Mobile Augmented Reality (MAR) - Global Strategic Business Report

Description: This report analyzes the worldwide markets for Mobile Augmented Reality (MAR) in US$ Million. The Global market is further analyzed by the following Segments: Enterprise Applications, Games Applications, Location-based Search Applications, and Others. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, and Rest of World.

Annual estimates and forecasts are provided for the period 2013 through 2020. Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs.

The report profiles 114 companies including many key and niche players such as:

- Apple Inc.
- Augmentsys GmbH
- Augmented Pixels Inc.
- Aurasma
- Apparmo Ltd.

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PBS KIDS Unveils Novel AR App
Lego Unveils AR Mobile App
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Boost Unveils AR Nordic AR App
Angela Merkel Unveils AR App for Election Campaign
Deoksugung Palace Launches “Deoksugung, in my hands” Augmented Reality Mobile App
Orbotix Unveils New AR Gaming Apps
CommonFloor Launches AR Android App CommonFloor Property India
Mohawk Launches Mohawk Live Augmented Reality App
Disney Unveils New AR Book Technology HideOut
JB Knowledge Technologies Launches SmartReality™ AR App for Construction
DAQRI Launches Elements 4D Interactive Chemistry Learning Experience with AR
IBM Rolls Out Augmented Reality Shopping Assistant Application
Snipp Interactive Launches Snipp Khayal AR Application in the Middle East
G+J to Launch Augmented Reality Application ARplay
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McDonald’s Introduces McMission AR App
FuelFX Unveils 3D AR Graphics and Connective Media
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Epson Partners with Ngrain for 3D Augmented Reality Technology
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Ford Endorses New Mustang Car with AR App
Blippar Acquires Layar
Oculus Acquires Two Companies Nimble VR and 13th Lab
Infinity Augmented Reality Acquires Dynamic New Technology
Camelot Inks Partnership with Blippar for AR Christmas Scratch-cards
QuickMobile and BI WORLDWIDE Provides AR to Meetings and Events
Zappar Partners with Asda for Novel Augmented Reality In-Store Event
Niantic Labs Partners with 20th Century Fox and James Frey to Develop ENDGAME Augmented Reality Game
Pandoodle Inks Partnership with Aisle411 to Create Augmented Reality Shopping Experience for Google IO
DataArt Inks Partnership with Keysight to Develop Augmented Reality Locator
Ford Inks Partnership with Mishor 3D for Augmented Reality Navigation
Prisma Global Limited Takes Over Prisma Gmbh
Metro US Partners with AR Platform Blipper™
TAPPI Inks Partnership with Layar to Provide AR for Print Products
Fry Communications Partners with AR Platform Layar

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Apple Inc. (US)
Augmensys GmbH (Austria)
Augmented Pixels Inc. (US)
Aurasma (UK)
Apparmo Ltd. (UK)
Augment (US)
Blippar (UK)
Layar Inc. (The Netherlands)
Catchoom Technologies S.L. (Spain)
Cimagine Media Ltd (Israel)
DAQR! (US)
Google Inc. (US)
Niantic Labs (US)
Gravity Jack (US)
Hunter Research and Technology, LLC (US)
LM3LABS Corporation (Singapore)
Marxent Labs (US)
Mollejuo Software, Inc. (Canada)
Mybrana Network S.L. (Spain)
Occipital Inc. (US)
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Total Companies Profiled: 114 (including Divisions/Subsidiaries - 117)

The United States (42)
Canada (8)
Japan (1)
Europe (44)
- France (6)
- Germany (2)
- The United Kingdom (14)
- Italy (3)
- Spain (6)
- Rest of Europe (13)
Asia-Pacific (Excluding Japan) (16)
Middle East (6)

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