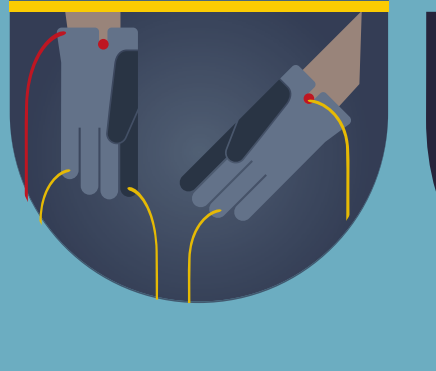


JANUARY 2016

AUGMENTED
REALITY
&
WEARABLE
DEVICES



- A New Operational Tool for Enterprises -



MARKET BRIEF

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Heads up displays are used in manufacturing production systems for ensuring the right job procedure, in collaborative product design and prototyping, in remote assistance of distant specialised workers, in surgery theatres for enabling the surgeon to access relevant data without being distracted from his or her main activities, and for education and training.

The market landscape behind that evolution and those business cases is rich and diverse in terms of players. The period 2016-2018 will be particularly significant in terms of growth. New commercial projects will be put in place. Certainly, some issues have to be faced such as the different speed of technological change the hardware and the software parts are experiencing. In theory, software is far more capable of what hardware allows. But, the rich and cutting-edge landscape of players will certainly solve those problems. There will also be an increasing attention on VR and the convergence between VR and AR.

AR/VR and wearable device-based solutions will increasingly become part of IoT-based transformation strategy in various types of organisations. Therefore, IoT solution offering enhanced with AR/VR applications over wearable devices can become an element of competitive advantage. In order to have those in the marketplace, collaboration with AR/VR players and IoT players will be crucial.



ABOUT BEECHAM RESEARCH

Beecham Research is a leading market analyst and consulting firm that has specialized in the development of the rapidly-growing M2M/Internet of Things market worldwide for well over a decade, since 2001. Based in London UK, Cambridge UK, and in Boston US, we actively participate in initiatives aimed at achieving M2M market development and growth. We are internationally recognised as thought leaders in this market and have deep knowledge of the market dynamics at every level in the value chain. As a result, our clients come from all parts of the value chain including components and hardware, network operations, system integration, application development, distribution and enterprise adopters. We are experts in M2M/IoT services and platforms and also in IoT solution security, where we have extensive technical knowledge. We are also the leading analysts in satellite M2M, where we have worked with all the network operators and also with the European Space Agency (ESA). In addition, we see Wearable Technology as a key part of bringing the individual closer to the Internet of Things and this is also a primary area of activity for us.

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