

Popular

ADOPTION

Niche

Low

LIKELY COMMERCIAL VALUE

High

3D Virals

Branded company or personal promotion & ads using 'cool' 3D toys

Utility

Selling life enhancing AR applications perceived as useful

Augmented Events

Pay-per-use of enhanced sport or pop concert

Location Layers

Blended guides to new places, toursim, enhanced travelling or themed space

Virtual Demo

Display to promote sale, of product in pre-release or remotely via catalogue etc

Experimental Education

Pay-per-visit educational services to museums, ancient sites etc

Social Gaming

Pay-per-play mixed reality games in physical space

Blended Branding

The equivalent of hoardings, virtual poster ads

Enhanced Classifieds

An AR directory that promotes local 3rd parties products & services overlaid at the location

Entertaining

New form of experimental TV and films

Personalized Shopping

Walking around stores made relevant, opt in personalization and targeting

In Situ

Aiding sale by seeing projects placed in the environment before completion

Recognition & Targeting

Pushing 'relevance' to outdoor consumers - facial recognition linked to online data

Understanding Systems

Creating AR for internal or exploded views of complex objects

Cooperation

Service industry for augmented virtual meetings

Training

Hands-on with complex equipment and work scenarios