

AR – Verdiskapning ut av løse lufta.





AR (Augmented reality) explained

VR

VS

AR



VR





Fra VR til mixed reality

Sprøyter milliardbeløp inn i ny satsing: «Pokémon-teknologi» revolusjonere arbeidshverdage

Et år med et omfattende effektiviseringsprogram tror Statoil-sjefen H. kan bistå selskapet til å bli enda mer effektivt, øke sikkerheten og f. produksjon.



Larsen.



Slik er Statoils nye Hololens briller



iDROPNEWS™
Designed by Martin Hajek for iDrop News

AR – Hjelpeverktøy - Siden 70-tallet



AR – Rediscovered (underholdning)

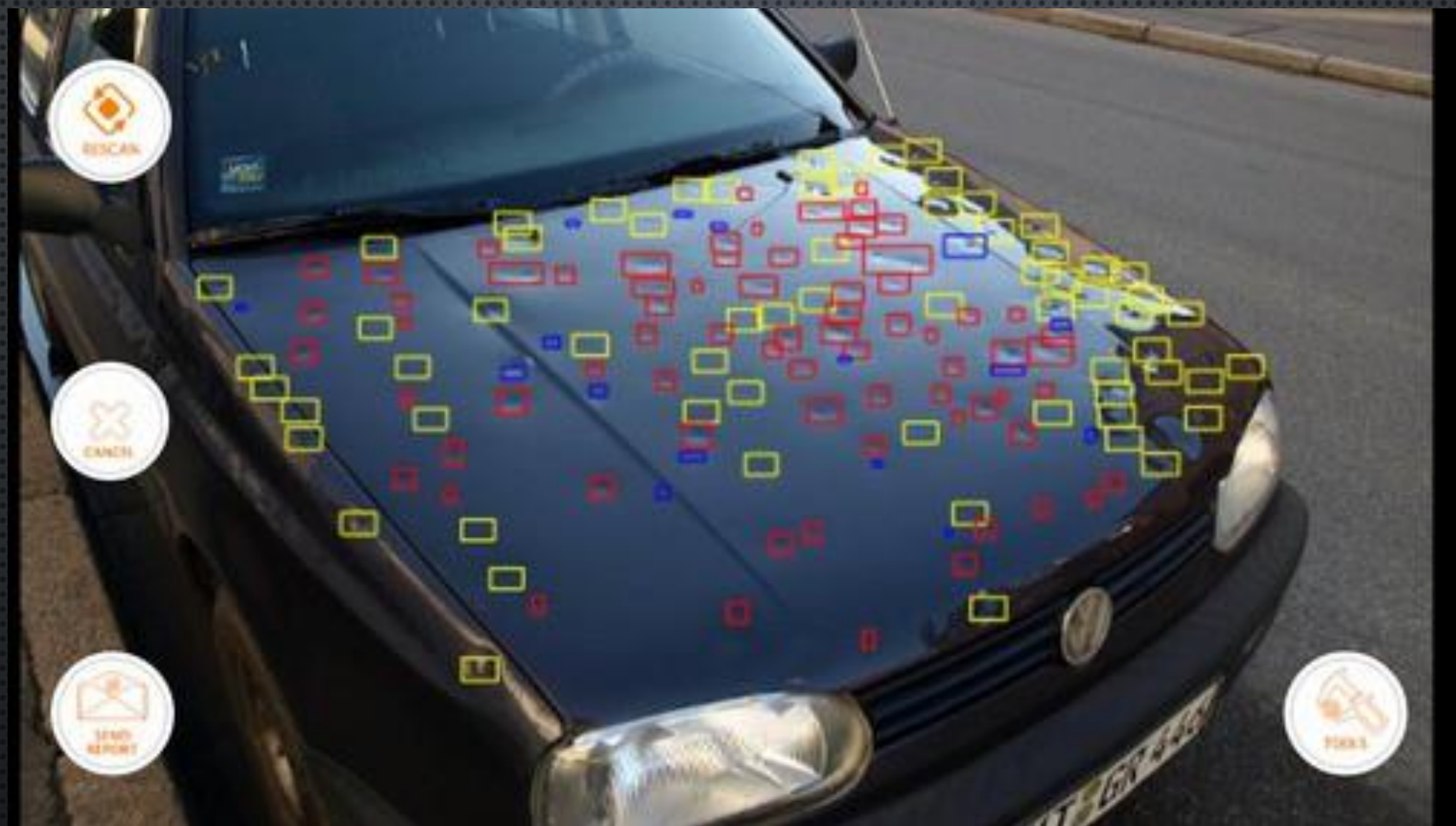


AR - Arbeidsverktøy

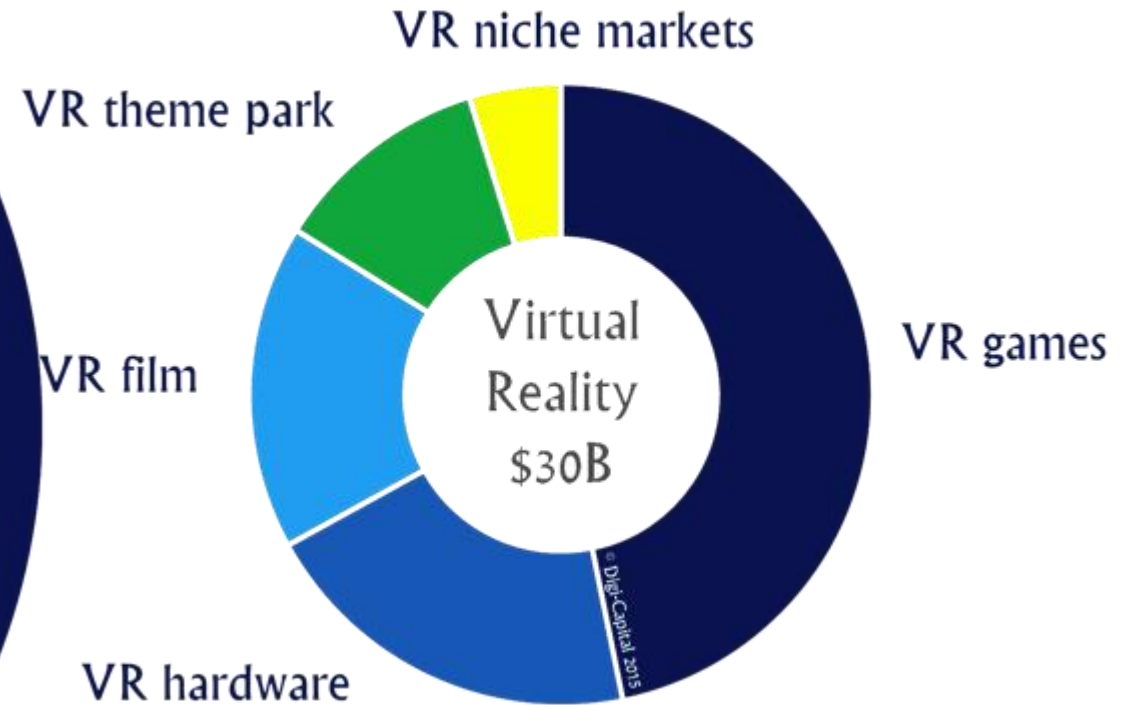
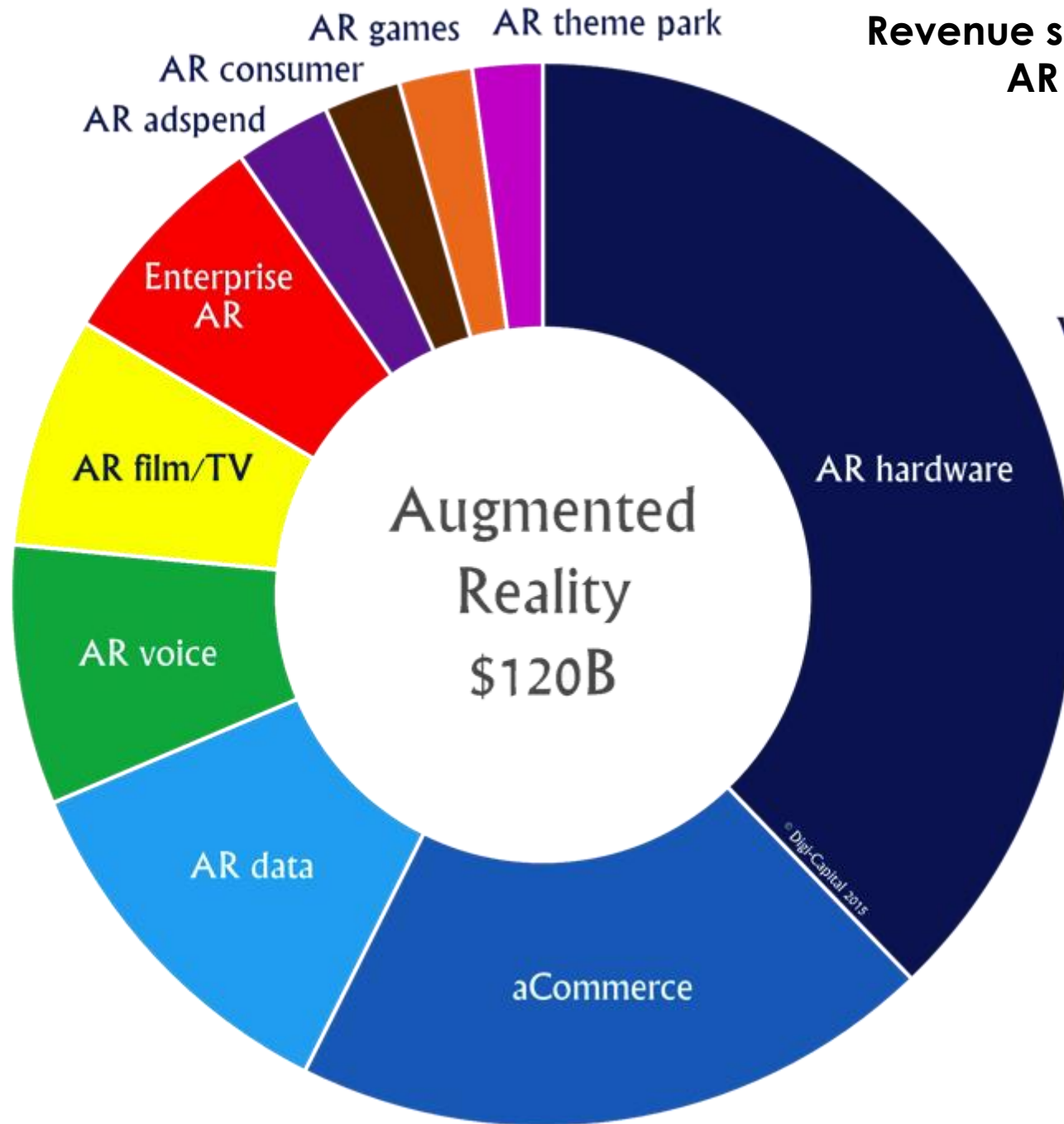






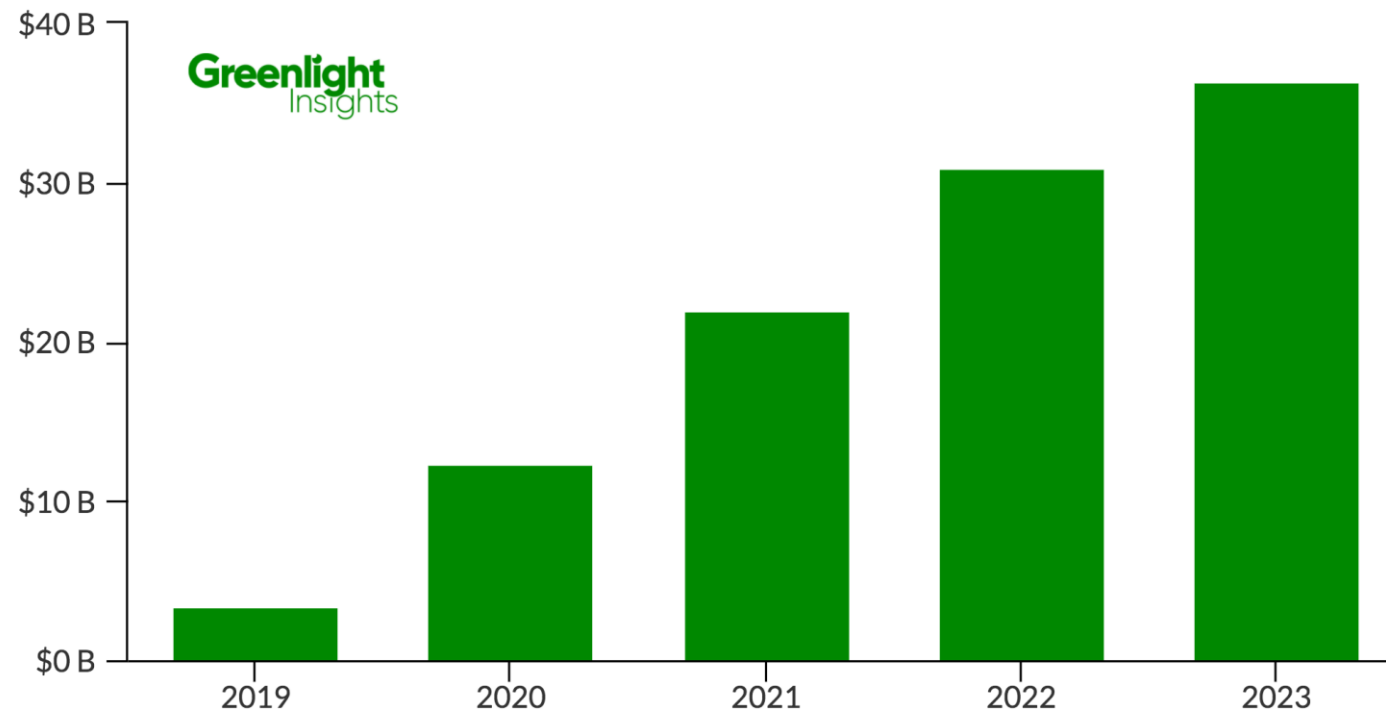


Revenue share by 2020 AR vs VR



Hardware – Market share – From Greenlight Insights

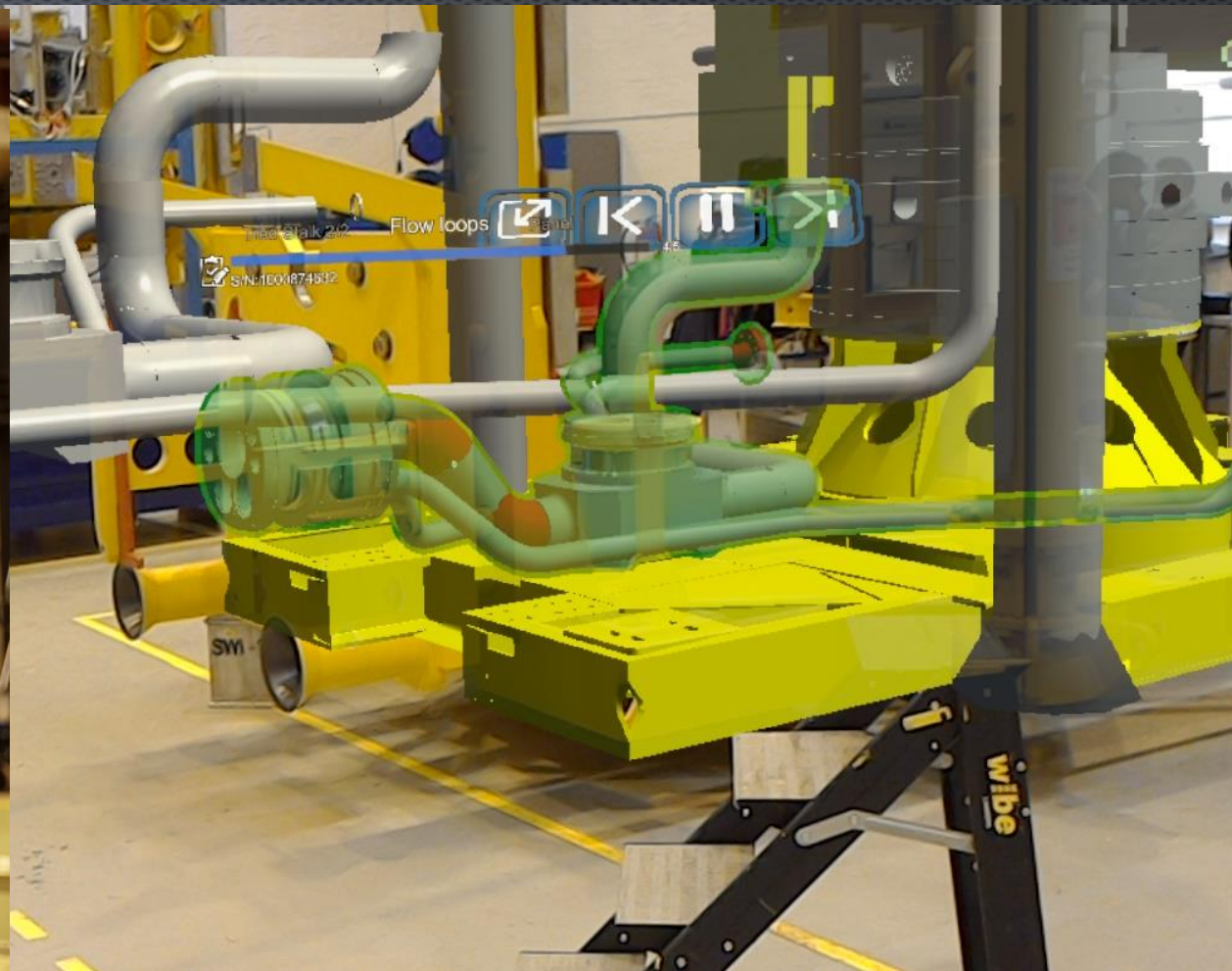
Expected Worldwide Spending on
AR Head-Mounted Displays and AR Content, 2019-2023



(c) Greenlight Insights
Source: 2017 Augmented Reality Industry Report, [greenlightinsights.com/reports](https://www.greenlightinsights.com/reports)

2017 Augmented Reality Industry Report

AR behovet i industri vil vokse med ca **60%** (CAGR) over de neste 5 årene.



Software- Market share – From Global market research

Industry Factor	Description
Market size & forecast (Revenue)	USD 578 Million (2015) → USD 24 Billion (2024)
Application trend (2015)	<u>Automotive – 18.4%</u> Medical – 11.9% Aerospace & defense – 9.3% Gaming - 10.2% Retail – 14.9% Industrial – 29.8% Others – 5.4%
Regional trend (2015)	North America – 33.9% Europe – 25.3% Asia Pacific – 19.0% Latin America – 13.0% MEA – 8.8%
Growth summary	The Augmented Reality (AR) market is expected to witness a substantial growth over the forecast period, owing to advances in hardware technologies and sophisticated mobile software.

Global market research 2017

Av totale AR-Software anses 29% å dekke industrien



2015



2016



2017



2019/20

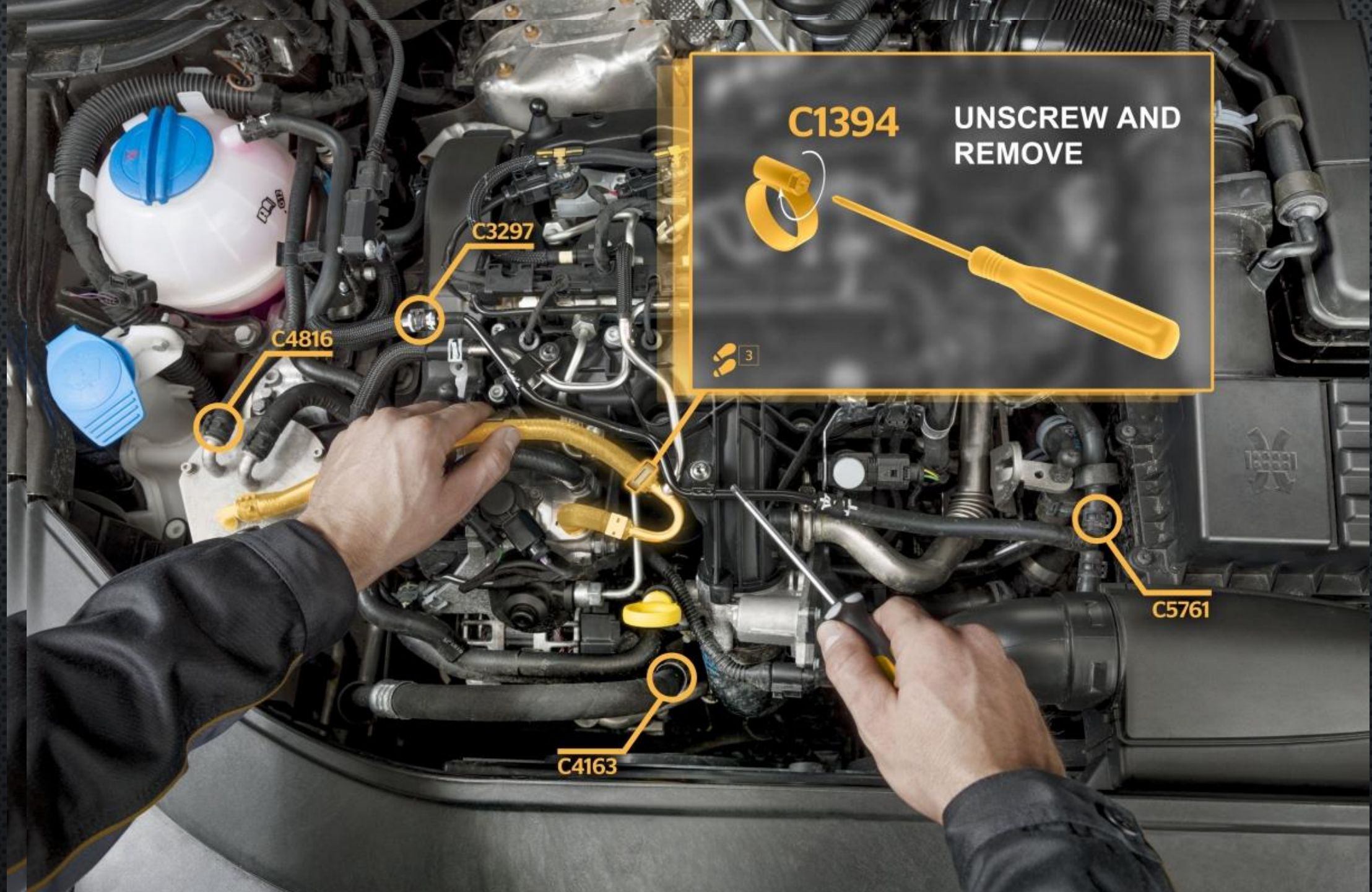
MONTERINGSHJELP GJENNOM AR

pointmedia.no®

Holopipe

Assembly assistant





C1394

**UNSCREW AND
REMOVE**



C3297

C4816

C5761

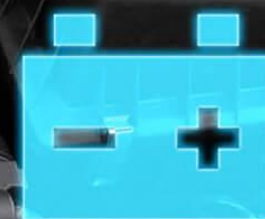
C4163

ARE 765

ERT 345

UNSCREW

ERT 365

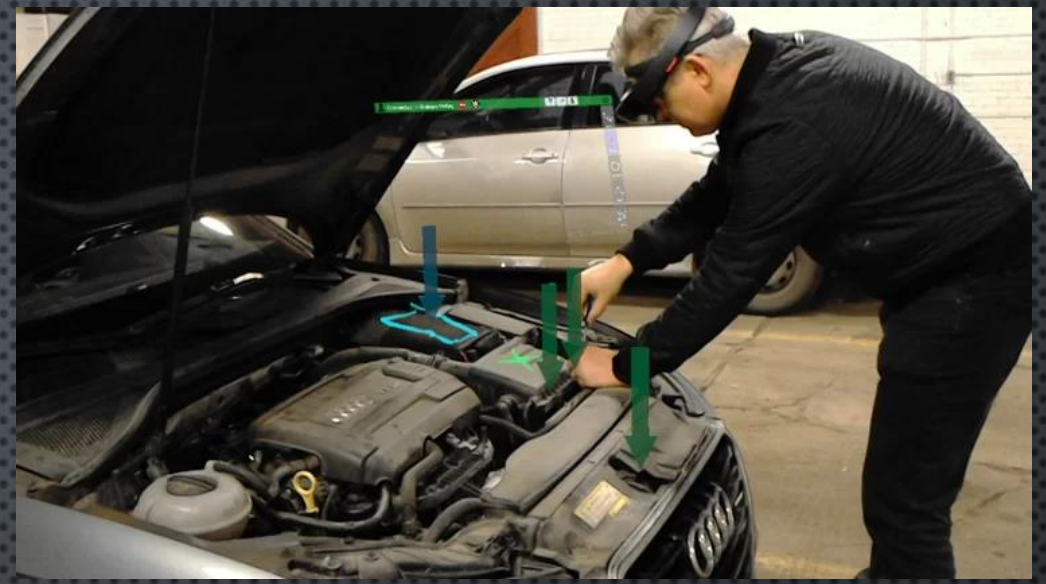




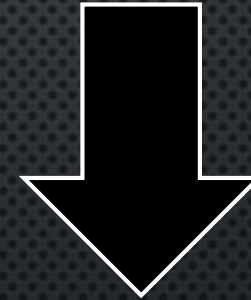
Manual



57 minutter



AR-assistent



36 minutter

PRODUKTVISUALISERING I AR



Holopipe



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Holopipe

Design viewer



EKSTERN EKSPERTHJELP
I AR



BRANSJENS BRUK AV
AR

Mobilen - 1998

"Ingen vil noensinne gå rundt med en slik"

"Man ser jo helt gærn ut"



AR-briller- 2018

"Ingen vil gå rundt med en slik på hodet"

"Man ser helt crazy ut"



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