications, social media and other sources can help transport operators stay aware of situations at different places. Apart from this, it can also save their time by providing highly relevant information. The use of Augmented Reality glasses can help them make right decisions while moving on the roads or in the sea.