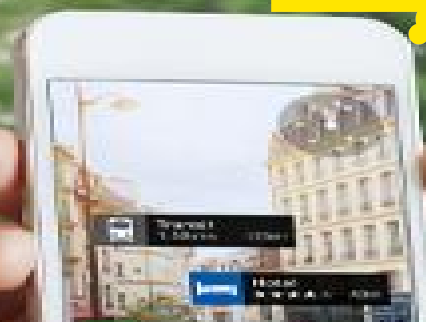




Transit
1:30min 120m



Hotel
★★★★★ 40m



Augmented Reality - UK - November 2019

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

Companies will need to overcome current modest usage and preconceptions to focus on delivering practical experiences that offer inspirational assistance and functionality.

- AR's impact has already been felt in enterprise solutions, providing a platform for consumer innovations and engagement
- Targeting early adopters and removing barriers to use
- AR which can deliver functional utility to meet consumers' needs and priorities will stand out



"Augmented reality is a technology with the potential to shape how consumers interact between the real and digital worlds, enhancing everyday experiences and interaction with companies and brands. However, friction points to experience AR will need to be eroded for the technology to become mainstream."

– Joe Birch, Consumer Technology Analyst

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