

Valuations put the size of the AR market at \$3.5 billion as of the end of 2017. This number is expected to grow to about \$198 billion by 2025. By 2020, industry experts expect that more than 1 billion worldwide will be regularly using a form of AT technology. At this point, AR will become the 8th most widely used form of mass media.

Augmented Reality (AR) bridges the gap between the real world and the virtual world. Through the use of headsets, camera screens, or phone screens, AR technology allows you to see virtual elements that can interact with real-world objects. (TechJury)

The revenues of AR by 2023 will amount to about \$70 billion, three times the forecasted revenue of the VR market. (Digi-Capital)

Experts predict the AR market could be worth £122 billion by 2024. (BBC)

## AUTOMOTIVE



Ford uses VR to boost employee safety and productivity. The company reports that the use of VR has reduced ergonomic issues by 90% and missed employee injuries by 70%. (Capgemini)

## GAMING



Gaming will see new high-end AR games that will expand the AR gaming market to \$11.6 billion by 2025. (newgenapps.com)



## DEFENCE

The Ministry of Defence (MoD) has taken a step towards harnessing augmented reality in military telemedicine services. It has signed a £625,000 contract with Proximie, a specialist in the field, for a digital platform to support the use of AR by surgical teams. (UKAuthority.com)



## AVIATION

Naturally, airlines are already at the forefront of augmented reality, with flight simulators that can simulate nearly any airport in the world, and safely put pilots into emergency situations they may encounter in real life.



## HEALTHCARE

62% saw healthcare benefits in using AR and IoT devices. (ISACA survey) Surgeons can practice open-heart surgery, root canals, or complicated plastic surgeries, over and over again until the real thing is a "walk in the park." (BBN Times)



AUGMENTED  
REALITY