FACTS & FIGURES

**AUGMENTED REALITY (AR)**

**DEFINITION:**
Augmented reality is a thriving technology in which digital data merge with the real world. This technology superimposes computer generated data upon the real world with. AR technology uses virtual reality to amend and transform with the real world.

**MARKET POTENTIAL:**
Predictions say Augmented Reality (AR)/ Virtual Reality (VR) will reach a market volume of $150 billion by 2020.


**1,000,000,000 (1 billion) users by 2020**

**TYPES OF TECHNOLOGY:**
- mobile device based –
- wearable type –
- video spatial display-type of technology –

**AR TECHNOLOGY FEATURES:**
- Visualising and communicating various contents
- De-complication/simplification of contents needing explanation(s)
- Live situation-linked information flow
- Automatic capture of reality by way of advanced recognition

**DIFFERENTIATION VIRTUAL REALITY VS. AUGMENTED REALITY:**
Virtual reality is the three-dimensional interactive world produced by a computer. The term “augmented reality” was introduced as a variation of virtual reality; it is a form of technology used to enhance real-time objects by imposing virtual images over it.

**AUGMENTED/VIRTUAL REALITY REVENUE FORECAST ($B)**

![Chart showing revenue forecast for Augmented Reality and Virtual Reality from 2016 to 2020](chart.png)

**MARKET POTENTIAL:**
Predictions say Augmented Reality (AR)/ Virtual Reality (VR) will reach a market volume of $150 billion by 2020.


**DIAGRAM:**
- AR hardware
- AR data
- AR voice
- AR adspend
- Enterprise AR
- AR film/TV
- VR film
- VR hardware
- VR adspend
- VR data
- VR voice
- VR games
- VR niche markets
- VR theme park
- AR theme park
- AR games
- AR consumer
- VR consumer
- VR hardware

**DEFINITION:**
Augmented reality is a thriving technology in which digital data merge with the real world. This technology superimposes computer generated data upon the real world with. AR technology uses virtual reality to amend and transform with the real world.
AR is not quite a big market yet, but Konica Minolta has recognised that there is huge potential for market growth here, due to the fact it will be increasingly common in mobile devices and wearables in the future. Konica Minolta identified different hotspots for possible AR business solutions. Konica Minolta’s target is to be the “Preferred Partner for AR Business Solutions”.

They include:
- Lower Error Rates
- New Emotional Customer Experience
- Increased Conversion Rates in Ecommerce
- Higher Efficiency
- New Revenue Opportunities

AR serves as one of several business development fields that Konica Minolta will develop in the future. In early 2014, the company established four Business Innovation Centres (BICs) in each of its key regional markets of North America, Europe, Asia Pacific and Japan. The aim of the BICs is to develop new businesses and respond to regional customer needs and markets.

Each BIC will manage the entire lifecycle of new service business development, from the initial ideation process to actual business deployment activities. During the development process, the BICs will be closely collaborating with a diverse range of entities, such as research institutes, partner companies and start-ups. With the “Leading Edge Partner Community”, the BIC Europe intends to build up new partnerships and develop innovations together with these partners http://bic.konicaminolta.eu/