
Description: Augmented Reality (AR) is the augmentation of a real or physical world environment in a direct or indirect way using computer generated sensory input. Virtual Reality (VR) is the complete simulation of the physical environment virtually with immersion of the individual in a scenario varying – non, semi and fully immersive. While high costs of components, size of products limited the scope of the VR and AR devices a few years back, both the markets are seeing resurgence due to two primary reasons – Reduction of component costs and improvement of gesture recognition systems. This has led to a wave of consumer and industrial applications with many start-ups and traditional companies trying to combine VR-AR into their product portfolios.

Augmented reality apps are being used in the healthcare industry:
- surgical pre-operation assessment
- medical simulation
- minimally invasive surgery
- rehabilitation.

These applications and use cases are well documented and commercialized. Similarly virtual reality is also being used in the healthcare industry for applications like fully immersive 3D simulation experience for doctors, nurses, as a diagnostics tool, in surgery, phobia treatments, PTSD, autism treatments and dentistry etc. The global market for augmented reality and virtual reality in the healthcare market is expected to grow from $1.2 bn in 2014 to around $2.54 bn in 2020 according to IndustryARC. This report gives an in-depth segmentation of the market by product types like spatial AR, Vision AR, semi-immersive VR, and fully-immersive VR. It is also segmented by end use verticals and key geographic regions like Americas, Europe and Asia-pacific. Cost analysis, pricing analysis and the overall competitive landscape of key players are also analyzed in great detail in the report. The report contains the most detailed and in-depth segmentation of the virtual and augmented reality market specifically in the healthcare industry.

North America is the largest market for Augmented Reality and Virtual Reality followed by Europe. Major factors influencing the growth of this market in America are the accessibility to technologies and well-established distribution channels. Technological advancements further drive the market for simulation in the U.S. Asian countries are slated to register the highest growth during the forecast period, primarily due to increasing investments by major players in the region.

Competitive landscape for each of the product types is highlighted and market players are profiled with attributes of company overview, financial overview, business strategies, product portfolio and recent developments. Market shares of the key players for 2014 are provided.

The prominent players profiled in this report are:

- Laerdal Medical
- Simulaid Inc.,
- Hologic Corporation
- WorldViz LLC.,
- Therasim Inc. and others.

Contents:
1. Global VR-AR Systems - Market Overview
2. Executive Summary
3. Global VR-AR Systems - Market Landscape
   3.1. Market Share Analysis
   3.2. Comparative Analysis
      3.2.1. ProductBenchmarking
      3.2.2. Enduser profiling
      3.2.3. PatentAnalysis
      3.2.4. Top5 Financials Analysis
4. Global VR-AR Systems - Market Forces
   4.1. Market Drivers
   4.2. Market Constraints
   4.3. Market Challenges
   4.4. Attractiveness of the VR-AR Systems Industry
      4.4.1. Power of Suppliers
      4.4.2. Power of Customers
      4.4.3. Threat of New entrants
      4.4.4. Threat of Substitution
      4.4.5. Degree of Competition
5. Global VR-AR in Healthcare Systems - Strategic Analysis
   5.1. Value Chain Analysis
   5.2. Pricing Analysis
   5.3. Opportunities Analysis
   5.4. Product/Market Life Cycle Analysis
   5.5. Suppliers and Distributors
6. Global Virtual and Augmented Reality in Healthcare Market - Product Types Analysis
   6.1. Introduction
   6.2. Augmented Reality
      6.2.1. Spatial AR
      6.2.2. Vision based AR
      6.2.3. Wearable AR
   6.3. Virtual Reality
      6.3.1. Non-Immersive VR
      6.3.2. Semi-Immersive VR
      6.3.3. Fully-Immersive VR
7. Global Virtual and Augmented Reality in Healthcare Market - End Use Verticals Analysis
   7.1. Augmented Reality
      7.1.1. Surgical Applications
         7.1.1.1. Robotic Surgery
         7.1.1.2. Surgical Pre-Operative Assessment
      7.1.2. Rehabilitation
      7.1.3. Minimally Invasive Surgery
      7.1.4. Simulation
         7.1.4.1. Training
      7.1.4.2. Continuing Medical Education (CME)
      7.1.5. Others
   7.2. Virtual Reality
      7.2.1. Fully Immersive 3D Operation Room Simulations
      7.2.2. Diagnostics
      7.2.3. Phobia Treatment
      7.2.4. PTSD Treatment
      7.2.5. Dentistry
      7.2.6. Virtual Colonoscopy
      7.2.7. Virtual Reality Exposure Therapy (VRET)
      7.2.8. Others
8. Global Virtual and Augmented Reality in Healthcare Market - Geographic Analysis
   8.1. Introduction
   8.2. Americas
      8.2.1. North America
      8.2.2. Brazil
      8.2.3. Argentina
      8.2.4. Mexico
   8.3. Europe
      8.3.1. UK
      8.3.2. France
      8.3.3. Germany
   8.4. APAC
      8.4.1. China
      8.4.2. South Korea
      8.4.3. Japan
   8.4. Australia
   8.5. ROW
9. Market Entropy
9.1. New Product Launches
9.2. M&As, Collaborations, JVs and Partnerships
10. Investment Opportunities - Analysis by Target companies/customers, Capital Investments, ROI, Payback Period and Source of Funds.
11. Company Reports (Overview, Financials, SWOT Analysis, Developments, Product Portfolio)
11.1. Hologic Inc
11.2. Artificial Life Inc
11.3. Aruba Networks
11.4. CAE Healthcare
11.5. Eon Reality
11.6. Foursquare
11.7. Simulab Corp
11.8. Simulaids Inc
11.9. Gowalla
11.10. Laerdal
11.11. Laster Technologies
11.12. Layar B.V
11.13. VirtaMed
11.15. Oculus VR Inc
11.16. Onstar LLC
11.17. Qualcomm
11.18. Samsung
11.19. Therasim
11.20. Total Immersion Inc
11.21. Vuzix Corp
11.22. WorldViz LLC
12. Appendix
12.1. Abbreviations
12.2. Sources
12.3. Research Methodology
12.4. Bibliography
12.5. Compilation of Expert Insights
12.6. Disclaimer

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3652020/
Order by Fax - using the form below
Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Web Address: http://www.researchandmarkets.com/reports/3652020/
Office Code: SCBRUX8

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td></td>
<td>USD 5250</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td></td>
<td>USD 6250</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 8450</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐</th>
<th>Mrs ☐</th>
<th>Dr ☐</th>
<th>Miss ☐</th>
<th>Ms ☐</th>
<th>Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB9853308331083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp