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### **TCL plans to enter the industry of augmented reality: MIS140-505**

Chinese company TCL plans to join the anticipated market of smart lenses, giving users augmented-reality-ready eyewear. TCL pledges to release a product that includes augmented reality (AR) and virtual reality (VR) mechanics. Understanding the boldness of such a promise, the chief marketing officer of TCL states it exists "just in the concept stage right now." TCL plans on entering the virtual reality market due to the high anticipation of consumers for this specific technology over the past few years. Mostly known for budget-value TVs within the US market, TCL anticipates that releasing technology within this new industry can make the brand more recognized amongst companies such as Snap, Meta, and Apple. Currently, no stand-alone products exist with AR capabilities. Projections of leading technology company Apple(1) display no availability of their AR products for quite some time.

While industries in VR became established over five years ago, AR remains open to the first-mover advantage. No company has successfully made a mainstream interface for consumers, making smart glasses an attractive industry to enter. As this industry awaits a first-mover, weak buyer power exists due to no alternatives to choose from. The same remains valid for supply power, remaining low due to numerous countries available to bargain with when obtaining computer parts, such as China, Germany, Mexico, The Netherlands, Etc(2). More than ten countries export computer chips and other hardware, making the high price of one resulting in the partnership with another. No present threats of alternative products stand currently. This presents an opportunity for establishing recognition of a new product if produced. As Steve Jobs created a well-established familiarity with the first iPhone, even after new products emerged,

customers knew of the iPhone even in a market of numerous other alternatives. Substitute products exist but remain limited to VR and expensive AR alternatives used for business purposes. While VR shares a similar computer-generated reality experience with AR, their distinctions remain unmistakable. Rivalry as of now remains nonexistent among companies and their products. The only rivalry exists amongst the promises and declarations of future products. Many companies have not delivered on commitments to items such as Tesla and Samsung(3)(4), resulting in promises not equating to the release of a product. However, promises can win over future customers by fortifying supporters and followers of such a company's ingenuity. In summation, elements like first-mover advantage and weak buyer power currently demonstrate the high industry attractiveness of AR technology, along with consumer anticipation for integrated AR products.

Link to article:

Eadicicco, Lisa. "Tcl Joins Race to Create Ar Smart Glasses, Challenging Meta and Eventually Apple." *TCL Joins the Race to Create AR Smart Glasses, Challenging Meta and Possibly Apple*, Cnet, 4 Jan. 2022, <https://lilacspecscom.b-cdn.net/tcl-joins-race-to-create-ar-smart-glasses-challenging-meta-and-eventually-apple/>

Other references:

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(2) Irena, and Editor. "Visualizing the International Market for Computer Device Exports." *HowMuch.net*, 17 Aug. 2020, <https://howmuch.net/articles/computer-devices-exports-by-country>

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(4) Chin, Monica. "We Still Haven't Seen the Galaxy Home - and That's a Good Thing." *The Verge*, 14 Feb. 2020, <https://www.theverge.com/2020/2/14/21136224/samsung-galaxy-home-bixby-not-released>