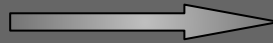


AUGMENTED REALITY (AR)

Function

Augmented Reality projects virtual objects into the real world



Visual Data is sent
to Processor



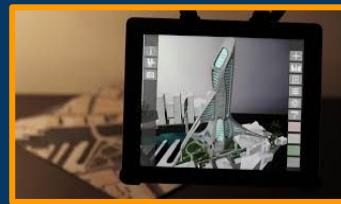
Processed Data is
sent to a Display



Real World Applications



Pokemon GO uses AR for recreational purposes.



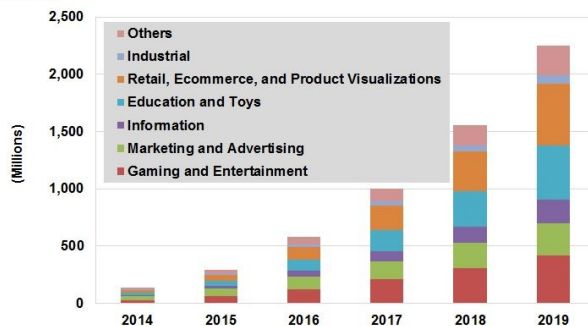
ARki uses AR to display architectural designs.



Ikea uses an AR app for interior design planning.



Installed Base of Actively Used Mobile AR Apps by Application Type, World Markets: 2014-2019



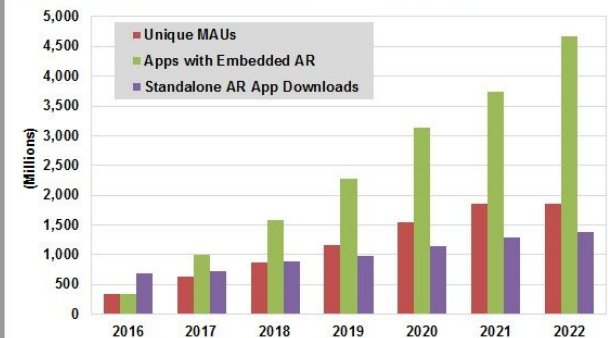
Source: Tractica

Chart of the projected popularity of different real world markets for AR programs based on current market trends.
(Left)

Chart of the projected popularity of certain types of AR apps based on current market trends.
(Right)



Consumer Mobile AR Users, Downloads, World Markets: 2016-2022



Source: Tractica