

## AR COMES OUT OF THE SHADOW OF VR

### Current market development

According to PIV, Augmented Reality (AR) will emerge out of the shadow of Virtual Reality (VR) in the next few years. Currently, the AR market is in an early phase. Analysts certify that AR has significantly higher value growth potential than VR in the coming years. Smart glasses have now established themselves in the B2B market. Their importance will not only increase significantly here, but also in the B2C market.

Currently, the future belongs to mobile AR applications. Since the end of 2017, innovations in mobile operating systems have been providing tremendous impetus, boosting the overall AR market. According to [App Annie](#), a sample in 10/2017 has shown that downloads of AR apps in the Apple App Store have nearly quadrupled. Experts expect a rapid growth rally in software and services for AR content in the coming years. AR and VR will be one of the focal points of [photokina](#) and [Digility](#) as imaging trend topics in September 2018.

# 800 Million

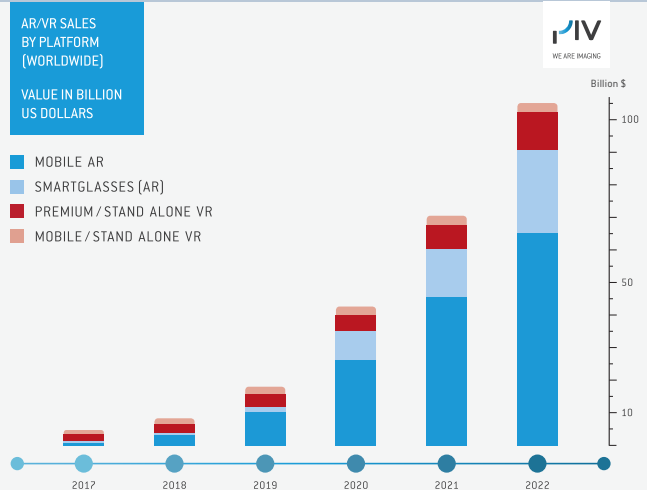


Smartphones with integrated AR support in their operating system will be in circulation by the end of 2018.

Quelle: Deloitte TMT Predictions 2018

### Innovations

- **Market penetration:** new hard and software for smartphones ensures widespread distribution in the B2C area.
- **Lower market entry barriers:** new program frameworks significantly simplify the development of AR apps in mobile operating systems. This lowers the market entry barrier, especially for smaller developers.
- **Realistic experiences:** better sensors for acceleration, yaw rate, infrared and depth measurements, as well as more efficient optical systems, will facilitate correct and more realistic AR effects in the future.
- **Photographic quality:** more powerful technology will offer significantly improved, photorealistic AR quality in the future.
- **User-generated AR content:** new web services will make it possible to create independent AR content.



### Forecast/Prediction

Impulses from the mobile sector have a positive effect on the AR market and offer opportunities to attract new target groups in the consumer market. [Deloitte](#) estimates that consumers will spend \$100 million on AR content in 2018.

Imaging companies in particular will benefit from business with AR-capable sensors and image processors.

The increasing demand for photorealistic AR effects offers businesses, including image service providers, new revenue opportunities with 3D animated AR content.

Smart glasses offer long-term growth prospects, especially in the B2B area. [IDC](#) forecasts sales of 24 million AR headsets (B2C and B2B) for 2021.

The growth forecasts in the AR market are attractive. [Digi-Capital](#) forecasts \$85 - \$90 billion in global AR hardware and software revenue for 2022.

