

Augmented Reality & Video Service Emerging Technologies

AR Applications, Products & Business

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AR Applications, Products & Business

AR Applications & Business Models

AR Applications

❖ Architecture

- Planning of buildings and landscapes
- Rebuilding of ruins
- Archaeological information overlaid
landscape scanning

AR Applications

❖ Arts & Performances

- Holographic & 3D design assistance
- Animation design assistance
- Musical note assistance
- Sound coordination services
- Image & sound coordination services

AR Applications

❖ Commerce

- Help select products in a catalog
- Finding product information about a product or object
- Real-time stock & sales information

AR Applications

❖ Education

- Student customized assisting text, graphics, video, and audio support
- Interactive computer simulated experience of historical events and exploring

AR Applications

❖ Medical Science & Engineering

- Health scanning of patient vital signs
- Medical image processing
 - CAT scan, MRI, etc.
- Robotic surgery support
- Anesthesia procedures support

AR Applications

❖ Military & Disaster Management

- Military combat training
- Situational awareness assisting information
- Theater C2 (Command & Control) planning and evaluation
- Disaster management procedures and location guidance

AR Applications

❖ Sports & Entertainment

- Game play assisting information
 - Football first down line
 - Tennis ball line crossings
- Game rules guidance information
- Team objectives guidance information
- Commercial advertisements overlaid in real-time onto the users view

AR Applications

❖ Tourism & Sightseeing

- Guidance of historical events, places, and objects
- Tour course (hotel/motel, restaurant, and restroom) navigation information
- Translation and interpretation of foreign language voice, text, signs, and menus
- AR supportive voice translation sound output (speaker) into foreign languages

AR Applications

❖ Transportation

- Navigation information display on automobile windshields
- Accident prevention information and alarms

AR Applications

❖ AR Business Models

Segment	Description	Companies / Organizations
AR Platform	<ul style="list-style-type: none">• Provides AR foundation & Tool Boxes• Provide custom services	<div>vuforia</div> <div>by Qualcomm</div> <div>metaio</div>
AR Product & AR Game	<ul style="list-style-type: none">• Develop and market their own exclusive AR products• Product types: Books, Games, etc.	<div><div>sphero</div><div>SONY</div><div>Microsoft</div><div><div>POPAR</div><div>Read It. See It. Be It.</div></div><div>Nintendo</div></div>




AR Applications

❖ AR Business Models

Segment	Description	Companies / Organizations
Custom Branded App Development	<ul style="list-style-type: none">• Work directly with brand marketers and agencies• Allow marketers to combine one-of-a-kind custom AR experiences• Service 3D modeling• Integration with other software or platforms, etc.	<div>((appshaker))</div> <div>gravityjack</div> <div></div>
Industry-Specific Vertical AR Solution	<ul style="list-style-type: none">• Serve niche business verticals• Examples: Luxury retails, medical services, pharmaceutical companies, and cosmetic companies	<div>blippAR</div> <div>HOLITION AUGMENTED RETAIL</div> <div> adornably</div>

AR Applications

❖ AR Business Models

Segment	Description	Companies / Organizations
Self-Service DIY (Do it Yourself) AR	<ul style="list-style-type: none">• Offer content management tools• Provide simple experiences like launching a single video or simple animation• Provide the environment to test or create a simple AR experience• Offer AR viewers customized services and white label options	<div>layar</div> <div> AURASMA</div> <div> DAQRI</div> <div> zappar AUTHORIZED RESELLER</div>

AR Applications, Products & Business References

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