23 Augmented Reality Trends to Keep an Eye on for 2023

By Tom Emrich

Industry

#1 AI takes the Hype Cycle crown as the metaverse begins its slow descent into the metaverse winter

Industry

#2 XR’s garden begins to bloom as the unification of AR and VR energizes the investor and developer community

Hardware

#3 AR headworn gets its “PC moment” as VR headsets add color passthrough AR as a core feature

Hardware

#4 Smart glasses get its “smartwatch moment” with the return of Google Glass for consumers

Hardware

#5 The smartphone continues to become an even more powerful augmented reality machine with new chips and innovative displays

Hardware

#6 Advancements in optics show promise but see-through AR glasses to replace our smartphones are still a ways out

Hardware

#7 XR gets even more immersive as our eyes, ears and fingers enter the metaverse

Infrastructure

#8 Ultra wideband and edge computing join 5G and Wi-Fi 6 as key ingredients to our spatial computing future

Platforms & Tools

#9 Entering its third generation, mobile AR grows up to better deliver on its promise of blending the physical with the digital

Plaforms & Tools

#10 All eyes will be on the web this year as the browser takes center stage for augmented reality

Platforms & Tools

#11 Generative AI will play a key role in accelerating AR content creation as it sparks ideas and generates assets

Platforms & Tools

#12 Mixed reality devices drive a need for cross-platform & cross-device development as consumers add more devices to their digital lives

Consumer Solutions

#13 Fashion brands double their opportunity with product & apparel digital twins that can be purchased in the physical and virtual economy

Consumer Solutions

#14 AR continues to disrupt retail by making the ecommerce experience feel more physical and the brick-and-mortar experience more digital

Consumer Solutions

#15 Brand marketers look for ROAR (or return on AR) as they consider making AR a core part of their marketing mix

Consumer Solutions

#16 As NFTs become the new loyalty program, brands turn to AR to give digital collectibles more value in the physical world

Consumer Solutions

#17 Connected TV turns to AR to create companion content that extends screen time and encourages repeat viewing

Consumer Solutions

#18 AR democratizes the use of special effects in video posts, forever changing our social feed by remixing our reality

Consumer Solutions

#19 The avatar wars continue as platforms and applications give us even more reasons to create a digital double

Enterprise Solutions

#20 Digital twin adoption shifts into high gear creating the necessary foundation for the “enterprise metaverse”

Enterprise Solutions

#21 Mixed reality collaboration and productivity solutions show how headsets will eventually replace our monitors at work

Ethics & Human Impact

#22 Privacy, safety and security become even more important as headworn devices get more sensors and adoption of XR begins to rise

Ethics & Human Impact

#23 Activists & artists tap into XR’s empathy machine to tell immersive stories using mixed reality headsets

Read the full report using the link in this post!