ARCore

ARKit

The Introduction Of ARKit And ARCore Forced Us To Take A Much Closer Look At AR

Standardized, Affordable, Accessible, Mainstream

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Analysts Began To Change Their Outlook To Favor AR Adoption

The combined AR/VR market is on track to reach **$108 billion** by 2022 with AR taking the lion's share of $83 billion and VR $25 billion. (Tractica, April 2017)

We are getting traction and are laser focused here →
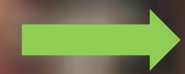
Dedicated advertising revenue in AR is projected to grow from $68 million in 2016 to **$16.4 billion** by 2021 (Tractica April 2017)

VR isn't dead yet