

Augmented Reality & Video Service Emerging Technologies

AR Applications, Products & Business

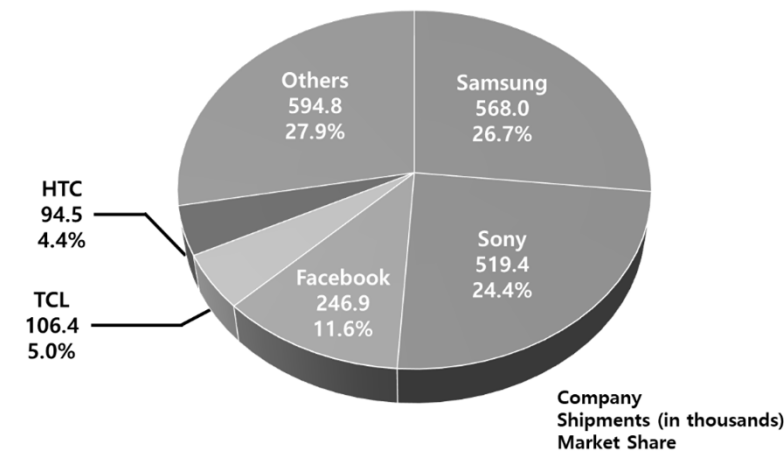
Prof. Jong-Moon Chung

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AR Market Analysis

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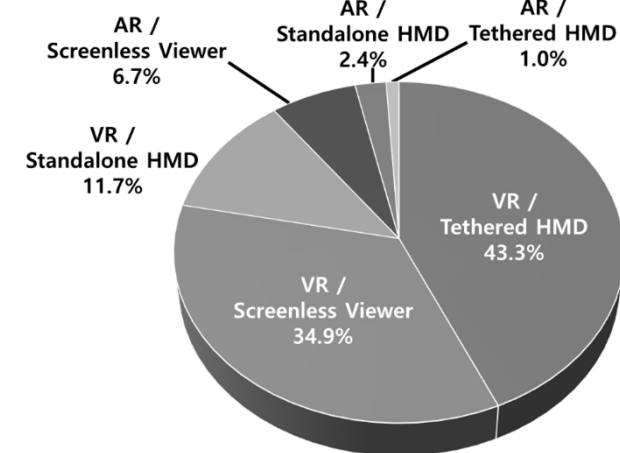
❖ AR/VR Headset Market Share (Q2 2017)



[Ref] IDC, Worldwide Shipments of AR/VR Headsets Maintain Solid Growth Trajectory in the Second Quarter, According to IDC, 2017/09

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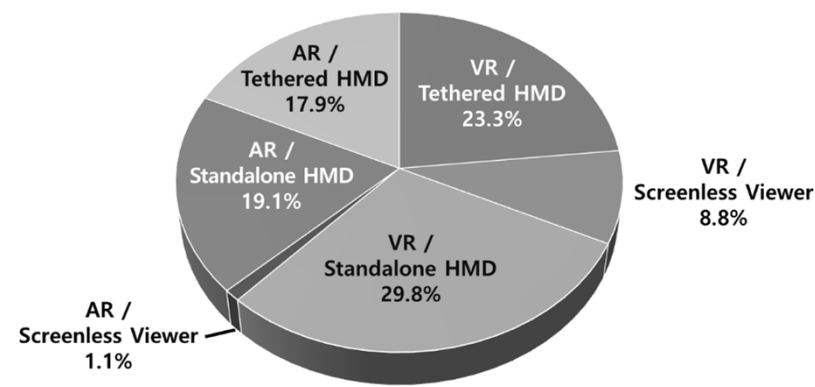
❖ AR/VR Headset Market Share (2017)



[Ref] IDC, Demand for Augmented Reality/Virtual Reality Headsets Expected to Rebound in 2018, Says IDC, 2018/03

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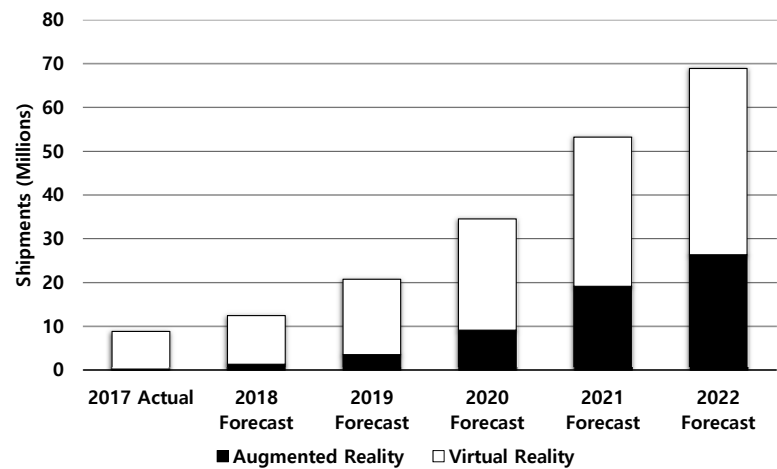
❖ AR/VR Headset Market Share (2022)



[Ref] IDC, Demand for Augmented Reality/Virtual Reality Headsets Expected to Rebound in 2018, Says IDC, 2018/03

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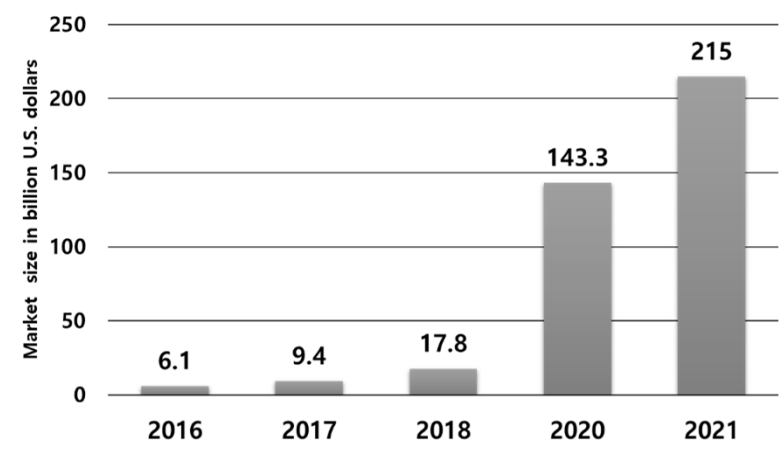
❖ Worldwide AR/VR Headset Forecast



[Ref] IDC, Demand for Augmented Reality/Virtual Reality Headsets Expected to Rebound in 2018, Says IDC, 2018/03

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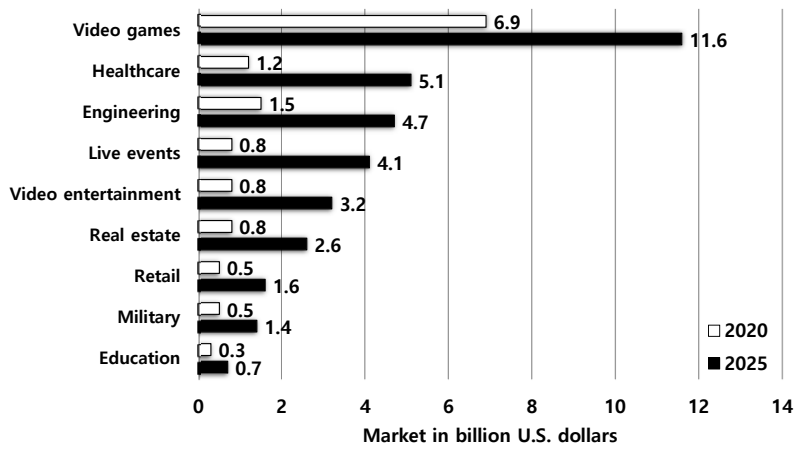
❖ AR/VR Market size



[Ref] IDC, Demand for Augmented Reality/Virtual Reality Headsets Expected to Rebound in 2018, Says IDC, 2018/03

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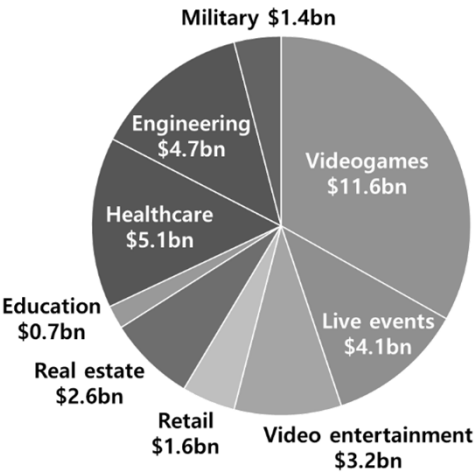
❖ AR/VR Market size by segment



[Ref] Statista, Forecast size of the augmented and virtual reality (VR/AR) market worldwide in 2020 and 2025, by segment (in billion U.S. dollars), 2018

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❖ AR/VR Market Share forecast in 2025



[Ref] Goldman Sachs Global Investment Research, IDC, Virtual & Augmented Reality, 2016

AR Market Analysis

❖ AR/VR Market size forecast in 2025

- Delayed Uptake
- Base Case Scenario
- Accelerated Uptake

AR Market Analysis

❖ AR/VR Market size forecast in 2025

- Delayed Uptake
 - User experience of VR/AR technology slowly improves
 - Various problems hinder the VR/AR market growth
 - Challenging issues
 - Seamless mobility support
 - Battery limitations
 - Latency, Display, Safety, Privacy, etc.

AR Market Analysis

❖ AR/VR Market size forecast in 2025

- Base Case Scenario
 - HMDs gain more popularity
 - VR/AR technology gradually improves
 - But there are still some limitations in mobility and battery life

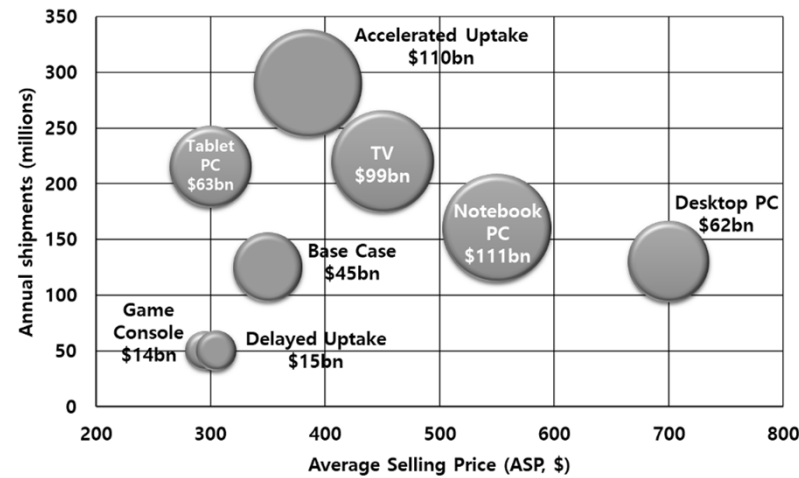
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❖ AR/VR Market size forecast in 2025

- Accelerated Uptake
 - By 2025, HMD devices evolve from a niche market to become a generic computing platform
 - User experience of VR/AR technology significantly improves
 - Breakthroughs in cellular and battery technologies enable extensible mobility and freedom in operation time

AR Market Analysis

❖ AR/VR Market size forecast in 2025



[Ref] Goldman Sachs Global Investment Research, IDC, Virtual & Augmented Reality, 2016

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References

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- IDC, <https://www.idc.com/getdoc.jsp?containerId=prUS43021317>
- Goldman Sachs, <http://www.goldmansachs.com/our-thinking/pages/virtual-and-augmented-reality-report.html>
- Statista, <https://www.statista.com/statistics/610112/worldwide-forecast-augmented-and-mixed-reality-software-market-by-segment/>
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